



# US COMMERCIAL SERVICE COMPANY QUESTIONNAIRE



Please indicate the product you are interested in:

Franchising Gold Key Service       Franchising International Partner Search

Other (specify)

Please indicate the country/countries of interest:

## A. CONTACT INFORMATION

Company Name:	
Address:	
City:	Zip Code:
Company Web Site:	
Contact Person:	Title:
Contact Tel:	Contact Fax:
Contact E-mail:	
Alternate Contact:	Title:
Alternate Contact E-mail:	Alternate Contact Tel:

## B. COMPANY INFORMATION

Service Industry:			
Business Type: <input type="checkbox"/> Franchisor <input type="checkbox"/> Consultant <input type="checkbox"/> Other (specify) <input type="checkbox"/> Member of the International Franchise Association			
Industry Ranking:			
Year Founded:	Year company started franchising:		
Number of Employees (est.):			
Annual Sales: <input type="checkbox"/> Less than \$5 Million <input type="checkbox"/> \$5-10 Million <input type="checkbox"/> More than \$10 Million			
Brief Company Description:			
Number of franchise units in the U.S.:		Number of company-owned units in the U.S.:	
Number of countries you have a presence in:		Total number of units in overseas markets:	
List the overseas markets that you currently have a presence in:			
List other markets that you are currently exploring:			

*Your satisfaction is our top priority. Please inform us of any questions or concerns and we will work quickly and effectively to meet your needs.*

The U.S. Commercial Service Customer Care Hotline is available for you to call toll free Monday through Friday, 9:00 AM to 6:00 PM EST at 1-866-482-8111, or e-mail to [CSHotline@mail.doc.gov](mailto:CSHotline@mail.doc.gov)



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## C. U.S. COMMERCIAL SERVICE PROGRAMS

Are you currently working with your local U.S. Commercial Service office?  Yes  No

If yes, please provide City and Trade Specialist name:

Has your company ever participated in a

- Franchising Gold Key  Franchising International Partner Search  
 International Franchising Seminar  Trade Mission  Other (specify)

## D. 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, (e.g. purchasing power, proprietary software, brand leverage, etc)

Outline what your franchise system has to offer a prospective master licensee or franchisee. (attach separate page if necessary).

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 rights to export this service?  Yes  No

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## E. BUSINESS OBJECTIVES

What do you hope to achieve by engaging in this program?

- |   |   |
|---|---|
| <input type="checkbox"/> Identify potential master licensee/s | <input type="checkbox"/> Achieve market exposure            |
| <input type="checkbox"/> Identify individual franchisee/s     | <input type="checkbox"/> Gather local industry knowledge    |
| <input type="checkbox"/> Identify area developer/s            | <input type="checkbox"/> Make new general business contacts |
| <input type="checkbox"/> Other (specify)                      |   |

## F. LOCAL MARKET FOCUS

Why are you interested in bringing your franchise concept to this market?

If you have conducted specific research or investigated this market before, please provide details of your findings? (attach separate page if necessary)

If your franchise has previously been in this country or is currently represented in this country, please provide details?

Have you received any unsolicited enquiries about franchise opportunities from this market? If so, please provide details.

## G. TERMS OF AGREEMENT

Outline details of the terms of agreement for this market: (use separate page if required)

Master licensee or area developer fee:

Unit franchise fee:

Royalties:

Advertising/marketing/other fees:

Start-up costs/initial capital investment:

Duration of proposed agreement:

Planned development schedule for this market (number of units over x amt of time):

Other:

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Indicate the territory for this franchise opportunity:
Provide details of training including location, duration and costs:
Where will your support center be located for this 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?

## H. CANDIDATE PROFILE AND SEARCH STRATEGY

<p>Provide detailed description of your ideal candidate profile: – list 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 (use separate page if necessary).</p> <p>If you have appointed master licensees in overseas markets, provide a brief outline of their profiles and indicate how you sourced these leads.</p>
<p>Financial Requirements: Candidate Financial Net Worth:    \$ Minimum Required Investment:    \$ Minimum Operating Capital:       \$</p>
Please avail of this opportunity to provide details of a successful search strategy that you have used in the past:
Are there any specific types of companies that you would NOT like us to contact?

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## I. LOGISTICAL INFORMATION (FRANCHISING GOLD KEY SERVICE ONLY)

Desired Dates for Service:	Alternative Dates:
Desired Locations:	
Additional Services: <i>(please note any other assistance that would be required)</i>	

### Please provide the following to support our recruitment efforts:

- One page promotional flyer** on letterhead (this is your chance to make your pitch - indicate terms, competitive advantages, benefits to master licensee etc.)
- Copy of **questionnaire** that you currently use to vet international prospects.
- Electronic version of your **company logo** for promotional purposes.
- Sets of your corporate **literature** designed for overseas promotion (number required will be determined on a case-by-case basis).
- Copy of your **UFOC – THANK YOU**.

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