

# Franchisee Productivity Assessment

Date: [Insert Date]

To: [Franchisee Name]

[Franchisee Address]

[City, State, Zip Code]

Dear [Franchisee Name],

We are conducting our annual productivity assessment for our franchisees and would like to review your performance over the past year. Your success is vital to our brand, and this evaluation will help us identify areas for growth and support.

## Assessment Criteria

- Sales Performance
- Customer Satisfaction Ratings
- Operational Efficiency
- Marketing Effectiveness

Please provide us with the following information by [Insert Deadline Date]:

- Sales reports for the last 12 months
- Customer feedback summaries
- Operational process documentation
- Marketing strategies and outcomes

Once we have reviewed your data, we will schedule a call to discuss our findings and any potential support we can provide to enhance your productivity.

Thank you for your attention to this important matter. We look forward to your prompt response.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]