

Franchise Readiness Assessment Checklist

Instructions: For each category below, assess your restaurant's readiness by assigning a score from 0 to 4.

Use the grading key:

4 - Excellent | 3 - Good | 2 - Fair | 1 - Poor | 0 - Not Present

Write your score in the space provided to calculate your total out of 60.

1. Brand Identity

Clear brand values, story, visuals, and market positioning.

Score (0-4): _____

2. Proof of Concept

Successful, profitable flagship(s) operating for 12-24+ months.

Score (0-4): _____

3. Financial Performance

Strong unit-level economics: food cost, labor %, EBITDA margin, ROI.

Score (0-4): _____

4. Unique Selling Proposition (USP)

Differentiators that create competitive advantage in the market.

Score (0-4): _____

5. Operational Systems

Documented SOPs, checklists, manuals, and technology integration.

Score (0-4): _____

6. Menu Engineering

Costed, scalable, and optimized menu with high-margin item focus.

Score (0-4): _____

7. Brand Scalability

Can the concept be easily replicated across regions or markets?

Score (0-4): _____

8. Leadership & Support Team

Franchisor team has franchise experience and operational capacity.

Score (0-4): _____

9. Legal Infrastructure

Ready or prepared to develop a Franchise Disclosure Document (FDD).

Score (0-4): _____

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10. Training Programs

Comprehensive onboarding and training systems for franchisees/staff.

Score (0-4): _____

11. Marketing Systems

Proven local store marketing plan and brand playbook.

Score (0-4): _____

12. Supply Chain & Vendors

Reliable suppliers, purchasing systems, and potential for rebates.

Score (0-4): _____

13. Technology Systems

POS, inventory, scheduling, and ordering tech are standardized.

Score (0-4): _____

14. Franchisee Value Proposition

Clear, profitable, and competitive investment package for franchisees.

Score (0-4): _____

15. Unit Economics Modeling

Clear financial model: CAPEX, breakeven, royalties, and revenue targets.

Score (0-4): _____

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Scoring Guide

Grade | Score | Readiness Definition

A (Excellent) | 4 | Fully developed and tested in-market. Scalable and documented.

B (Good) | 3 | Mostly developed; minor refinements needed for scale.

C (Fair) | 2 | Present but inconsistent or underdeveloped.

D (Poor) | 1 | Lacking or not documented/systematized.

F (Not Ready) | 0 | Not present at all.

Readiness Evaluation Scale

Score Range | Readiness Level | Recommendation

51-60 | Fully Ready | Begin FDD/legal prep and franchise marketing.

41-50 | Almost Ready | Finalize systems, financials, and legal prep.

31-40 | Moderate | Strengthen operations, branding, and unit economics.

21-30 | Early Stage | Focus on building operational systems and flagship success.

0-20 | Not Ready | Franchising not recommended until fundamentals are established.