

FRANCHISEPRENEUR PROGRAMME

Approach franchising with confident



WHAT YOU CAN EXPECT

- Knowledge for assessing the suitable franchise business for yourself.
- Learn how to impress your ideal franchisor.
- Learn to apply how to build and validate a franchise financial model.
- Understand the essential components in a franchise agreement.
- Practical and useful templates and checklists for your research.
- Strengthen your skills and confident level in approaching franchise business.

PROGRAMME OUTLINES

6 Steps of Franchisepreneur Process

Step 1: Profile yourself

Step 2: Research your franchise opportunities and market viability

Step 3: Initiate contact with franchisor

Step 4: Investigate the franchise system

Step 5: Validate your financial model and business plan

Step 6: Review the franchise agreement

Guests Presentation:

- What is a franchisor looking for in a franchise prospects?
- What it is like to be a franchisepreneur?

Tips Sharing:

- Top tips for a winning franchise system.
- The secret of success as a franchisepreneur.
- How to increase your potential return of investment?

WHY YOU SHOULD ATTEND THIS PROGRAMME

Starting a franchise, or any business, means a high investment of time and money. There is therefore no room for getting it wrong, and so to limit the risks and increase the chances of success, it is vital that thorough research into franchising is undertaken. You need to be 100% certain that franchising and the franchise you are interested in, is for you. But with so much to choose from, where do you start?

This three days programme will give you direction and prepare you for your franchisepreneur journey. It specially designed to guide you through the research step-by-step for a best decision where your talents and investments will be rewarded.

LEARNING OBJECTIVES

- To enable you to assess whether franchising is right for you.
- To equip you with essentials skill and knowledge to assess and prioritize franchise opportunities.
- To help you understand the franchisor's expectations and assessment criteria.
- To learn how to prepare financial planning and modeling for targeted franchise business.
- To enhance your understanding of the franchise agreement.

First-time franchisepreneur don't know what they don't

know. So..."If you are willing to invest your capital to buy a business, shouldn't you first learn how to buy the right one?"

WHO SHOULD ATTEND

Anyone considering starting their own business will find this programme vitally important. Whether you have started to evaluate your franchise opportunities or are right at the very beginning stage, this programme will give guidance, provide cautionary notes and should put a clear structure into your research.

METHODOLOGY

- Case studies analysis, face to face learning opportunity from successful franchisees and understand their secret of success.
- A combination of a real market research data with a hands-on franchise financial model (experimental project) that provides guidance with a realistic starting point in determining your investment capital and how much you can expect to profit in your business. (*Templates and checklists will be provided to facilitate your research*).
- Interactive and action-driven learning experience that give you a detailed and independent appraisal of the many issues you will face when considering franchising.

TRAINER PROFILE

T.K. Lee has been involved with American franchise system since 1994. **T.K. Lee** was the first master franchisee for New Horizons Computer Learning Centers, Inc. for the entire South East Asian countries. Within 5 years, he grew the single New Horizons center in Kuala Lumpur to a network of 10 centers in Malaysia, Singapore, Thailand and Indonesia and earned numerous awards and acknowledgements includes New Horizons International Location of the year for 1996, 1997, 1998, 1999, 2000 for Kuala Lumpur center and Asia Pacific Location of the year in 2002 as General Manager of New Horizons Singapore center. In 1999, he also won honors as the Microsoft CTEC of the year for Malaysia, New Horizons Asia Pacific Master Franchise Excellence Award, and the New Horizons International Marketing Best Practices Award. It is also in the same year that his Malaysia operation ranked 19th in the Enterprise 50 Award for SMEs by Anderson Consulting and the Malaysia Ministry of Trade and Industry. He has been an elected member of New Horizons Franchise Advisory Council (FAC) representing Asia Pacific region for 2 terms from 1997 to 2001.

T.K. Lee is now the Managing Director of Asia Franchise Networks. He is a Practicing Management Consultant (PMC), the consulting business has been operating in Singapore since 2004 providing franchise-related services includes advisory, brokering, consulting, educational program and support. With over 16 years of franchising and franchise operations experience, he has successfully helped Asian investors to acquire numerous American franchise rights includes food and beverages, adult and children education, senior care, health and wellness.

PROGRAMME DETAILS

Venue: Suntec City

3 Temasek Boulevard #02-161
Suntec City Mall S(038983)

Time: 10am-5pm weekend

Date: 27 Feb 2010 (Sat), 28 Feb 2010 (Sun), 13 Mar 2010 (Sat)

Remark: 2 weeks break from 29 Feb to 12Mar for experimental project on franchise financial modeling.

Fee:

S\$845 (Early bird registration by 04 Feb 2010*)

S\$995 (Normal Registration)

Includes: 2 tea breaks and lunch

**Free post-programme franchise advisory services & entitle \$200 discount on upcoming Franchise Mission Trip to U.S.A. 2010.*

For further queries or registration, please contact:

Ms Charlotte Teng at
+65 6220 3291 or Email:

charlotte@asiafranchise.net

Seats available on first-come first-served basis.

Register Now!



Upcoming Events

**FRANCHISE MISSION TO UNITED STATES OF AMERICA
(LOS ANGELES, ORANGE COUNTY & WASHINGTON DC)
04TH APRIL 2010 – 13TH APRIL 2010**

Asia Franchise Networks working with U.S. Commercial Service, is organizing a franchise mission to USA – **Los Angeles, Orange County & Washington DC** from 4 April – 13 April 2010. You are invited to join this upcoming franchise mission to United States of America.

Business Focus

This business mission will focus on services sectors include: **Food and Beverage, Education, Lifestyle and Retail Concepts.**

Mission Objectives

- To visit and participation in the franchise exhibition 'International Franchise Expo' a premier national franchise exhibition, which to be held at Washington DC from 09-11 April 2010.
- To provide exposure, learning and networking opportunities for Asian investors who interested in established US franchise brands.
- To enable Asian investors to explore and identify varies Master Franchise opportunities for development in Singapore and other Asian countries.
- To provide a comprehensive and cost effective option for investors to gain first hand exposure & experience with US franchise systems that ready for Asian market.
- To help Asian investors to gain new information for growing franchise market .

For further queries or information, please contact:

Ms Charlotte Teng at +65 6220 3291 or Email: charlotte@asiafranchise.net

ASIA FRANCHISE NETWORKS

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FRANCHISEPRENEUR PROGRAMME

Registration Form

Your franchise business interest: _____

Your geographic territory of interest: () Singapore () Overseas please state: _____

VENUE: Suntec City, 3 Temasek Boulevard #02-161, Suntec City Mall S(038983)

TIME: 10AM – 5PM (WEEKEND)

DATE: 27 FEB 10 (SAT), 28 FEB 10 (SUN), 13 FEB 10 (SAT)

PART 1: PERSONAL INFORMATION

Name:		Date:
Preferred Name on Tag:		Gender: <input type="checkbox"/> M <input type="checkbox"/> F
NRIC/PP No.	Nationality	DOB
Company Name		Designation
Address		Year of incorporation
		Annual Turnover
Business Nature		
Tel. No.	Mobile No.	Email

Payment:

() Cash () Paypal () Cheque No. _____ (Payable to "Asia Franchise Networks")

Memorandum of Understanding

I understand that I have to settle fully the programme fee upon commencing.

I understand that will strictly no refunds should I choose to cancel or withdraw from the Programme.

Once I completed the programme, I will be entitled to review the program within six months for free.

I understand that the organizer reserves the right to make changes to the programme outline without prior notice.

Signature of Participate / Date

Tel: 6220 3291 Fax: 6342 0966

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www.asiafranchise.net