

**Franchise Candidate Management Plan**

Franchise Candidate Name:

Date Submitted:

This management plan was completed by the following individual:

**Introduction to the Franchise Candidate Management Plan**

We are deeply committed to making a difference in communities across the nation and are excited to learn more about Dream Dinners candidates who share in our mission.

As part of the Franchise Application Process, each Candidate is asked to provide Dream Dinners, Inc. with a Management Plan. The questions contained on this template are open-ended and should be answered in an essay format. You may attach or insert any supporting documentation such as photos, statistics, demographics, etc. Once you complete this form, it is shared with the Executive Leadership Team prior to the next step in our Franchise Application Process.

The Management Plan outline will guide you through several different topics of which we are interested in understanding your viewpoint and strategy on. The topics include market research, competition, employment strategies, community involvement and your personal and professional goals. The document is laid out with a brief introduction to the specific topic and several questions to address in your essay format answer, you may address additional questions or topics that pertain to the topic you feel are important or would like to share.

Please use this form simply as a template. You are free to rearrange, modify and reformat as you see fit to best suite your vision. Your responses are not limited to the space left on each page, the document will allow you to input as much text as you would like.

If you have any questions, please contact Stacey Mobley at 251.379.2730 or via email at [stacey.mobley@dreamdinners.com](mailto:stacey.mobley@dreamdinners.com) and she will be happy to assist you.

Thank you and we look forward to reviewing your Dream Dinners Management Plan as the next step in on your Franchise Application Timeline.

**Market Research**

Throughout your Franchise Application Process, we have spoke about your general markets of interest. Now it is time to get a bit more granular with your due diligence. In your market of interest, identify three areas within the city in which you would like to locate a Dream Dinners. Specific addresses are not needed.

**Area #1:**

**Area #2:**

**Area #3:**

It is best to understand everything you can about your market – identify who is there, what are the population trends, what are the economic conditions and where do your guests live and work. Please provide information on your due diligence and insight on your market of interest below. Some items to consider sharing information about include:

* Population, average household income, number of households, households projected in growth over the coming years, median age, etc.
* What schools are in the surrounding area?
* Who are the largest employers within the area?
* Are there any significant changes that have occurred in the market over the past few years?
* Describe any trends that point to changes in the future. For example, an increase in average household income or a new large middle-income subdivision or the opening or closing of a large retail shopping center or school:

**Answer:**

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**Competitive Analysis**

What do you know about the competition in the market? Direct competitors are businesses that serve similar or identical products or goods and an indirect competitor is a business that serves a different product but satisfies the same needs. Who are some of these direct and indirect competitors that you feel would directly compete for the same guests as you would? What are their strengths and weaknesses? What are some of the differences you notice compared to Dream Dinners?

**Answer:**

**Business Development & Community Involvement**

Community involvement is critical to the Dream Dinners culture. Our business model allows for events to be hosted such as in-store fundraisers, Meal Prep Workshops, and there are even opportunities to exhibit at off-site events to promote awareness about your brand. The business is also reliant on networking throughout communities to share the Dream Dinners mission with new and potential guests. What community organizations are you currently engaged in? Please share your length or membership, type of involvement and any leadership roles you may have in these different organizations, non-profits, boards, social clubs, sports teams, or school programs.

In this section, we want to learn about how much networking in the community you have done or plan to do both professionally and personally. Have you spent time with the Chamber of Commerce or other local business associations? If awarded with a Dream Dinners franchise, what will you do to build and develop the business in your community?

**Answer:**

**leadership Strategies**

**Part 1 – Management:**

A successful business focuses on its people and building a team. We want to learn more about your vision and plans to manage a Dream Dinners franchise. At Dream Dinners, the management structure is split into what we call “The Core 4.” The Core 4 areas of the business are operations, sales and retention, business development/acquisition and the sides and sweets freezer. The three leadership roles responsible for each of these areas of the business are the Operations Manager, Sales Manager, and Business Development coordinator. If you would like to review these roles in more detail, please contact Stacey Mobley directly.

In this section, please share with us which of these roles you foresee yourself serving in, if any. We understand your plans may change, but this simply helps us to understand your operations plan to build the business. Describe your plans to fill the additional positions and consider responding to the following questions as well:

* How will you be involved in the operation on a daily basis? How many hours per week will you commit to working on your Dream Dinners business?
* If you have a spouse or business partner, will either of them be active?
* What qualifications will you require of your management team?
* Based on market conditions, what salaries/hourly manager wages are you expecting to pay for each level of management? *This is a great question to ask other franchisees during your Due Diligence period in the Franchise Application process to understand how other owners are structuring their business*
* How will you keep your team motivated? Will there be incentives or development opportunities? What additional benefits, bonuses, etc. will you expect to include in the total compensation for each manager? If unknown currently, please speak to general goals you are considering.

**Answer:**

**leadership Strategies Continued**

**Part 2 – Non-Management, Hourly Employees:**

What is the going rate for hourly employees in your market? On the other hand, what is mandated rate in your state? How do you plan on ensuring your team will focus on delivering a high level of service to the guests?

For example, promptly expedite a guest’s order; have all products available at all times; coordinate all Team Members so that they work to serve the guest, be sure that employee’s personal agendas do not disrupt the harmony of the team. Constantly promote the importance of communication, both among your team and between your team and the guest.

**Answer:**

**Professional & Personal Goals**

What are your immediate (1 year) and long-range (5, 10 years) goals both for Dream Dinners and personally outside of business?

**Answer:**

**Financing the Business**

In as much detail as possible, what is your plan to finance a Dream Dinners franchise if approved after Meet the Family Day?

**Answer:**

**Additional Information**

There are many benefits for small business owners to join a franchise organization. In your opinion, what do you feel are the major differences between becoming a part of a franchise community as opposed to starting your own business?

**Answer:**