

Are You Ready to Franchise?



Brand Recognition & Market

1. Has anyone inquired whether you are franchising your concept?

Yes No

2. Have you created a brand for your business concept?

Yes No

3. Do you have a federally-registered trademark for your brand name?

Yes No

4. Do you have regional brand recognition?

Yes No

5. Do you have national brand recognition?

Yes No

6. Do you have more than one location for your concept?

Yes No

7. If you have more than one location:

Are they consistent in appearance and brand recognition?

Yes No

Do they offer the same products and services?

Yes No

Could one of your locations be used for training new franchisees?

Yes No

8. Is there a market for your business concept in other locations?

Yes No

9. Have you conducted any market studies for growth?

Yes No



Operations

1. Do you have systems in place that can be standardized and taught to other people?

Yes No

2. Do you have an employee handbook?

Yes No

3. Do you have an operations manual in which you explain how your business operates?

(e.g., what products/inventory and services are required, how marketing is to be done, how products/services are to be sold to customers, how sales are to be recorded, etc.)

Yes No

4. Do you have a training manual?

Yes No

5. Are your operational processes different from those of your competitors?

Yes No

6. Do you have designated suppliers?

Yes No



Investment & Growth

1. Do you have a business plan for growth?

Yes No

2. Do you have capital to:

Develop the legal documents associated with franchising?

Yes No

Market your concept to potential franchisees?

Yes No

Hire sales people to sell franchises?

Yes No

Provide training and ongoing support to franchisees?

Yes No

3. Do you know the costs associated with replicating your concept?

Yes No

4. Do you have audited financial statements?

Yes No

5. Do you have internal capability to create a corporate franchise development team and to provide support and resources to franchisees, such as franchise sales, training, marketing and ongoing support services?

Yes No

6. Do you have designated individuals with experience selling franchises?

Yes No

FRANCHISE AND DISTRIBUTION PRACTICE

Ice Miller's Franchise attorneys have experience with state-level regulations throughout the country. Ice Miller's Franchise team represents franchisors, franchisees, franchisee associations, and investors. Our depth of experience representing franchise clients allows us to take an efficient and results-oriented approach that puts our clients' needs at the forefront.

MEET OUR TEAM



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