

Franchise Competitor Evaluation

Date: [Insert Date]

To: [Franchise Owner's Name]

From: [Your Name]

Subject: Franchise Competitor Evaluation Report

Dear [Franchise Owner's Name],

I hope this message finds you well. As part of our ongoing efforts to maintain a competitive edge in the franchise market, I have conducted a thorough evaluation of our key competitors. Below are my findings:

Competitor Overview

- **Competitor Name 1:** [Brief description of the franchise, strengths, and weaknesses]
- **Competitor Name 2:** [Brief description of the franchise, strengths, and weaknesses]
- **Competitor Name 3:** [Brief description of the franchise, strengths, and weaknesses]

Market Positioning

Analysis of market share, target demographic, and marketing strategies.

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats of key competitors.

Recommendations

Suggestions on strategies we can implement to improve our competitive position.

Thank you for your attention to this matter. I look forward to discussing these findings in more detail during our next meeting.

Sincerely,

[Your Name]

[Your Position]