

13<sup>th</sup> Year of  
Success in  
Franchising



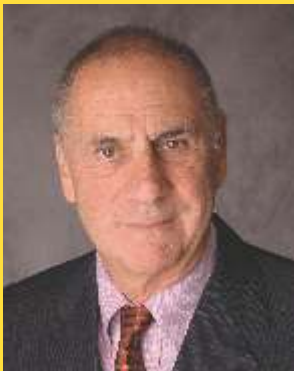
2 - 3 DECEMBER, 2011 | HOTEL ASHOK, NEW DELHI, INDIA

# franchising2.0

scalability growth planning management leadership success



Franchise  
Knowledge  
Series Two Day International  
Workshop On Franchising  
& Business Growth



**MR. DONALD BOROIAN**

CHAIRMAN - CEO, FRANCORP, USA  
& CONFERENCE CHAIRPERSON,  
FRANCHISE KNOWLEDGE SERIES

A published author, noted speaker, and expert legal witness, Mr. Boroian is one of the world's most sought-after consultants in the field of franchise strategy and business expansion. With a career spanning more than four decades, Mr. Boroian and his companies have provided consulting services to more than 10,000 companies and have created full franchise development programs for more than 2,000 companies. His clients have ranged from small and medium-sized businesses, to corporate leaders, such as ARCO, BP, Hershey Foods, NutraSweet, Nestle, John Deere, Popeye's Fried Chicken, Ryder Trucks, Ace Hardware and Valvoline. Mr. Boroian has been on the Board with many Associations and Advisory. He has also served on the Boards of Rush University Medical Center and DePaul University. He has served as an arbitrator and mediator for the American Arbitration Association and has been an expert witness. Some of the leading books co-authored by him include The Franchise Advantage, How to Buy and Manage a Franchise, and Franchising Your Business.

Taking a franchise system from 10 units to 25, from 25 units to 75, and from 75 beyond can present unique challenges for unsuspecting franchisors. The Conference explores the interplay between the law and the franchise agreements on the one hand, and the ever-changing and maturing franchisor-franchisee relationships on the other, as the need for more defined relationships and more consistent adherence to system standards becomes critical to system growth together with modern trends of growing a franchise system to the next level.

**ABOUT THE  
CONFERENCE**



**WHO  
SHOULD  
ATTEND**



- ↳ CEOs / MDs / CMDs of franchise brands
- ↳ Heads- Retail
- ↳ SrVPs / VPs / Sr GMs /GMs (Operations/Marketing/Channel Development)
- ↳ SrVPs/VPs / Sr GMs /GMs (Business Development/Planning/Corporate Strategy)
- ↳ All National and State Franchise Managers
- ↳ Franchise Sales / Recruitment Managers
- ↳ All Field Consultants and Franchise Executives
- ↳ Prospective Franchisors
- ↳ All established retail chains looking at expansion through franchising
- ↳ Retail & Franchise Consultants
- ↳ Retail & Business Schools
- ↳ Head – Finance / Audit
- ↳ Franchisors looking at funding
- ↳ Students from retail and management schools



# scalability

SCALE UP YOUR BUSINESS



CREATING A  
FRANCHISE  
VISION

## GETTING YOUR FIRST 10 FRANCHISE UNITS STAGE-I

### Creating a Franchise and Making it Work

The Stage One of Franchising is based on premeditated Business Planning towards the design, development and implementation of franchise strategy.

CONFERENCE PROGRAMME

#### STRUCTURING YOUR FRANCHISE MODEL

- ↳ The financial implications of developing a franchise system
- ↳ Organizational requirements - headquarters and field
- ↳ Operation manuals and training programs: What they should contain

#### PRACTICES IN THE RECRUITMENT PROCESS

- ↳ Discover how to keep your focus on the franchise candidate
- ↳ Validating in a new franchise system
- ↳ Commitment to the franchise recruiting process
- ↳ Fostering culture of awarding franchises and not selling
- ↳ Franchise performance representations

#### HOW TO MARKET, MONITOR & DEFEND YOUR BRAND

- ↳ Marketing messages that work in this new career economy
- ↳ Usage of digital, social and mobile technologies to marketing & service strategies

#### HOW FRANCHISE AGREEMENTS SHOULD BE DRAFTED

- ↳ Constitution of a franchise agreement
- ↳ Anticipate the future and provide for swift network modification
- ↳ Resolving disputes - courts, arbitration, mediation & conciliation-enforcement & other hurdles



# planning

LEARN & STRUCTURE YOUR BUSINESS ROLL-OUT



BECOMING  
A CORPORATE  
ENTITY

## A CROSSOVER FROM 20 FRANCHISE UNITS WITH A GAME PLAN FOR 100 UNITS STAGE-II

As a franchisor one needs to keep products and services fresh and competitive, support franchisees that won't always see eye to eye. And then there's the important task of growing your brand to a corporate, dealing with change: anticipating it, accommodating it and all this when you are recruiting new franchisees.

CONFERENCE PROGRAMME

#### CREATING A SUPPORT TEAM FROM THE CORPORATE OFFICE TO THE FIELD AREA DEVELOPMENT

- ↳ How to build and maintain a support team from the headquarters
- ↳ How to transfer and maintain the support from headquarters to the field
- ↳ The different stages of a franchisee's life and the different types of support needed during each stage

#### DRIVING FRANCHISEE PERFORMANCE

- ↳ Understanding behavioural styles of franchisees and what drives them to be successful
- ↳ Providing additional resources & tools to help franchisees benchmark & keep focus on the key drivers of profitability
- ↳ Implementing peer performance groups to help create top performers, as well as help struggling franchisees
- ↳ Building and sustaining a culture of accountability sustained by financial satisfaction

- ↳ Best tools to audit franchisees financial performance scorecard
- ↳ Striking balance between company owned & franchisee owned locations in the same market
- ↳ How to coach franchisees to modify behavior, implement change and achieve success
- ↳ Realizing that a franchisor is only as successful as its franchisees

#### CREATING AND ACHIEVING A MULTI-UNIT FRANCHISE NETWORK

- ↳ When does the franchisor / franchisee know when they can make the transition from single to multi-unit growth?
- ↳ When does it make more sense to grow within your brand via multi-unit franchisee? Determining the company's ROI and infrastructure required
- ↳ What are the opportunities and servicing issues in multi-unit franchising?



POSITION A  
WORLD CLASS  
FRANCHISE

## EMERGING AS AN INDUSTRY LEADER

STAGE-III

Established and mature franchisors have to look for ways to restructure or supplement their business in order to affect beneficial system changes.

CONFERENCE PROGRAMME

### GOING INTERNATIONAL: RIGHT APPROACH & RIGHT DIRECTION

- ↳ Granting Territorial Rights – Master / Area Development Agreements
- ↳ Market and Concept Adaptation
- ↳ Resources Required To Successfully incentivizing key in-house people for foreign development of business
- ↳ Business & Tax Structures that maximize ROI

### HOW TO REFRESH, PROTECT & ENHANCE YOUR BRAND

- ↳ Creating “Brand Revitalization” without hurting the brand
- ↳ Executing a system-wide modernization program
- ↳ Factoring costs at head office and franchisee level
- ↳ Involving preferred suppliers to affect capital changes

### THE MAKING OF A MULTI-BRAND OR FRANCHISE CONGLOMERATE

- ↳ What constitutes the brand architecture
- ↳ Determining the reach and role of each brand worth investing in and, when warranted, identifying those redundant ones that should be retired or sold
- ↳ The science of creating or buying a new brand or brands
- ↳ Minimize brand overlap, maximize brand coverage

### FAST TRACK GROWTH

- ↳ Evaluating M&A and IPO for franchise companies
- ↳ IPOs: Attractive bet for franchisees

### RETRO-FRANCHISING

Using franchising as a new or replacement method of distribution for established companies and for companies seeking an innovative re-organization, re-capitalization or tactical change strategy

# management

BUILD AN EFFECTIVE SUPPORT SYSTEM



### BEYOND FRANCHISING

- ↳ Exploring PE funding in a growing system
- ↳ Understanding M&As and joint ventures for further growth
- ↳ Exploring new formats in franchising - social / micro franchising for smaller potential markets

### LEVERAGING TECHNOLOGY

- ↳ Creating a financial & operational dashboard to obtain meaningful management information
- ↳ Effectively using communications technology to get everyone on the same team
- ↳ Emerging tech in mobile and social networks
- ↳ Protecting your brand on social networks
- ↳ Driving sales through local search
- ↳ Streamlining your process through the cloud computing

## WHAT OUR PAST DELEGATES HAVE TO SAY

“Learning objective was achieved to quite a considerable extent. Round table discussion was most interesting and threw up many practical issues and solutions, thereof.” - **GODREJ & BOYCE MFG.**

“It was very useful to a certain extent. All sessions were quite informative and effective.” - **TATA TEA**

“The programme was fundamental and was very well presented. Learnt a lot on various aspects, i.e, pricing factor, franchise management, franchise agreement, documentation, etc.” - **DTDC**

“Franchising fundamentals with examples were good. Round table had put forth the new challenges.” - **HINDUSTAN UNILEVER**

“The nitti-gritty of international franchising was helpful. The session on structuring franchisee support & Duties of franchisor and franchisee was most effective. It helped in brushing up few areas.” - **MOTILAL OSWAL**





# growth

GROW YOUR BUSINESS

By comparison, India with its foundation of English language education, a western legal system and an already strong and growing franchise community offers huge, long term potential.



## HOW WOULD FRANCHISE KNOWLEDGE SERIES BENEFIT YOU

The franchise knowledge series would provide actionable insights to all stages of franchise systems including – emerging, growing and mature franchisors.

### FOR EMERGING FRANCHISORS

- ↳ Build a franchise business plan and launch a franchise model
- ↳ Develop a profile for franchisee candidate and master the art of franchise sales
- ↳ Get acquainted with legal documentation in franchise system
- ↳ Build an integrated franchise marketing plan to reach out to potential franchisees
- ↳ Identify the geographical areas for expansion

### FOR GROWING FRANCHISORS

- ↳ Getting into fast track growth with a proper franchise recruitment plan
- ↳ Benefits and risks of multi-unit franchising
- ↳ Understanding the procedure and norms for external funds available
- ↳ Realizing support structure in a growing system

### FOR MATURE FRANCHISORS

- ↳ Exploring new markets in the international arena
- ↳ Reviewing of Contracts: review ongoing support & fee structure for the franchisor
- ↳ Understanding IPOs in franchise systems
- ↳ Effecting innovation to keep the franchise system fresh



# FRANCHISE INDIA

Empowering **Change** Since 1999

Franchise India Holdings Limited is Asia's leading integrated franchise and retail solution company since 1999 and has an absolute authority on Franchising, Licensing, Retailing, Real Estate and Marketing. FIHL has helped hundreds of investors in selecting the right opportunity and in turn assisted various organisations in International and domestic franchise expansion. With its strategically formed divisions, FIHL has created its own niche in the industry

[www.franchiseindia.com](http://www.franchiseindia.com)

# Francorp®

The Franchising Leader

Francorp is acknowledged as the world's leader in franchising. Since 1976 Francorp has provided full development programs to help ensure the franchise success of over 2,000 businesses. Francorp's credibility and track record are unsurpassed. Franchise India and Francorp's combined & extensive expertise makes it the safest option for franchising solutions across the world

[www.francorp.in](http://www.francorp.in)

# Indian Franchise Association

Indian Franchise Association has been founded, as a corporate social responsibility initiative to share information, knowledge, and experiences, set standards and promote best practices amongst franchise fraternity

[www.franchiseindia.org](http://www.franchiseindia.org)

## If you don't like it, quit it!



Quitters.in is a social movement initiated by Franchise India. Quitting is a desire. It is an attitude. Most important it is the moment that changes our life.

Quitters.in is a project to start a million Entrepreneurial journeys. It is inspired by a simple ideology – if you don't like it, Quit It! Quitters.in does not have to do with shirking responsibility. It is about quitting the things that keep us away from our dreams and the things we love to do.

**Be a quitter. Be the change. Take charge of life.**

[www.quitters.in](http://www.quitters.in)

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Series Two Day International Workshop On Franchising & Business Growth

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