

# The Franchising Leader      Francorp 12-Month Franchise Development Schedule

Once you have made the decision and are now a Francorp Client . . .

Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Consulting</b> ----->												
Project Management and Coordination (Senior Consultant)												
<b>Strategic Planning</b>												
Research												
Strategic On-Site or Virtual Visit												
Franchise Business Plan												
<b>Legal</b>												
Franchise Agreement												
Franchise Disclosure Document												
State Registrations/Filing												
<b>Operations &amp; Franchisee Training Manual</b>												
Preliminary Outline												
On-Site or Virtual Tour												
Franchisee Operations Manual												
<b>Marketing Training/Compliance</b>												
Franchise Brochure Print-Ready												
Franchise Marketing Plan/Video												
Franchise Virtual Tour												
Online/Social Marketing Training												
Franchise Publicity/Media Tours												
Franchise Shows/Discovery Days												
<b>Franchisor/Management Training/Compliance</b>												
Franchise Expansion Plan/U.S./Int'l												
Franchise Lead Generation/PR												
Master Franchise/Multi Unit/More												
FranchiseSales/FDD/Discovery Days												