

IV. Business Background Cont'd

How would you get and keep customers?

What is it about Scooter's Coffeehouse that appeals to you?

Do you have a business plan? Y N

Will you need assistance preparing a business plan? Y N

Have you ever worked 50 to 60 hours per week? Y N

Are you willing to work 50 to 60 hours per week while you build your business? Y N

Is going to work at 5:00 am difficult for you? Y N

Do you have someone in mind to work with you, or would you hire a staff?

In which city would you like to open a Scooter's Coffeehouse?

Are you aware of how a franchise operates compared to a non-franchise business? Explain:

Do you understand the restrictions that a franchisee is under compared to someone who starts their own business? Y N

As with any venture, there are pros and cons to franchising. List the pros and cons for you of franchising and the pros and cons of starting your own business:

Franchising Pros: Franchising Cons:

Own Business Pros: Own Business Cons:

What makes franchising a better option for you than starting your own business?

How do you feel about constructive criticism?

Are you a quick learner and able to work fast during the rush periods? Explain:

Do you have references from previous employers or business associates that we may contact? Y N

If yes, please list their name, type of business and phone numbers:

What research have you done on Scooter's Coffeehouse?

If you are accepted as a potential franchisee, Scooter's Coffeehouse will provide banking and business references to you. As part of your decision-making process, is there a banking reference that you would like us to contact? Y N

If yes, please list names and phone numbers:

List any additional comments that you feel would be helpful in our decision-making process. Also, if you have any questions which have not been answered, please list those as well.

Thank you for your interest in Scooter's Coffeehouse. It is our sincere hope that if this is the right business opportunity for you, and if you're the right candidate for us, we'll be able to find a way to help you get started and the road to business ownership. If this is not the right fit, we wish you the best in your search.