



## FRANCHISE QUESTIONNAIRE

1. Have you ever considered starting your own ice cream business?

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2. Before considering Handel's, have you ever considered another ice cream Franchise? If so, which brand, and why did you like it?

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3. How do you measure success?

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4. Have you ever worked 60-70 hours per week? If so, did you

- Like it
- Hate it
- Tolerate it

5. How many days/hours per week would you be at the store on a weekly basis?

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6. Our busiest hours are nights and weekends. Would this bother you or upset your current lifestyle? \_\_\_\_\_

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7. Handel's is a family oriented business. Who do you consider to be your biggest supporter in this endeavor and why? \_\_\_\_\_

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8. Why do you think Handel's is a good investment opportunity? \_\_\_\_\_

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9. How do you feel about a 6% royalty payment each month based on gross sales?

- It's worth it to be a part of an established Franchise with a proven record
- It is a requirement in any Franchise business
- It won't be easy but I would do it

10. If you came into the store and saw an employee was in violation of Handel's mandatory dress code, how would you correct the situation?

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11. People who know you regard you as

- Even tempered
- Kind individual
- Distant and unassuming
- Other \_\_\_\_\_

12. How would you describe yourself?

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13. If you are granted a Handel's Franchise, which of the following applies to you?

- Listen to the advice and suggestions of my fellow franchise owners and franchisor
- Listen with a deaf ear
- Ignore advice from franchisor because I know better
- Willing to listen and learn

14. Have you ever been a part of the food business industry? If yes, please explain

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15. What is the main reason you want to be a Handel's Franchisee?

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16. After purchasing a Handel's Franchisee would you?

- Like to have multiple locations
- Be satisfied with one unit
- Grow the business and sell it

17. What do you think your success relies on?

- Operating under the guidelines of Handel's proven methods
- Your own individual hard work
- A combination of both
- Other \_\_\_\_\_

18. After operating a Handel's successfully, would you consider

- Being content and enjoying life
- Retiring and passing the business on to family members
- A new venture

19. Our required franchise training is done 1 month prior to opening. It is a minimum of 14 days and takes place Canfield, Ohio. Does this pose a problem for you? Who would you bring to training with you to help you run the store? \_\_\_\_\_

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20. Would you have a problem following the procedures and being subject to requirements of the franchise organization? \_\_\_\_\_

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21. Many Handel's employees are teenagers and young adults. Have you ever held a management position that would oversee a young staff? Would working around their school and extra-curricular schedules pose a challenge to you? \_\_\_\_\_

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22. Have you ever owned your own business? \_\_\_\_\_ If so, what did you find most satisfying about it? What did you find most challenging?

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23. Please write a detailed description as to why Handel's should grant you a franchise.

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