



## Franchise Concept Categories

### Advertising

A broad category with products and services in the advertising space that includes digital promotion, marketing and printing.

### Automotive

Product sales, services, and repairs for all types of automobiles.

### Beauty & Spa

Products and services in the beauty space that includes hair, nails, make-up, eyelashes, skin treatments, spas, tanning and more.

### Boutique Specialty Retail

A small retail business that sells niche products or services.

### Building & Decorating

Businesses that offer home renovation, construction, decoration, interior design, and exterior improvements or maintenance.

### Business Management & Coaching

Concepts that help improve businesses or individuals with oversight of themselves, their employees, activities, or sales.

### Business Services

This is a broad category that offers a multitude of B2B services, ranging from: staffing, commercial cleaning, sales training, etc.

## **Child Education, STEM & Tutoring**

Businesses offering services in child education and tutoring. (Including STEM & STEAM teaching)

## **Child Services & Products**

Children services including supplemental services, haircuts, sports, retail, and fundraising.

## **Cleaning: Residential & Commercial**

Cleaning teams servicing both homes and businesses. Owners operate the business and typically do not do the cleaning.

## **Computer Technology**

Business services offering computer sales and repair, technology, security, and education.

## **Distribution Services**

Distribution sales and shipping in variety of industries, from automotive to clothing.

## **Dry Cleaning-Laundry**

Businesses that service clients' clothing needs.

## **Financial Services**

Services including tax preparation, ATMs, expense reduction, financial planning, etc.

## **Fitness**

Businesses focused on physical activity services such as gyms, fitness, and personal training.

## **Food & Beverage: Restaurant/QSR/Catering**

Restaurant businesses that serve all kinds of foods in both sit down or quick service experiences.

## **Food: Coffee/Tea/Smoothies/Sweets**

Smaller food-based businesses that primarily focus on coffees, teas, smoothies, and desserts.

## **Food: Stores & Catering**

Businesses that primarily focus on selling convenience food or are dedicated to catering services.

## **Green Company**

Businesses that put a large emphasis on making a positive impact on the environment.

## **Health/Medical**

Businesses that offer services in the medical space. This can range from treatments, home care assistance, medical services, and medical equipment.

## **Health/Wellness**

Businesses offering self-care services in the wellness space. This can range from spa services, massage, weight loss, wellness, and preventative care.

## **Home Improvement**

Franchises that provide any service or product for home improvement. Including interior, exterior, property, renovations, and repairs.

## **Maintenance & Repair**

A broad category that services one-time or on-going maintenance and repairs for consumers, homeowners & businesses.

## **Moving, Storage & Junk Removal**

Concepts that help people move, remove, store, or sell their possessions.

## **Painting**

Interior and exterior painting services.

## **Pest Control**

Service-based brands that prevent, remove, or trap unwanted creatures. Including bugs and animals.

## **Pet Care & Grooming**

Brands that provide services, products, or training for pet owners.

## **Print, Copy & Mailing**

Brands that provide products and services related to printed materials, merchandise, mailing, and delivery.

## **Professional Services**

Professional services provided to other business owners. Such as staffing, taxes, insurance, office space, and sales coaching.

## **Real Estate**

Selling, buying, managing, staging commercial or residential properties.

## **Restoration**

First responder businesses that return damaged property to its original state. Causes usually come from water damage, fire, sewage, vandalism, and wear and tear.

## **Retail**

Retail encompasses any business selling goods or services through stores, kiosks, or even by mail or the Internet.

## **Security**

Home and business surveillance and security. Includes anything from door locks, prevention to on-site protection.

## **Senior Care: Medical/option**

Businesses that specialize in care designed to meet the needs and requirements of senior citizens at various stages. This category is segmented to focus on those that provide a medical component to their business.

## **Senior Care: Non-Medical**

Businesses that specialize in care designed to meet the needs and requirements of senior citizens at various stages. This category is segmented to focus on those that do not provide a medical component to their business whatsoever.

## **Signs**

Businesses that design, manufacture, and install interior and exterior signage.

## **Special Event Planning**

Businesses that plan events for communities, children, vacations, and special occasions.

## **Sports & Recreation**

Any business focused on sports or athletic training, services, or equipment.

## **Staffing**

Businesses that help other businesses find suitable workers for temporary or permanent positions.

## **Travel Planning**

Concepts that provide travel agent services. Vacation planning, hotels, etc.

## **Vending**

Businesses that use small, automated machines to provide a product or service needed by the consumer.