

Franchise Territory Expansion Request

Date: [Insert Date]

[Franchisor's Name]

[Franchisor's Address]

[City, State, Zip Code]

Dear [Franchisor's Name],

I hope this message finds you well. I am writing to formally request an expansion of the territory for my franchise location at [Current Location/Store Name]. Over the past [duration], we have faced several challenges that have hindered our performance, specifically in the areas of [briefly explain underperformance issues].

In light of these circumstances, I believe that expanding our franchise territory to include [Proposed New Areas] could significantly enhance our market presence and drive improved sales and customer engagement. I have conducted preliminary market research indicating [briefly summarize research findings].

I am confident that with the support of the franchisor and a revised strategy focused on [Key Strategies], we can turn around the performance of the current location while also capturing new opportunities in the expanded territory.

I kindly ask for your consideration of this request and would appreciate the opportunity to discuss this further at your earliest convenience. Thank you for your time and support.

Sincerely,

[Your Name]

[Your Franchise Title]

[Your Franchise Location]

[Your Contact Information]