

Franchisee Performance Appraisal

Date: **[Date]**

Franchisee Name: **[Franchisee Name]**

Franchise Location: **[Location]**

Performance Overview

[Brief overview of the franchisee's performance over the appraisal period]

Key Performance Indicators (KPIs)

- Sales Performance: **[Details]**
- Customer Satisfaction: **[Details]**
- Operational Efficiency: **[Details]**
- Marketing Efforts: **[Details]**

Strengths

[Highlight strengths observed during the appraisal period]

Areas for Improvement

[Identify areas where performance could be improved]

Action Plan

[Outline an action plan for addressing the areas for improvement]

Conclusion

We appreciate your efforts and commitment to our brand, and we look forward to your continued growth and success.

Sincerely,

[Your Name]

[Your Title]

[Company Name]