

BUSINESS SCALING CHECKLIST

A simple checklist to determine whether to franchise, or centrally own new brick & mortar locations for your local business.



1. COST VS RETURN

What is the cost and return of capital for opening new locations?

\$ _____ COST TO OPEN = _____ % RATE OF RETURN
\$ _____ YEARLY PROFIT



2. EFFORT TO OPEN A LOCATION

How hard is it to open these locations?
What is the constraint?

CENTRALIZED – More operational drag at the franchisor level.
DECENTRALIZED – More operational drag at the franchisee level.



3. LOOKING AT SCALE

Reverse your net worth goal into what you have to open at a location level (between franchise & privately owned).



4. YOUR PERSONALITY TYPE

Are you a promotional entrepreneur? **Consider franchising.**
Are you a product / leadership-driven entrepreneur?
Consider opening more privately owned locations.