

Franchisee Performance Evaluation Feedback

Date: [Insert Date]

Franchisee Name: [Insert Franchisee Name]

Franchise Location: [Insert Franchise Location]

Dear [Franchisee Name],

We appreciate the effort you have put into managing your franchise over the past year. This evaluation aims to provide feedback on your performance and identify areas for improvement.

Performance Highlights:

- Sales Growth: [Insert specific metrics]
- Customer Satisfaction: [Insert feedback or survey results]
- Cost Management: [Insert efficiency metrics]

Areas for Improvement:

- Inventory Management: [Insert specific feedback]
- Staff Training: [Insert specific recommendations]
- Marketing Strategies: [Insert suggestions]

Action Plan:

To assist you in enhancing your performance, we suggest the following steps:

- Implement [specific training program]
- Review inventory practices on a weekly basis
- Increase local marketing efforts through [specific strategies]

We value your contributions and look forward to your continued success with our brand. Please feel free to reach out should you have any questions or require further clarification regarding this evaluation.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]