

CASE STUDY

Customized Full Market Analysis of the Franchise Industry



“FRANdata puts into perspective the universe of franchising. Franchising touches almost every industry and having specific insight and guidance into the inner workings of this dynamic vertical segment helped us validate and develop new franchise strategies that we would not be able to do on our own.

Their expertise, reputation and decade's worth of franchise information provided us the analysis and guidance necessary to determine how to strategically position Google in the franchise marketplace.”

— Cece Choi, Strategic Partner Manager–Channel Sales, Google

OVERVIEW: Google, having recently entered the franchise space found themselves needing a partner to conduct research and provide guidance on their franchise go-to-market strategy. With vast amounts of data to be analyzed, numerous multi-level industries to cover, and the need to correctly maneuver gaps of information, Google soon realized that they lacked the depth of franchise information, the expertise around industry nuances and relationships with key influencers required to accurately penetrate the franchise market.

CHALLENGE: The search engine firm was looking to double their revenue within the franchise market both directly and through their channel partners. They needed a highly focused, data and research-based targeted marketing model that looked at their brand penetration, competitive landscape and user/market profiles. Their objective was to focus their efforts and resources around specific target sets within franchise sub-sectors while still keeping an eye on industry level forecasts and market valuations.

OPPORTUNITY: The franchise industry in the United States comprises over 3500 active franchised brands across 30 sectors and more than 230 sub-industries. Franchising consists of an average 420,000 individual franchisee businesses (or “units”) and has been growing consistently over the past 10 years. According to the International Franchise Association, franchising contributes an estimated \$494B to US GDP. The franchise model in particular lends itself to single-source purchasing powers and easy replication of sales processes resulting in impressive economies of scale.

SOLUTION: FRANdata mapped out a plan of action that took into account our client's market standing, revenue goals, and timely execution of their targeted marketing plan. The four pronged process leveraged FRANdata's strengths of experience, analysis, industry connections and data.

- **Consultation:** Identification of client goals and needs, ideal approach for the study/ies, hi-level brief on the state of the franchise industry, key players, benchmarking of marketing entry pitfalls, executive-level analysis of past franchise-targeting activity
- **Secondary and Primary Research:** Identified potential market by industry. Research focus:
 - SEO/SEM integration and level of experience
 - Marketing budget
 - Key decision makers
 - On-line marketing strategy and spend
- **Industry Analysis:**
 - Market analysis (by industry sub-section, and unit geographic distribution)
 - Marketing spend by region, local, grand-openings/re-openings
 - Industry/sub-Sector forecasts and SEO or online advertising trends
- **Go-to-Market Strategy**
 - Identification and financial analysis of top franchise brand opportunities
 - Market sizing and size of marketing spend by brand

BENEFITS: Faster time to market. The combination of consulting, industry intelligence and research results has helped influence Google's business to think better and leverage resources and time in a more efficient way.