



# Prospective Franchise Owner Assessment of Suitability Questionnaire

SECRETS considers the recruitment and training of new franchise owners of the highest importance. The business philosophy is such that, along with general business skills, only people who genuinely care about and possess a completely uncompromising approach to customer service will be invited to join  
Secrets

Even though potential owners may be financially viable and demonstrate full ability to run a business, the final decision of whether to grant a franchise lies with the franchisor.



Name of applicant(s)		
Contact details	Phone:	Mobile:
Email		
Address		
Date of birth		
Preferred location for your business		
Would you be prepared to relocate? If so, where to?		

Where / How did you hear about Secrets?

What is your current job/position and key responsibilities?

Please give brief history of education & qualifications / work background & experience (or attach your resume)

Would you be considering leaving your current position to work full time in the Secrets franchise?

What are your goals/plans in relation to operating the franchise full time?

Have you ever owned or managed your own business before?

What has prompted you to consider going into business for yourself?

Do you anticipate running your business from home or from an office?

What do you know about franchising?

What attracts you to franchising as a business model?

What other franchises have you investigated?

What do you know about the Secrets business opportunity and why are you attracted to it?

Have you visited Secrets' website? - What did you think?

Do you intend to devote your full time & attention to the business?

Why do you think you are suited to becoming a franchise owner?

What are your family arrangements?

Is your family supportive of your exploration of the Secrets business opportunity?

If you have a partner, will they be actively involved in evaluating the Secrets business opportunity?  
If not, why not?

What level of earnings/income are you looking to achieve in this business opportunity?

Estimated establishment cost for a new business is \$500k. How would you raise this?

Will you have sufficient funds to cover the business operating costs and your family living costs for the first few months of your business start up?

Do you have and will you use professional advisors to help you evaluate this business opportunity?

What are the most important questions you need to have answered to help you better understand the business opportunity?

Are you prepared to settle in the next 90 days? Or what would be your preferred time frame?

To proceed;

It will be necessary to attend an initial meeting - how many people will be coming with you to this?

What are the names of each person likely to attend with you and what is their involvement/relationship

It will be necessary to complete a confidentiality agreement. This will be sent to you if your initial assessment is successful

Signed	Name	Date
Signed	Name	Date

Please return this form to; Sarah Deck, Franchise Manager (phone 07 5474 0008)

By mail PO Box 1670, Noosaville DC, Qld 4566  
By fax 07 5473 0309  
By email [sarah@secrets-shhh.com](mailto:sarah@secrets-shhh.com)



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*Shhh*