

FRANCHISEE QUESTIONNAIRE

APPLICATION FOR AN ANGER AND STRESS MANAGEMENT CENTRE FRANCHISE IN AREA:

APPLICANT FULL NAME: _____

DATE OF APPLICATION: _____

FULL CONTACT DETAILS (EMAIL, ADDRESS, PHONE NUMBERS ETC):

1. Franchise opportunity	
1.1 How did you come to hear of this Anger and Stress Management (ASM) Franchise opportunity?	
1.2 Have you had any knowledge of The ASM Centre prior to your application?	
1.3 Why do you want to apply for an ASM Centre franchise?	
1.4 In your opinion what does an Anger and Stress Management Consultant do?	
1.5 When would you like to start operating the franchise should your application be successful?	
1.6 Would you be the "hands on" operator in the Franchise? If not, who will manage the Franchise?	

2. Business Background	
2.1 In your opinion why would you be an ideal candidate to qualify for an ASM Centre franchise?	
2.2 Have you got any Coaching or Counselling experience? If so, in what field and for how long?	PLEASE MAKE SURE TO ATTACH HERETO A SHORT BUT DESCRIPTIVE CV OF YOURSELF AND/OR OTHER APPLICANTS.
2.3 Have you got any Franchise or Business Management experience? If so in what field and how long?	
2.4 Have you got any experience in workshop facilitation and/or delivering talks and presentations?	
3. Current Business	
3.1 Are you currently operating / managing a business? If so what field of business and what is the business name and address?	
3.2 Are you a member of a close corporation, director of a company, partnership or sole proprietor?	
3.3 Please indicate in which capacity your ASM Centre Franchise will be conducting business. (ie close corporation, company, partnership or sole proprietor?)	PLEASE MAKE SURE TO ATTACH HERETO A COPY OF THE CC OR PTY DOCUMENTS WHERE APPLICABLE.
3.4 What is the number of your current staff complement?	

3.5 Should your application be successful, how many of your employees will require training in Anger and Stress Management?	PLEASE ENSURE TO ATTACH HERETO A LIST OF FULL NAMES AND ID NUMBERS OF RELEVANT EMPLOYEES
4. ASM Franchise - Premises	
4.1 From what premises are you planning to operate the ASM Centre Franchise?	
4.2 Would said premises be equipped with telephone-, fax- and internet service facility?	
4.3 Would said premises be equipped with Reception and/or Consulting Room Facilities?	
4.4 Are you the owner or tenant of said premises?	PLEASE ATTACH HERETO PROOF OF OWNERSHIP OR LEASE AGREEMENT.
4.5 Have you got the right or permission to display any ASM Centre branding in front and/or inside the building/office?	
5. ASM Franchise Market	
5.1 Prior to this application, have you done a viability study in your area of application on the need and demand for the services of an ASM Centre Franchise? If "yes" by whom and what were your findings?	

<p>5.2 Please list the main sources you plan to use to obtain clients.</p> <p>It would also be advisable to start working on a BASIC BUSINESS PLAN that includes Strategy and Implementation Summary, Management Summary and Cash flow Projection.</p>	
<p>5.3 Would you be able to facilitate workshops to Corporate businesses? If so are you in possession of a laptop and/or screen projector?</p>	
<p>5.4 Which market segments would you be most interested in working in?</p>	