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Franchising book in the philippines pdf

Franchisor, franchisees, and those who aspire to be or continue to witness and experience first hand the challenges and victories of the industry, even with the current adversity. Clearly, there is little doubt that entering franchising can help provide the greatest chance of success in the business - no matter what happens. This was strongly stressed in the virtual conference Franchise Asia 2020 when Catherine Monson, CFE, president of the International Franchise Association (IFA), spoke of “Franchising Resiliency in the Post Pandemic World”. The power of franchising today There were five main points discussed by Monson when he talked about how powerful franchising is during the pandemic. > Franchising Franchising's adaptability has proven to provide more versatility and adaptability unlike other types of companies. Franchisor and franchisees are able to focus on new innovations, services and products in the middle of the pandemic to seize opportunities for survival and growth. 2] Franchisors assist franchisees Being part of a franchise relationship has led the advantage of being able to help and seek help. The franchisors are taking advantage of this opportunity to show their good will and leadership, helping their franchisees on new strategies, reducing taxes and providing subsidies and loans. AGREEMENT - CONTINUA READRE BELOW 3] Communication Having useful information is really an advantage, now more than ever.communication campaigns and strategies are maximized by franchisors to maintain franchisees and the entire network informed and optimistic. CONTINUA READ BELOW Video recommended 4] The closest relationships between franchisees and franchisors If there is another good thing that came out of the pandemic is that it was approaching franchisors and franchisees to each other. There is strength in unity and the best way to win the challenges is to be united. With the constant success of franchise brands, it is clear that one of the reasons behind this is the closest franchise relationship between franchisor and franchisees. 5. Competitive brands working together to create safety standards Health and safety are the most important priorities of each individual, family and organization especially in the new normality. In order to be at the forefront of the movement to bounce back from the impact of the pandemic, franchise marks are working in unison to establish security standards and remain relevant as "essential enterprises". AGREEMENT - CONTINUA READRE BELOW A brighter future ahead of Monson expressed his enthusiasm as the next years in the post-pandemic era will be in fact larger and brighter for the franchise industry. Due to today's adversities, the best leaders, businessmen, franchisors and franchisees were born. "More real estate will be available in lower rents and many other franchise candidates will be looking for franchise opportunities," he said.In addition, current circumstances have further improved franchisee involvement and increased technological progress. In the post-pandemic era, long-term winners will be those companies that can build revenue and get the fastest marketing share. And franchise companies are at the forefront of these aspects. "The great support during the pandemic will lead to an even better validation [and] can create opportunities for acquisitions and conversions," concluded Monson. Francorp Philippines is the largest Filipino franchise consultancy company. Take a free franchise test at . For further information please contact (+632) 8638.31.42 / 0917.835.55.30 / www.francorp.com.ph or email . AGREEMENT - CONTINUA READRE BELOW Sam Christopher Lim is the CEO of Francorp Philippines; President of U-Franchise Sales & Management; President of ASEAN Integration of the Association of Franchises of the Philippines; and Co-author of the book "12 Strategies of Franchising". This book is created for entrepreneurs, both new and established, with a common ambition to grow from one to many through franchising. From the bases of "Being guided by Franchiseability Criteria" (Strategy 1), to deepening on how "Scegliere Simple" (Strategy 2) from brands like Potato Corner & Waffle Time, to "Put a clear vision" (Strategy 4) as The generic pharmacy grew from one to two thousand, this book reveals the secretsexponential growth of the franchise. the most established entrepreneurs can learn to "focus on core competencies: contract out the rest" (strategy 7) from bibingkinitan and "exploring new income streams" (strategy 11) from souvenirs and sumo sam group to "expanding residents" (strategy 12) from jollibee, penshoppe, max's, bench, mineski and others discover how franchise your business consultants get a copy from the national book store or from the online library of Francorp. franchising book in the philippines pdf

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