

# Franchise Deal Evaluation

Date: [Insert Date]

To: [Franchisee Name]

Address: [Franchisee Address]

Dear [Franchisee Name],

We are pleased to inform you that we have completed our evaluation of the proposed franchise deal for [Franchise Name]. After thorough analysis, we have outlined key aspects and considerations for your review:

## EVALUATION SUMMARY

- **Initial Investment:** [Amount]
- **Royalty Fees:** [Percentage]
- **Marketing Contributions:** [Amount/Percentage]
- **Territory Rights:** [Details]
- **Duration of Agreement:** [Years]

## CONSIDERATIONS

1. Market Demand: [Details]
2. Training and Support: [Details]
3. Financial Projections: [Overview]
4. Exit Strategy: [Details]

We believe this franchise opportunity has strong potential. However, we recommend further discussions to clarify some terms and ensure mutual understanding. Please let us know a suitable time for a meeting.

Thank you for your interest in partnering with us.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]