

Dear [Franchisee Name],

We hope this message finds you well. As you may be aware, our company is currently facing a challenging situation that could impact our franchise operations. We want to ensure that you are kept informed and supported during this time.

Our team is actively working on a crisis management plan to address the situation and mitigate any potential effects on your business. We are committed to providing you with the necessary resources and guidance to navigate this period.

Key Points of Our Response Strategy:

- Regular updates: We will communicate frequently to keep you informed of any developments.
- Support resources: Access to a dedicated team for questions and assistance.
- Operational guidelines: Clear instructions on how to manage your operations during this crisis.

Your partnership is invaluable to us, and we are here to support you. Please do not hesitate to reach out if you have any concerns or need immediate assistance.

Thank you for your understanding and cooperation.

Sincerely,

[Your Name]

[Your Title]

[Company Name]