

Subway's Franchise System

Subway operates one of the most successful franchise systems in the world, allowing individuals to own and operate their own stores under the Subway brand. This model provides a structured framework where franchisees benefit from the brand's recognition, standardized operations, and established customer base. However, it also comes with significant costs and responsibilities.

How Subway's Franchise System Works

Subway's franchise system is based on a licensing agreement between the parent company, Doctor's Associates Inc. (DAI), and independent owners. This agreement grants franchisees the right to operate a Subway restaurant using its brand, processes, and established reputation. However, to enter the system, franchisees must meet specific financial and operational requirements.



Financial Commitments for Franchisees

Initial Franchise Fee

- The initial franchise fee for a Subway restaurant varies by location but is generally **\$10,000 to \$15,000**.
- In some regions, such as North America, the fee is **\$15,000** per location, while in lower-income countries, the fee may be reduced.
- Multi-unit operators may receive discounts for additional locations.

Ongoing Fees

- **Royalty Fees:** Subway requires franchisees to pay **8%** of their gross sales as a royalty fee.
- **Advertising Fees:** Franchisees contribute **4.5%** of gross sales to Subway's advertising fund, which covers national and regional marketing efforts.

Startup Costs

- The total investment to open a Subway franchise ranges from **\$207,050 to \$476,900**, depending on location, store size, and renovation costs.
- Major costs include leasehold improvements, store equipment, initial inventory, insurance, and business permits.
- Subway locations are relatively affordable compared to competitors like McDonald's, where startup costs can exceed **\$1.5 million**.

Lease and Property Costs

- Many Subway franchises operate in leased spaces within shopping centers, gas stations, or stand-alone buildings.

Subway Franchise Study Guide

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Subway Franchise Study Guide:

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The Ultimate Guide to Responsible Franchising Joe Mathews,2024-10-15 A no nonsense start to finish roadmap for aspiring franchisees In *The Ultimate Guide to Franchising* straight shooting author Joe Mathews delivers a practical and hands on how to guide for aspiring franchisees seeking to start their own businesses In the book you'll explore real life stories from the franchising trenches that illustrate how to effectively look past the obvious and dig deep into the bones of a franchise to establish fit predict success and mitigate risk You'll discover the personality types most likely to experience success and failure at franchising and identify the entrepreneurial traits that can expose you to additional risk You'll also find All the info you need to know about franchising before you start looking for the right fit Strategies for properly and fully investigating a franchise opportunity in your area Techniques for conducting proper diligence to determine a franchisor's skills and viability Perfect for budding entrepreneurs founders and other business minded professionals as well as employees leaders and suppliers to franchise brands who want a better understanding and appreciation for how franchising works *The Ultimate Guide to Franchising* will earn a place on the bookshelves of anyone serious about opening their own franchise as well as those who have already begun their franchising journeys

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