

#GoBig Sweet 16 Franchise Facts

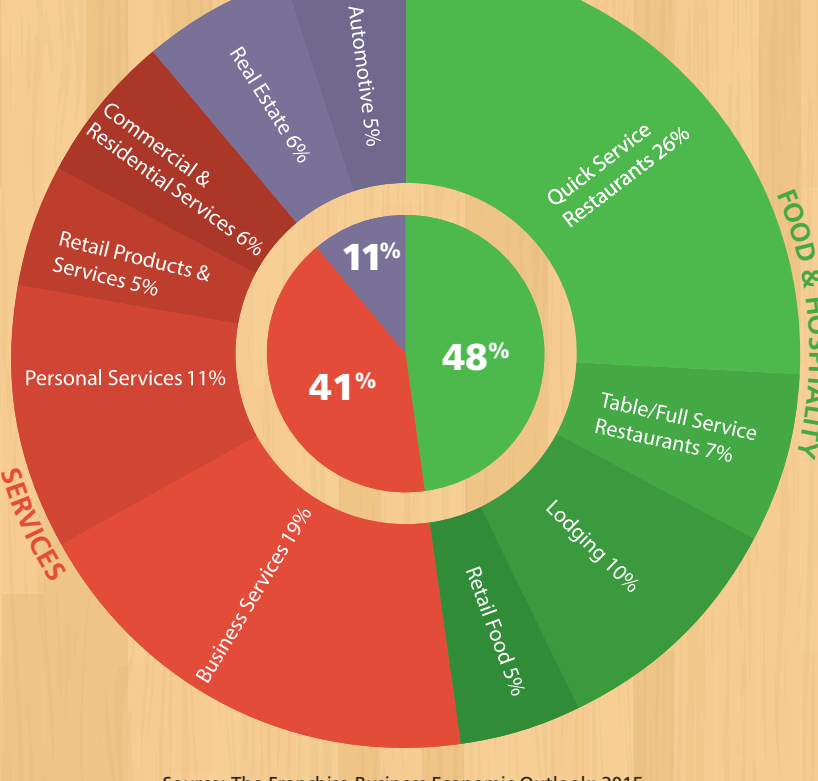
Just in time for March Madness: Whether you're a fan of the Big 10 or the Franchise 500, here are some facts your business can use to #GoBig.

On the Grow – Financial Stats

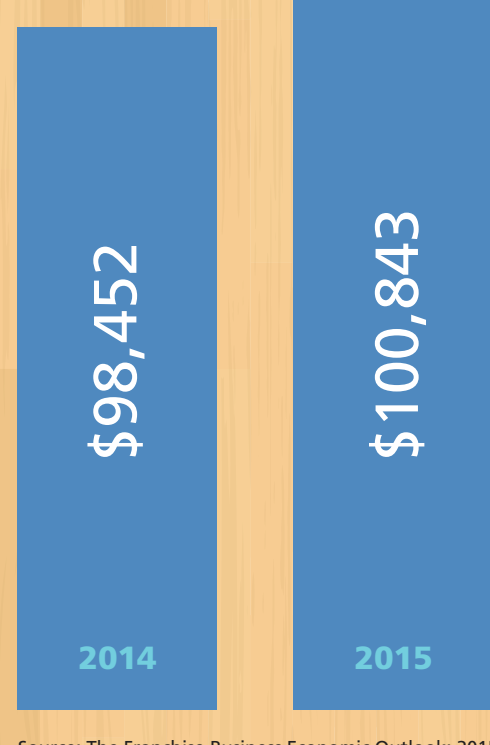
Total revenue from franchise businesses is expected to increase 5.4 percent from 2014, from **\$844 billion to \$889 billion**.

On average, revenue per employee in franchise businesses was **\$98,452** in 2014 and is expected to grow to **\$100,843** in 2015.

Revenue Distribution by Sector:



Source: The Franchise Business Economic Outlook: 2015



Source: The Franchise Business Economic Outlook: 2015



Source: Franchising.com

A Stitch in Time – Milestones



Isaac M. Singer is widely considered the **father of the modern-day franchise model**. In the early 1850s he began charging licensing fees to people who would own the rights to sell his sewing machines in certain geographical areas.



Ray Kroc discovered the McDonald brothers' small California hamburger stand in 1954 and created franchising as we know it today. By 1988, McDonald's had opened its 10,000th restaurant and today there are **more than 36,000 McDonald's** restaurants worldwide.



The International Franchise Association (IFA) was **founded in 1960** as a membership organization of franchisors, franchisees and suppliers with the purpose of providing help and guidance to the entire industry.

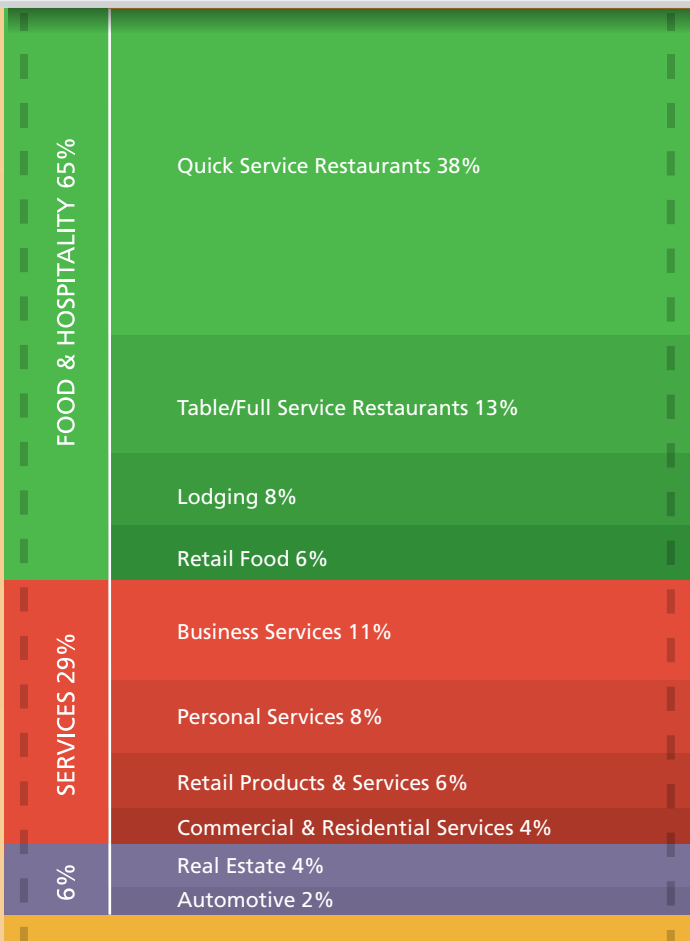


The National Minority Franchising Initiative (NMFI) was **created in 2000**.

Source: FranChoice

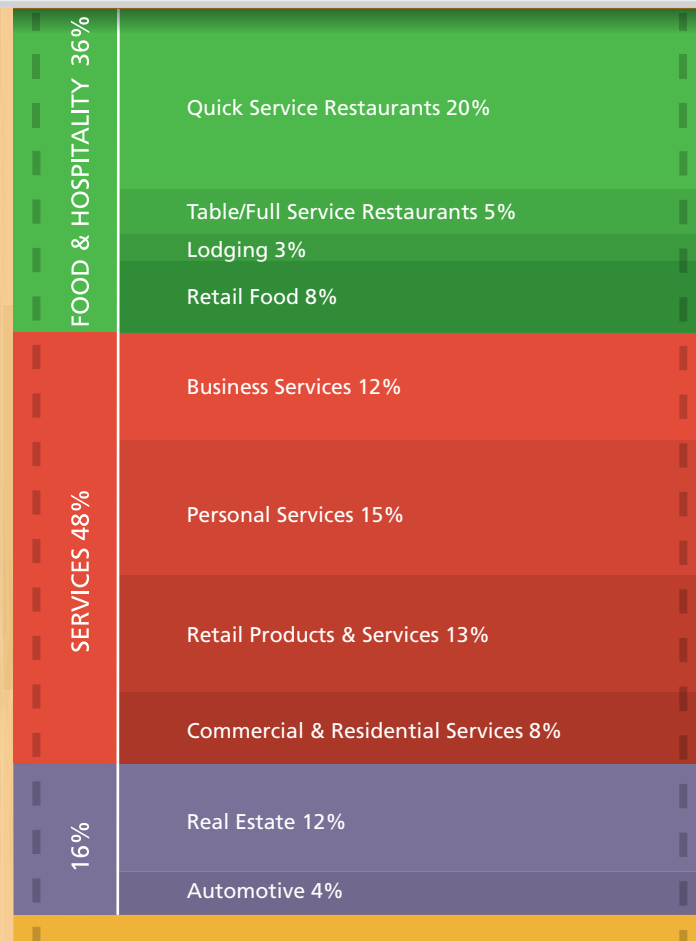
Good Job Franchises – Market Stats

Employment Distribution by Sector



Franchise businesses will add 247,000 jobs in 2015, a **2.9 percent increase** to 8.8 million direct jobs, over last year.

Establishments Distribution by Sector:



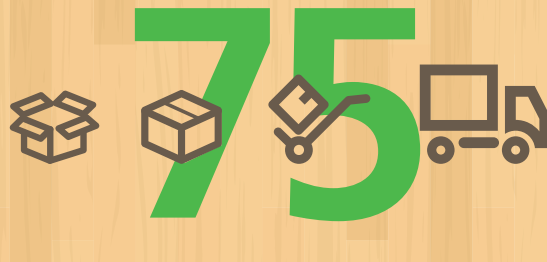
The outlook for growth among the different types of franchises will differ, with **quick service restaurants** ranking first and retail businesses ranking second in terms of increased employment.

Source: The Franchise Business Economic Outlook: 2015



One in 12 businesses is a franchise.

Source: Franchising.com



The U.S. Bureau of Labor Statistics lists a total of 114 industries, such as retail trade, food and beverage stores, and leisure and hospitality. **Seventy-five industries** use franchising to distribute goods and services.

Source: Franchising.com

Where in the World? – Location Stats



The average franchise operation now has **36.3 percent** of its locations outside of the United States, nearly two full percentage points higher than 2012.

Source: Franchise Times Top 200 Franchise Systems 2014

Top 5 states for franchise business expansion

The best states to grow a franchise businesses are those friendly to entrepreneurs in terms of business costs, economic climate and growth prospects. They include Virginia, Utah, North Carolina, Texas and Washington.

Source: Forbes



At **64%**, West Virginia has the highest concentration of multi-unit franchisees.

Source: Multi-Unit Franchise

Winning the prize for franchise concentration



The other states with high concentrations of multi-unit franchisees are Southern states including Arkansas, Mississippi, Kentucky and Alabama with **62%** each.

Source: Multi-Unit Franchise

From counter-service restaurants and home-service providers to kiosk retailers, the NCR Silver cloud-based point-of-sale system is perfect for franchises that want to connect with customers and take care of business. With mobility, advanced back office features and award-winning customer service, NCR Silver is ready for the ride, wherever your business takes you.

Give it a spin yourself for free at <http://www.ncrsilver.com/freetrial>

