

50 Top Franchises for Minorities **For *USA Today - Franchising Today* Feature Article**

Franchisor Questionnaire

If unsure of exact numbers, please use "best guess" estimate for any of the questions below.

1. MINORITY FRANCHISEE REPRESENTATION			
As of 7/1/2010, our system has:			
a. Actual Number of Franchised Units:	_____	c. Number of Franchise Units Owned by Minorities	_____
b. Actual Number of Company-Owned Units:	_____	d. Number of Company-Owned Units Managed by Minorities	_____
Total Operating Units (a + b):	_____	Total Number of Minority Franchisees/Managers (c + d):	_____

2. OVERALL MINORITY REPRESENTATION			
Approximately how many Franchised Units (or what percentage) are owned (50% or greater minority ownership) by:			
_____ Hispanics	_____ African Americans	_____ Asian Americans	_____ Native Americans
Other Minorities: _____ Note: Women are not considered minorities for the purposes of this survey.			

3. MINORITY MANAGERIAL REPRESENTATION	
a. How many senior-level management employees (annual salary in excess of \$60,000) are there within the parent company?	_____
b. Of these senior-level management employees, how many positions are filled by minority employees?	_____

4. MINORITY INCENTIVE PROGRAMS			
Which of the following assistance programs do you offer to minority franchisees?			
<input type="checkbox"/> Development Allowances	<input type="checkbox"/> Equipment Financing	<input type="checkbox"/> Franchise Fee Deferment	<input type="checkbox"/> Franchise Fee Reduction
<input type="checkbox"/> Financing Referrals	<input type="checkbox"/> Flexibility in Store	<input type="checkbox"/> Government Incentives	<input type="checkbox"/> Initial Inventory
<input type="checkbox"/> Lease Negotiations	<input type="checkbox"/> Loan Assistance	<input type="checkbox"/> Managerial Training	<input type="checkbox"/> Mentoring
<input type="checkbox"/> Sale-Leaseback	<input type="checkbox"/> Other: _____		

Submitted By:	
Company Name:	
Telephone:	
Email Address:	

Please return the completed questionnaire, along with your most current UFOC/FDD and marketing materials, **no later than August 15th** to:

Ms. Lisa Yu
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