

Mentor Visit Assessment #2

Mentor: Joshua Meek

Profession: Chief Executive Officer of Meek Industries, LLC

Location: Dunkin Donuts

Date: October 13, 2017

Time: 11:00am

Assessment:

My second mentor visit was conducted with Joshua Meek on October 13, 2017 at 11:00am. Throughout this mentor visit, the main points I had prepared to discuss were mentor information, my Original Work/Final Product Idea, and a recommendation letter for college. Mr. Meek has been my mentor for over a year and he has truly seen me at my best and worst. I felt as if we have truly made a connection and he has helped me grow into a much more knowledgeable individual. I have learned to chase my number (the amount of money I want to make to satisfy all my wishes) and always find an opportunity to learn something new.

My idea for my Original Work this year was focused on franchising. I aimed to cater towards my future and pursue a project that would allow me to get a head start on life. After days of thought, I decided to create a business plan for a potential franchise I could purchase in the future in order to become a franchisee and slowly multiply. The business plan would include information such as the specific franchise, the cost, a SWOT analysis (strengths, weaknesses, opportunities, and threats), an overall game plan, and other important information. Through doing all this research and thinking about how to make my dreams possible, I will gain experience in drafting a business plan and learn more about exactly what will need to be done in the future. It is essential that I complete the research now so I can direct my future and what I study towards what will need to be done in order to make my dream into a reality.

My mentor supported the idea for the Original Work and ended up connecting me with people directly related to franchising and owning a franchise. I was connected with the owner of the Gent's Place and with the owner of two Jersey Mikes locations. Mr. Meek defined franchising as the act of creating a system and leasing that system to other entrepreneurs. Franchising has always been a central idea to me as I have grown up around it. With parents who are also franchisees, I have directly witnessed the positives and negatives of it. This is one potential route for my future and I must explore it so I can decide if it is truly what makes me happy.

Throughout the mentor visit, Mr. Meek also mentioned some key movies and TV shows that would teach me more about franchising. He recommended watching *The Founder* which is about McDonalds and how they came to be. By seeing other people's journeys, I will be able to take ideas from it and incorporate it into my future. Also, he recommended a TV show called *The Profit*. He said there was an episode which laid out a model of a franchise. There are many ways to learn. I have access to all these different channels and in order to truly grow, I must utilize all of them to diversify my knowledge. For the rest of this year, I will continue my research in entrepreneurship with a specific focus on franchising.