**Introduction**

 Wendy's is an American international fast food restaurant chain founded by Dave Thomas on November 15, 1969, in Columbus, Ohio.I choose Wendy’s to investigate and franchise because it is one of the longest histories in the Quick Service Restaurant (QSR)industry. According to the FDD form, the estimated total investment required to begin operation of a Wendy’s restaurant normally ranges from $2m to $3.5M, it depends on the land, building, improvement, equipment and signage. Here is the 5 most important items.

1. **Competitive strategies applied by Wendy’s**

Competitiveness is a central aspect in the FDD adopted by Wendy’s. Wendy’s is unlike her competitors in the market as it advertises that the burgers offered by the company are of unrivaled quality (“Wendy’s”). The fact that the company does not base her competitiveness on the state of the price reflects the company’s approach to shunning cost as an advertisement item.

Wendy’s indicate that “quality is our recipe” in their advertisement. Other advertisement slogans adopted by the company include the term that their burgers are “never frozen” to reflect their freshness to the consumers (“Wendy’s”). At the same time, Wendy’s rival the concept of having served “billions” as indicated by McDonald's by indicating that true value of service is about “how we serve you” (“Wendy’s”). In that respect, the company aims to convince the consumers about the value of quality and why one should readily pay for quality products.

The company applies superior ingredients in the preparation of their products. The aspect leads to the increased operational cost for the company’s products (Bonner et al., 2018). However, it improves the quality of Wendy’s franchisees and thus provides them with an opportunity to reap from the gains made under the company’s reputation.

1. **Wendy’s management’s support to the franchise**

Wendy’s has more than 6,500 franchises across the United States and among 30 other countries. The administration believes that the franchises provide an opportunity for the diversification of the company's clientele. At the same time, it increases the overall market share for the company. Feedback from the franchises offers insights on how to improve the customer experience.

 The company dramatically supports franchises on different fronts. At the inception, the company trains the franchises on the client relations and the production of quality products. At the same time, the management allows for the maintenance of the franchisees' equipment. The concept provides for the support of quality products.

1. **Wendy’s recent history**

Wendy’s recent history has a significant influence on the franchises. Poor history with the law enforcement authorities and the lack of compliance to the set standards drives away the franchises. Wendy's have had a mixed past with authorities in the recent history. There are positive and negative issues relating to the company that has affected the franchises as discussed below.

Recently, Wendy’s has had an issue with the employees (Michelle, 2016). The employees claim that they are not receiving fair remuneration for their efforts. The claim of quality of the products, they argue, does not reflect on their pay. Thus, they have instituted a broad national embargo against Wendy’s products. The aspect has a tremendous adverse impact on Wendy's outcomes. Franchises would shun Wendy's if it emerged that the company oppresses the employees.

However, there are positive aspects in the recent past about Wendy’s that attract the franchises. They include the recent efforts by the company to redesign the appearance of their premises. The new image launched under the “image activation” banner renewed and improved the attractiveness of Wendy’s restaurants to the consumers (“Wendy’s”). The aspect has a net effect of attracting more clients and thus increased the overall franchise outlets with the company.

Wendy’s assesses the franchises on three major dimensions. They include the orders delivered per hour, the stock-rate, and the pace of solving problems at the franchise (“Wendy’s”). These aspects have led to the overall improvement of Wendy’s market share.

1. **Wendy’s recent sales and marketing and the impact on the franchises**

 Sales and marketing is an integral tool that influences the relations between a company and the franchise. Wendy’s has stuck with the “fresh” and “never frozen” approaches to the advertisement (Kumar, 2018). The company has maintained its attitude despite urge from different quarters to change the plan. The marketing adage has been a significant factor that has attracted the franchises. It assures the consumers that they are consuming fresh products.

Additionally, the company has made different offers to advertise its products. Recently, the company announced a $1 limited provide on double stack cheeseburger. The promotion ran in the early months of 2018 (Kumar, 2018). Reports from the company indicate that the company gained millions of new consumers from the approach. The effort has a net impact of improving the overall attractiveness to the franchises as it suggests that the company is increasingly popular. The franchise shall stand a unique opportunity to recoup their investments.

 Moreover, Wendy's has dedicated significant revenue to marketing. For instance, it has offers where consumers pay $ 4 for four items which are inclusive of a drink (Kumar, 2018). The aspect creates a great long-term future for the company due to the increased market share. Such an element attracts the franchises.

1. **Wendy’s financial strategies and how it supports the actions of the franchise**

 Financial plan laid the groundwork for the success or failure of any business. Wendy’s has had notable success in the industry mainly due to its efficient economic strategy. Wendy's has implemented the "challenge" as a commercial way of assessing and promoting the franchises. The concept indicates a compulsory 6% previous sales growth over the last half-a-year for one to qualify to have a storage franchise under Wendy’s (Chan, 2015). The strategy aims to limit the process of storage franchises to only the viable and development-oriented centers. Though such an approach discourages some potential franchise stores, it indicates the need to have a growth-oriented franchise.

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