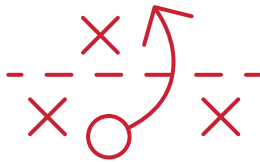




Beyond  
Development  
Group.

# Franchise Development Consultancy

Superior Real Estate Development  
Consulting for **Growth Conscious**  
Multi-Unit Franchisors & Franchisees



## Development **Strategy**

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Growth focused brands with a limited presence within the United States or Canada, and those struggling to reach their expansion goals, are likely in need of an experienced external resource. BDG works with organizations to either establish an overall development strategy or assess and refine their current one through a 2-3-month consultancy engagement.

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## Our Approach

An initial assessment, including a series of high-level interviews with a selection of corporate and franchisee resources, allows BDG to gain an understanding of the necessary focus areas. The full Development Strategy service delivers consultancy against each of the following areas:

### I. GOALS

- Growth targets (unit count) sales/profit targets at unit level
- Determination as to proportion of growth from corporate vs. franchisee units
- Prioritization of goals

### II. RESOURCES

- Organizational structure
- Development team resources (internal/external) & structure
- Training tools & resources
- Ideal franchisee profile (size, experience..)
- Current franchisee base
- Franchisee recruitment strategy
- Data and tools (tracking & analytical)

### III. ASSETS

- Building Concept(s)
- Ideal site characteristics
- Real estate strategy

### IV. FINANCIALS

- Build cost
- P&L – current & ideal
- ROI
- Incentives

### V. GEOGRAPHIC TARGETING

- Identification and assessment of current high value consumers
- Identification of incremental high value consumer geographies
- Alignment to current/future franchisees
- Prioritization & pacing for recruitment and new builds

### VI. AGREEMENTS

- Franchise agreement
- Remodel obligations
- Closure restrictions
- New build rights/restrictions
- Fee/lease restrictions
- Data collection/sharing
- Development agreements by franchisee

### VII. PROCESSES

- Franchisee approval
- Franchisee ongoing support/guidance
- New site approval
- Design/layout approval
- Closure approval
- Status tracking & forecasting

## Project Variables

The Initial assessment determines any incremental data and tools necessary to establish targeting elements of the strategy. Full access to resources and materials is required upon engagement to complete the consultancy agreement.

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