

Franchisee Exclusivity Agreement

Date: [Insert Date]

To: [Franchisee Name]

Address: [Franchisee Address]

Subject: Franchisee Exclusivity Agreement for Online Sales

Dear [Franchisee Name],

We are pleased to inform you that [Franchisor Name] is granting you exclusive rights to sell our products online within the specified territory of [Territory Description]. This exclusivity is contingent upon your adherence to the terms outlined below:

1. Scope of Exclusivity

The exclusivity granted applies specifically to online sales through your designated platforms, including but not limited to your website and approved eCommerce channels.

2. Duration

This agreement will remain in effect for a period of [Insert Duration], commencing from the date of this letter, unless terminated earlier in accordance with the terms herein.

3. Obligations of the Franchisee

- Maintain compliance with all franchisor guidelines.
- Provide regular sales reports as requested.
- Implement approved marketing strategies to promote online sales.

4. Termination

Either party may terminate this agreement with [Insert Notice Period] written notice for any reason deemed necessary.

We believe that this exclusivity will benefit both parties and enhance your ability to grow the brand within your territory. Please sign and return a copy of this agreement to indicate your acceptance of the terms outlined above.

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Title]

[Franchisor Name]

[Contact Information]

Acceptance

I, [Franchisee Name], hereby accept the terms of the Franchisee Exclusivity Agreement for Online Sales.

Signature: _____ Date: _____