



Online Education Services



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**ECONOMICS CLASS CORNELL NOTES TEMPLATE**

**Reading Title :** *Serving Up Success > Should Noodles & Co. franchise or not ?*

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**Key Terms / Vocabulary :**

**Outline Notes :**

*Commissioned – Authorized , licensed , or approved*

*Franchise – The rights to use the imagery , products , and services in a defined area and way to independent , local business people*

**The Problem :**

- *Noodles & Co. was a successful business > in 8 years had 79 locations and 68 million in sales*
- *New competitors threatened leadership*
- *Study showed they could open 250 restaurants in 5 years With a franchise model*
- *Key to the success of the franchise model was to establish a strong partnership with franchisees and training program*

**What The Experts Said :**

- *Everyone must feel part of the same team for it to be a success*
- *Must clearly have a plan and rules*

**What Has Happened Since :**

- *Partnership approach taken*
- *Appears a success > 63 new stores with 22 being Franchises and revune has doubled to 120 million*

**What Is Next ? :**

- *Will open more restaurants at a slow steady pace*
- *Combination of franchises and company owned*
- *Goal to reach 500*

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**Critical Thinking Questions :**

1. *What can lead a company to franchise its operations ?*
2. *What are the things that are critical for a franchise approach to be successful ?*