



EFFECTIVE FAST FOOD BUSINESS PLAN FROM COUNTRY FRANCHISING

The Country Franchising will help the franchisees with a comprehensive proforma business plan. The Fast Food business will guide the franchisee with full proforma profit and loss cash flow projection sheet, details of actual restaurant performance and indicative expenses.

Using these formulas of the Chicken franchise, the franchisees can calculate the potential profitability of their business. Country Franchising suggests that using the tools provided by it, the franchisees can build up their business on their own effort. The area development managers of the fast food business will assist the franchisees in the implementation of the business plans and help whenever or wherever a change is needed.

Franchisees will get a four-week in-store training program, continuous training at proper intervals, operations and training manuals. Further, the area development manager will pay regular visits to offer advice. Frequent regional and national franchise meetings will be held to improve the performance of the network. Country Franchising expects its franchisees to have experience in business management and customer service. The franchisee must be in a position to invest adequately.