

Franchise Market Positioning Review

Date: [Insert Date]

To: [Franchisee Name]
[Franchisee Address]
[City, State, Zip Code]

Dear [Franchisee Name],

We hope this letter finds you in great spirits. As part of our ongoing commitment to enhance the success of our franchise network, we are conducting a comprehensive market positioning review. This review aims to assess our current market performance and identify opportunities for growth.

We would appreciate your feedback on the following areas:

- **Brand Awareness:** How well do consumers recognize our brand in your area?
- **Competitive Analysis:** Who are our main competitors and what is your perception of their strengths and weaknesses?
- **Customer Feedback:** What common feedback do you receive from your customers regarding our products/services?
- **Marketing Strategies:** What marketing initiatives have you found most effective in your market?

Please provide your insights by [Insert Deadline]. Your observations are crucial for us to refine our strategies and better support your efforts.

Thank you for your continued partnership. We look forward to your valuable input.

Sincerely,
[Your Name]
[Your Position]
[Company Name]
[Contact Information]