

What Franchise



Tell us about the franchisee that embodies and elevates your brand

The pandemic has shown a spotlight on the resilience of the franchise business model, and we want to celebrate those at the heart of it – the franchisee.

To do this, *What Franchise* is now accepting submissions for the **Franchisee of the Year**, recognising those that have not only withstood the challenges of the COVID-19 pandemic but have brought something extra to their role and sector.

What Franchise is looking for the people who embody and elevate their franchise brands and represent franchising in the best possible light. To be considered for the **Franchisee of the Year List**, submissions must fulfil the below criteria. The final list will be published in *What Franchise's* December issue.

Criteria

- Must be trading as a franchisee for at least **12 months** with a proven track record of success
- Must be able to demonstrate reason for nomination within **the last two years** (turnover, expansion, overcoming personal or professional challenges, problem solving, outstanding service to customers/community, leadership).

Submit your brand's information no later than **21st November 2022** to:
Charlotte Smith at charlotte.smith@dcthomson.co.uk or Amanda Peters at amanda.peters@dcthomson.co.uk

***** Please note, your nomination should be supported with a high-resolution image of the franchisee**

Questions

1. Full name of franchisee

2. Location of franchise (list all the franchisee's territories)

3. How long have they been franchising with you?

4. Why does this franchisee deserve to be nominated (please include details to support nomination – i.e. relevant figures/percentages where appropriate, links to media reports, staff/customer testimonies etc)?

5. What personal qualities have helped them thrive as a franchisee?

6. How have you supported your **Franchisee of the Year** on their journey?

7. How has your **Franchisee of the Year** helped you drive business growth?

8. Additional thoughts:

9. Brand contact name

10. Brand contact email