

# Franchise Business Plan Proposal Template

Please fill out this proposal template for your franchise application. This document is formatted for printing and manual review.

## 1. General Information

Proposed Franchise Name:

Parent Brand/Company:

Proposed Territory/Location:

Target Opening Date:

## 2. Applicant Profile

Lead Applicant Name:

Phone Number:

Email Address:

Relevant Business Experience:

## 3. Market Analysis Summary

Provide brief details about the target market and local competition in your proposed territory.

Primary Target Demographic:

Primary Competitor 1:

Primary Competitor 2:

Your Competitive Advantage:

## 4. Financial Plan & Projections

Provide estimates for the initial establishment and projected performance.

Available Startup Capital (USD):

Requested/Secured Financing (USD):

Projected Year 1 Revenue (USD):

Projected Year 1 Expenses (USD):

## 5. Operations & Marketing Strategy

Estimated Number of Employees:

Primary Marketing Channels:

Local Business Partners/Affiliates:

## 6. Signatures & Authorization

By signing below, the applicant representative certifies that the information provided in this proposal is accurate and complete.

Applicant Signature:  Date:

Franchisor Representative:  Approval Date: