

# *The Top 25 Franchises For Hispanic Trends Magazine*

## Franchisor Questionnaire

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

1. HISPANIC FRANCHISEE REPRESENTATION			
As of 12/31/2009, our system has:			
a. Actual Number of Franchised Units:	_____	c. Number of Franchise Units Owned by Hispanics	_____
b. Actual Number of Company-Owned Units:	_____	d. Number of Company-Owned Units Managed by Hispanics	_____
Total Operating Units (a + b):	_____	Total Number of Hispanic 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: _____			

3. HISPANIC 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 Hispanic 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: _____		

<b>Submitted By:</b>	
<b>Company Name:</b>	
<b>Telephone:</b>	
<b>Email Address:</b>	

Please return the completed questionnaire, along with your most current FDD and marketing materials, **no later than February 20<sup>th</sup>** to:

Ms. Blair Cavagrotti  
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1814 Franklin Street, Suite 603, Oakland, CA 94612  
(510) 839-5471 ♦ Fax: (510) 839-2104 ♦ E-Mail: [blair@worldfranchising.com](mailto:blair@worldfranchising.com)