

# FRANCHISE APPLICATION & QUESTIONNAIRE

---

**U.S. FRANCHISE TRADE MISSION TO  
GERMANY & HUNGARY**

November 14 – 19, 2019

# SUBMISSION REQUIREMENTS

## APPLICATION DEADLINE: 15 July 2019

Please save this PDF and email your completed application as an attachment to [ppitts@franchise.org](mailto:ppitts@franchise.org). If you submit an application and do not receive confirmation within 48 hours, please notify Patrick Pitts at [ppitts@franchise.org](mailto:ppitts@franchise.org) or + 1 (202) 662-4172.

## EXCLUSIVITY & SECURITY DEPOSIT

After member feedback, IFA® and the US Commercial Service are now offering mission participants exclusivity within their sub-sector. The first company within a given industry and sub-sector (e.g. automotive industry, wind shield repair sub-sector) to submit an application, complete the security deposit, and be approved for participation by the US Commercial Service will be guaranteed exclusivity; no other wind shield repair franchise would be accepted on the mission. This structure allows companies to avoid direct competitors on the trade mission.

In order to avoid the issue of a company applying for a mission, blocking competitors from participating and then electing not to participate, security deposits will now be taken. Companies interested in participating on the trade mission will make a security deposit of \$1,000. The deposit will be applied towards the total trade mission fees if the company participates, or it will be forfeited if the company pulls out of the trip. If the US Commercial Service feels that they cannot provide appropriate support, the \$1,000 will not be charged.

## CONTACT INFORMATION

Company Name:

Address:

City:

State:

Zip Code:

Company Website:

Contact Person:

Job Title:

Phone:

Email:

Fax:

Alternative Contact:

Job Title:

Phone:

Email:

## COMPANY INFO

Industry:

Subsector:

Business Type (select):

Franchisor

Franchisee

Supplier

Member of the International Franchise Association (IFA)

Industry Ranking:

Year Founded:

Year Company Started Franchising:

Number of Employees (estimate):

Annual Sales (select one):

Less than \$5 million

\$5 - \$10 million

More than \$10 million

## COMPANY INFO *(continued)*

**Brief Company Description (one paragraph to appear in the trade mission book for prospective franchisees):**

---

**Number of Franchise Units in U.S.:**

---

**Number of Company-Owned Units in U.S.:**

---

**Number of Countries You Have a Presence In:**

---

**Total Number of Units in Overseas Markets:**

---

<b>Has your company exported to Germany or Hungary before? If Yes, please explain.</b>	<b>Yes</b>	<b>No</b>
--	------------	-----------

---

**List the other markets you have a presence in worldwide:**

---

**Provide the name(s), title(s), and contact(s) for the executives that you want to have represent your company on the mission (one executive per company is built into the mission cost, each additional executive is an additional fee of \$750 per executive):**

## U.S. COMMERCIAL SERVICE PROGRAMS

Are you currently working with your U.S. Commercial Service office?

Yes

No

If Yes, please provide City and Trade Specialist name:

Name:

City:

Has your company ever participated in a:

Franchising Gold Key

Franchising International Partner Search

International Franchising Seminar

Trade Mission

Other (specify below):

---

## FRANCHISE SYSTEM INFORMATION

Describe your franchise service offering including its competitive advantages and unique selling proposition. Include its applications and unique features that differentiate your service from that of the competition (i.e. purchasing power, proprietary software, brand leverage, etc.).

## FRANCHISE SYSTEM INFORMATION *(continued)*

Outline what your franchise system has to offer a prospective partner.

---

Who are your major competitors at home and abroad?

---

List the most important end-users or end-user industries for this type of service.

---

What type of licensing or registration does your service offering/range of products require in the U.S.?

---

Does your company produce or have the rights to export this service?	Yes	No
--	-----	----

---

## BUSINESS OBJECTIVES

What do you hope to achieve by participating in this trade mission? Check the boxes that apply to you.

- |  |  |
|--|--|
| <input type="checkbox"/> Find a local operating partner                    | <input type="checkbox"/> Identify potential master franchisee(s) |
| <input type="checkbox"/> Identify individual franchisee(s)                 | <input type="checkbox"/> Identify area developer(s)              |
| <input type="checkbox"/> Achieve market exposure                           | <input type="checkbox"/> Gather local industry knowledge         |
| <input type="checkbox"/> Make new general business contacts                |  |
| <input type="checkbox"/> Other objectives or requirements (specify below): |  |

## LOCAL MARKET FOCUS

Why are you interested in bringing your franchise company to Germany?

---

Why are you interested in bringing your franchise company to Hungary?

---

If you have conducted specific research or investigated the markets in Germany or Hungary before, please provide details of your findings.

---

If your franchise company has previously been in Germany or Hungary, or is currently represented in either market, please provide details:

---

Have you received any unsolicited inquiries about franchise opportunities in Germany or Hungary? If so, please provide details:

---

## TERMS OF AGREEMENT

*OUTLINE DETAILS OF TERMS OF AGREEMENT FOR GERMANY OR HUNGARY*

Master Licensee or Area Developer Fee:

---

Unit Franchisee Fees:

---

Royalties:

---

Advertising / Marketing / Other Fees:

---

Startup Costs / Initial Capital Investment:

---



## TERMS OF AGREEMENT *(continued)*

**Duration of Proposed Agreement:**

---

**Planned development schedule for this market (number of units over X amount of time):**

---

**Other:**

---

**Indicate the territory for this franchise opportunity:**

---

**Provide details of training including location, duration and costs:**

---

**Where will your support center be located for the market?**

---

**What percentage of equipment/product used to establish the franchise in the overseas market will be?**

- *Sourced in the U.S. and exported to the foreign market:*
- *Sourced in the foreign market:*



## CANDIDATE PROFILE & SEARCH CATEGORY

Provide a detailed description of your ideal candidate profile. Include any preferred qualifications/requirements such as specific industry expertise; access to industry players; current business infrastructure; existing client base; company size; or other resources/capabilities. Include a list of possible sectors to target:

---

If you have appointed master licensees in overseas markets, provide a brief outline of their profiles and indicate how you sourced these leads:

## FINANCIAL REQUIREMENTS

**Candidate Financial Net Worth:**

---

**Minimum Required Investment:**

---

**Minimum Operating Capital:**

---

**Are there any specific types of companies that you would NOT like us to contact?**

---

## DISCLAIMER

IFA and the U.S. Department of Commerce offer franchise trade missions at no financial gain in order to strengthen franchising and U.S. exports. As part of this arrangement, the organizers may collect the following information resulting from any franchise trade mission successes as often as quarterly, to share with the Department of Commerce's International Trade Administration (ITA):

1. Franchise agreements in discussion
2. Franchise agreements signed
3. Initial franchise fees collected
4. Franchise development schedule (units planned)
5. Projected royalty revenue generated over a five-year period
6. Estimated number of U.S. and overseas jobs created by any agreement

This gives the Department of Commerce a better idea of how U.S. franchise firms are contributing to the U.S. economy, and how ITA can best continue to help. Your export success information is submitted by IFA directly to ITA. Your competitors don't see it unless you give ITA permission to release it publicly. ITA professionals who have access to your company information have security clearances. They are accustomed to handling classified diplomatic cables and other media and transmissions that contain sensitive information.

If ITA or IFA want to publicize any of your successes, your approval will be secured first. Information provided to ITA via IFA is intended solely for internal use. ITA will protect business confidential information to the full extent permitted by law and Administration policy. U.S. law prohibits U.S. government employees from disclosing trade secrets. In order to participate, my company agrees to share data on franchise trade mission successes in line with the terms above.

**YOUR INITIAL:**

## DISCLAIMER (*continued*)

While we hope no company has to drop out, we understand that sometimes situations happen beyond your control. If you choose to apply to the mission, you will be able to receive a refund of 75% of the mission cost up to ten weeks before the mission and a refund of 25% six weeks before mission. Once we are within 6 weeks of the mission, no refund will be possible. Before the missions launch, the work that you have requested has largely been executed and the money paid has been spent. It is not sustainable for the organizers to assume all liability in what a non-profit undertaking for the organizers is, but a for-profit undertaking for franchise companies.

The US Commercial Service will decide which companies are invited to join the trade mission based on the quality of the matchmaking meetings they feel they will be able to secure. I understand and accept that while IFA is the sponsor of the Trade Mission, they will not influence who is invited to join the mission and will not ask them to do so.

**YOUR INITIAL:**

## ADDITIONAL CERTIFICATION

In connection with its participation in this trade mission, Company/Participant certifies that:

- A. The export of the products and services that it wishes to sell would be in compliance with U.S. export controls and regulations;
- B. Company/Participant has identified to the Department of Commerce for its evaluation any business pending before the Department of Commerce that may present the appearance of a conflict of interests;
- C. Company/Participant has identified any pending litigation (including any administrative proceedings) to which it is a part that involves the Department of Commerce; and
- D. Company/Participant agrees that it and its affiliates
  - a. have not and will not engage in the bribery of foreign officials in connection with Company's/Participant's involvement in this mission, and
  - b. maintain and enforce a policy that prohibits the bribery of foreign officials.

The undersigned hereby certifies that the information provided above is true and correct.

---

**Signature of Duly Authorized Company/Participant's Representative**

**Print Name & Title:**

**Date:**

## SUBMISSION INSTRUCTIONS

1. Please save this as a PDF and email your application to Patrick Pitts at [ppitts@franchise.org](mailto:ppitts@franchise.org).
2. In a second email, send [ppitts@franchise.org](mailto:ppitts@franchise.org):
  - a) your high res company logo
  - b) headshots of any executives you want to have represent your company on the mission

If you submit an application and do not receive confirmation within 48 hours, please notify Patrick Pitts at [ppitts@franchise.org](mailto:ppitts@franchise.org) or call +1 (202) 662-4172.

**APPLICATION DEADLINE: 15 JULY 2019**

