

DECEMBER 2017

INSIDE FRANCHISING



What's your bright idea?

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Letter from the President

Welcome to the first edition of Pakistan's first franchising magazine. The goal is to provide the authentic information and latest news on franchising market for our fellow countrymen.

Francorp will be publishing this magazine quarterly,

keeping all our franchisors & investors in loop with the latest trends and upcoming opportunities for franchising their business in the local market.

Providing a platform to our new franchisor to Buy or Sell franchises finding

the right fit for them. Browse through the pages to learn new tactic used by international franchisors. Tips about now to increase your sales and Do's and Don'ts in a franchise network.

Take your time to look through these pages & find the

opportunity that's right for you. Francorp would like to encourage you to feel free and share this magazine with your friends & relatives, if you feel they can use the info. You can always contact us to add you in our mailing list for your own free copy.

Anila Haq

FRANCHISE SUCCESS STORIES

WHY IS IT THE MOST EFFICIENT WAY TO OWN A BUSINESS?

FIVE GUYS® **BURGERS and FRIES**

A fast casual hamburger food on the go. The retro chain was launched in 1988 but since five guys adopted the franchise model in 2003 the growth has exploded, now they have 1500 outposts and other 1500 in development.

Five guys average 100 openings per year with holding story to family driven, authentic roots.

• • •



Famously known as a leading fast, casual chain has cleaned up its menu. They started to include fan favorites, and simple tasty food. Very recently, they completed its list goal to remove the entire artificial flavor, preservatives, sweetness and color from its menu. By doing so, they opened up to a larger audience, which is healthy but also can dine out without straying from their body goals.

7-ELEVEN®

The brand is heavily investing in food the brand recently announced that turning up the heat on its prepared food program.

They are investing in the prepared food industry, believing that many people don't want to cook and just eat. Let's see how this works for the market, does it delivers value for money or pricing.

CHANGE IS BREWING IN KARACHI

At just 17, Mr. Hussain has created a safe and enjoyable environment for Karachi's citizens. With using a household favourite, he is stirring up the food scene thanks to his love for chai.



Casual dining has made its way into Karachi as the new, chic hangout. Chaiwalas are mushrooming across the city. It began in 2015, when Mohammed Qamber Hussain wanted to change the dining experience by creating affordable prices and a relaxed atmosphere, coupled with good food, or in this case, chai.

At 17, this young adult has already established two thriving restaurants in his hometown of Karachi. He became an entrepreneur at such a young age because he was hungry for change. His recipe for breaking down social barriers calls for clean, affordable tea restaurants that are also comfortable for all and secure environment especially young girls or women. Social media gurus are promoting the safety of women dining on the streets of

Pakistan, with the hash tag #girlsatdhabbas. Entrepreneur

Qamber quoted "Growing up, I saw a vacuum," he says. "There were rows and rows of elite restaurants with exorbitant prices and the Dhaba, a cheap tea spot but also famously unhygienic and not safe for women." Finding a fairly priced dining option open to all was not available, he believed, the restaurant experience with a wider range of social classes and safe enough for elite to sit on a roadside can turn his city into a "brighter, happier place."

Qamber got a loan from his father to set up his first restaurant, but his lack of business knowledge was a continuing obstacle. That's when Bank Alfalah stepped in, providing Qamber with training on business planning, accounting, human

resources, marketing and sales, and other areas of management critical to the success of small businesses.

Qamber then created a new version of the traditional South Asian roadside restaurant, the Dhaba, which offers street food and tea. His restaurant, Chottu ChaiWala, serves traditional food in a clean environment that is also female-friendly than any counterparts. The concept was an instant hit.

Qamber is already dreaming of bigger things. In just one year since the first restaurant opened, he's launched a second restaurant, and plans to franchise his own chain. "I love tea," he says, "and want to give it the same prestige that Starbucks gives to coffee."

Bank Alfalah gave Qamber access to the

knowledge he needed to achieve just the beginning of his goals. As part of these services, ongoing guidance from a mentor helped ease his way forward as a young entrepreneur. Although he still remembers the days he was confused about cash flows and balance sheets, now he can prepare his weekly income statements himself. For Qamber, expanding the business is not just about a love of tea anymore; it's a path to cultural transformation. At his restaurants, "I put up a projector and screen cricket matches and play local music videos," he says. "You see people of all social classes coming here, on motorbikes and on BMW's. There are Ministers and Celebrities and just regular people. This is exactly what Karachi needed."

WHAT'S YOUR BRIGHT IDEA?

Take our quiz to see if you're franchise ready

1. Are you excited?

Yes No

2. Could you explain your idea on a single elevator ride?

Yes No

3. Would you need two elevator rides to explain the idea to your parents?

Yes No

4. Are you tempted to shout your idea from the roof tops?

(And by that, we mean: tweet about it.)

Yes No

5. Has on one in your life – friends, bosses, psychologists – ever told you that you have a tendency to get a little “carried away”?

Yes No

6. Have you cursed your idea in the middle of the night?

Yes No

7. Have you recently fantasized about the biography that will someday be written about you?

Yes No

8. Do you kind of wish you could hug your idea?

Yes No

9. If your idea were an animal, what kind of animal would it be?

I THOUGHT THESE WERE SUPPOSED TO BE YES OR NO QUESTIONS

10. A tiger?

Sure

11. A tiger with eagle's wings?

Fine

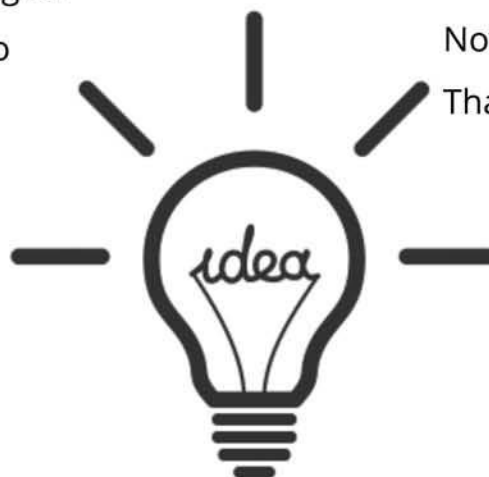
12. Exciting, right?

Totally

13. Well, this has been great.

Now get back to being brilliant.

Thanks



OLD IS STILL GOLD

The first burger chain in Pakistan is still on top.. Mr. Burger created a market in Karachi



Do you remember when you were a child in Pakistan? There would be one burger joint, where if you were good, your parents would take you there to reward you. The household name, Mr. Burger takes us down memory lane every time with their signature burger. With almost 40 years in the game, Mr. Burger is the definition of old still being well, gold.

They are the undisputed pioneers of introducing the concept of fast food in Pakistan, known for creating the juiciest burgers; they never failed to disappoint client expectations.

Mr. Burger started

their operations in 1980 and since then has been running successfully across Karachi. Their first outlet was at Tariq Road catering the customers of every age group.

In those days idea of franchising was not common, people would expand by spending a large sum of investment out of their own pocket. When Francorp Pakistan started operating as franchising consultants, Mr. Burger were the first ones Francorp approached to get their franchise documentation done. But the offer was turned down as they had their reservations regarding franchising

in Pakistan.

Clock went ticking days turn into years and the founders were assisted by second generation, who returned after higher education from USA, Mr. Mujtaba Raza

who has an understanding of franchising, as he has seen many successful model working under franchising model aboard. Mr. Raza wanted to have an expansion of Mr. Burger with the help of professional world-renowned franchise company

“Francorp Pakistan”. Francorp creates a seamless franchise network in 5 steps i.e. Strategic planning, Legal

Documents, Operation Manuals & Marketing Material, which can help any business for their expansion with all the SOPs in place. Francorp is now welcoming clients/investors through their brokerage service selling Mr. Burger franchises.

Mr. Burger is offering 3 different models:

- 1.Standalone
- 2.Takeaway
- 3.Mall Unit. Francorp wishes all the best to Mr. Burger for being a committed franchise partner.



FRANCHISE CONFERENCES NEAR YOU

November 2017

16 November

Warwick, UK

Women in Franchising

<http://www.thebfa.org/>

British Franchise Association (BFA)

17-19, November

Jakarta, Indonesia

IFBC Expo

www.infofranchiseexpo.com

Indonesian Franchise Association (AFI)

December 2017

6-8, December

Hong Kong

Hong Kong International Franchising
Show

www.hktdc.com/hkifs

Hong Kong Trade Development
Council (HKTDC)

11-12, December

Karachi, Pakistan

Pakistan Franchise

Expo & Conference

www.francorp-pakistan.com

Francorp Pakistan

January 2018

13-14, January

Montreal, Canada

The Franchise Show - Montreal

www.thefranchiseshow.ca/

Canadian Franchise Association (CFA)

18-20, January

Dallas, USA

Franchise Expo South

www.franchiseexposouth.com/

International Franchise Association (IFA)

February 2018

24-25, February

Toronto, Canada

The Franchise Show - Toronto

www.thefranchiseshow.ca/

Canadian Franchise Association (CFA)

March 2018

1 March

Toronto, Canada

How to Franchise Your Business Toronto
Seminar

www.cfa.ca/events-webinars

Canadian Franchise Association (CFA)

June 2018

14-16, June

New York, USA

International Franchise Expo

<http://www.ifeinfo.com/>

International Franchise Association (IFA)

WHY Wi-Fi?

A rising trend in Pakistani food concepts is providing free Wi-Fi to their customers. Although, it is believed that this marketing gimmick can help boost to the sales and traffic in a restaurant, the credit should not be given to only Wi-Fi ability.

The proliferation of smart phones, tablets and hand held gadgets have led to an explosion in mobile Internet use, which could value free Wi-Fi to be as important to restaurant as air conditioning or self-service drinks machine-amenities. These things may and may not lure in customers, but surely keep them from going places that do not have the same amenities.

Adding Wi-Fi is a defensive measure for a restaurant, if they do not have Wi-Fi in

2017, they are considered old-fashioned or just not with the times.

Wi-Fi has largely been the purview of local coffee shops & some chain restaurants hoping the customers would buy more coffee, sit at their restraint for longer and thus, order more food or drinks, helping revenue.

In 2008, Starbucks was one of the biggest names to offer free Internet at all their stores nation wide. Apple's 2007 revelation of the iPhone changed the game. The way people use the Internet has changed dramatically. Accessing it from your phone, instead of a wire and a computer changed Starbuck's customer demographic.

All the smart phones & tablets have led to a recent

explosion in data use which is much higher today. Users of smart phones are more likely to carefully gourd their data use & will look for a free Wi-Fi. Having Wi-Fi in a restaurant automatically draw users looking for connections, as well as have some free advertisements for the brand themselves. By checking in, instagram-ing a photo at the restaurant, and/or take photos at the place, will show more social media interactions, and make people want to go there. All of this is possible if they have Wi-Fi.

Franchisors and owners can not necessarily say whether a company's Wi-Fi access has brought in more sales, but they do know that the use of the network has been increasing, so it must be helping in a way, right?

THE DO'S & DON'T OF FRANCHISING

With Moona Sohail, Operations Consultant
of Francorp Pakistan



Ms. Moona, how long have you been in franchising business?

It's been 6 years now and still counting.

What services do you offer and does it change with every client?

We believe in consulting clients on a one to one meeting. This ensures he is comfortable to open up and share his vision with us. Francorp Pakistan offers free consultations, help new businesses to develop their own franchise network, offer new concepts for franchising at an investment level, and answering questions that come during the process making

decisions for choosing a brand, set up meetings, negotiations etc.

Won't there be a lot of risks for people who want to or have franchised? Discuss those.

The biggest risk is your commitment towards the brand. Franchising is like raising a kid you have to guide and support your franchisee in a non threatening way. If you feel you don't have the time to operate a franchise network, or the money to buy it than you are putting your finances to a higher risk.

Bringing a brand without any market research with a mindset that "it's doing

good abroad will definitely do well here" will risk your investments. You need to know your market and question yourself over and over, "is this right?"

One more risk that can put your business in jeopardy are the operations, if you don't have your SOP's in place, it's going to be difficult doing anything else right.

Why do you think an investor needs your help?

The biggest mistake an investor makes is to save the consultation fee and bringing the franchises themselves, by doing this they get stuck by overlooking most of the important

points while signing the agreement.

Investors need a consultant's help throughout, as he is the person who will give you honest advice according to your investment level, interest and guiding you step by step. The franchisor can easily con an investor as they are used to bigger markets and don't understand the demographic of our local market. A franchise consultant saves you from the unseen storms by giving you a feedback about market trends, smooth out the procedures by proof reading the term letter and agreements, and thus, how far can you

go for the commitment according to the market dynamics

In franchise sales, what are the key investments heads to worry about?

Key is to have the cash flow. By having a certain amount in your account as backup money. Second most important thing is to work on the inventory cost keeping the food cost low.

What local and international brands have you work with so far?

Locally we are working with Bumzee's restaurant, Juice Zone, Mr. Burger, Bella Vita, ChenOne and Hot N Spicy, United King, GreenO Juice, Stylo Shoes, New York Coffee and many more.

Internationally we are working with Huda Beauty, Mac, Flip Flop, Buffalo Wild Wings, Popeye Louisiana Kitchen, Pizza Fire, and Arabica Coffee House just a few names in our portfolio.

The most popular question is "when will I get the returns". You must be patient otherwise this business isn't for you



What are the services you provide to an already franchise concept?

For the international franchises we help them expand by looking a suitable fit for them. For local franchise we help them expand in different cities, offer our service for the day-to-day operations, especially when a client lives abroad. For new franchises we help them do the numbers work & offer services of creating their brand's business plan and legal documents, operation manuals, and marketing material for the seamless brand's expansion in next 5 years at least.

What are your working hours?

As per the nature of my work I have to connect

with all the offices around the globe with different time zones that's why I am easily available during any hour of the day in short I work 24/7.

Where do you see Francorp in next 5 years?

I see Francorp Pakistan creating ripples in the franchise scene. In a short time, we are already visible in smaller towns like Rahim Yar Khan, Thatta, Mardan etc. Francorp had a great start and has a bright future.

Define 3 things to be sure of before approaching for your services as an investor?

·Google us before you plan to see us.

·Have clarity of investments you want to make for having a

franchise.

·Have you questions ready for us.

How do you see franchising in Pakistan evolve in next 5 years?

I see franchising as a very successful model in Pakistan, in the coming 5 years I feel even the smallest business will expand under franchising model. Can it be a flowershop or a Pan shop? (which is already franchising in our neighboring country India)

Most asked questions on franchise sales?

The most popular question is "when will I get the returns"

Commonly made mistakes by investors?

1. Approaching a brand themselves.
2. Committing on something, which can't be achieved in the given period of time.

FRANCHISE OPPORTUNITY



BUFFALO WILD WINGS

Best known for their Blazin' Wings challenge, and their array of delicious dipping sauces, Buffalo Wild Wings are now spreading their wings and bring their brand to Pakistan. Established in 1982, the restaurant design has been changed to bring more of a sports stadium vibe. Served uniforms add to the character to the restaurant by wearing grey

shorts and jerseys with the number 82 on them. The 82 symbolises when the chain first opened its doors. Other than wings, there are other items such as chicken tenders, delicious appetisers, burgers, tacos, salads and desserts. You interested? Check out our contact us page to book an appointment with us.



Francorp[®]
The Franchising Leader

FRANCHISE NEWS



The latest in Franchising news around the world

- **Freddy's (US) Accelerates Southeast Expansion**- 23 Nov.
- **Hooters (US) Franchisee Delivers 15 New Hooters Locations in Spain and Portugal**- 22 Nov.
- **Denny's (US) International Expansion Continues with First Guatemala Unit**- 22 Nov.
- **Planet Hollywood (US) Plans Entry into India**- 21 Nov.
- **Second Cup (Canada) to Continue Expansion in France**- 21 Nov.
- **The Cheesecake Factory (US) Makes its Canadian Debut**- 17 Nov.
- **The Third Largest US Pizza Chain is Here to Give Competition to Dominos in India**- 15 Nov.
- **Bridgepoint to Acquire the UK Master Franchise Rights to Burger King**- 15 Nov.
- **Market Minnows: Domino's Poland**- 15 Nov.
- **Vapiano (Germany) Opens Mountain-View Location in Southern France**- 06 Nov .
- **Galleries Lafayette (France) to Open Stores in Turkey and Kuwait**- 06 Nov .**Planet Hollywood, Little Caesars Among 60 Global Food Brands to Target India**- 06 Nov .
- **Shake Shack (US) Target Saudi Arabia**- 26 Oct .
- **Fatburger (US) Signs Franchise Agreement for the United Kingdom**- 26 Oct .**IHOP (US) Continues Domestic and International Expansion**- 26 Oct .
- **Telepizza (Spain) Opens 15 Locations in Russia**- 25 Oct .
- **Ascott (Singapore) Signs Franchise Agreement in France with Aegide Domitys Group**- 25 Oct .
- **Tim Hortons (Canada) to Expand into Northeast Ohio with 105 New Locations**- 25 Oct .
- **Multivista (US) Announces UK Expansion to London**- 25 Oct .
- **Future Group (India) to Acquire WHSmith (UK) in India**- 24 Oct .
- **Yum (US) Readies for Aggressive Growth**- 24 Oct .
- **Hertz (US) Operator Eyes Bigger Slice of Car Rental Market**- 24 Oct .

ALMAS JEWELERS

generations of excellence

Almas Jewelers has a very rich history as a vital part of Pakistan's history. Since its birth, post partition, it has followed the slogan of 'generation jewelers' and made a name for them in Pakistan. The slogan describes the true meaning of the brand's achievements, with being the largest privately owned jewelry chain store in Pakistan. The Almas Collection have 3 stores in Karachi, and a global presence in Dallas, USA. The brand conducts their business online, just as many fashion and jewelry retailers do.

The company strongly believes in the motto "the harder you work, the luckier you work"

Almas Collection has recently added another egg in their basket, "The Diamond & Bridal Jewelry Lounge". This exclusive fine jewelry lounge provides the client a comfort of an Almas Jewelers sales team to help valued customers selecting the right piece of happiness for a wedding, a celebration or an



*"Jewelery is like the perfect spice,
it compliments what is already
there."*

- Dianna Von Furstenburg



achievement in

your life. A piece of jewelry is an emotional buy; you would want a piece of jewelry that is unique to you. Designs with an excellent finish in a beautiful display shelves can attract any buyers who enter the Almas store. Almas jewelers are ready to share their years of experience and their loyal client list with their franchisee's by offering their franchises all across Pakistan. Francorp Pakistan is looking for serious investors to join hands with the Almas franchise team and expand all over Pakistan with the help of Almas Exports Franchising Network.

With the expert advice and support of Francorp Pakistan, Almas Export is now gearing up to expand in local markets. In December 2017 Almas collection jewelers are completing their 50 years in successful business and announcing the franchise network. Lets Franchise!

FRANCHISE OPPORTUNITY

NEW YORK COFFEE

What is better than waking up every morning and having a big cup of delicious freshly, ground coffee? Don't have a fresh coffee grinder? We have a solution for you.

An American style café with outlets in Bahrain and now in Karachi, Pakistan.

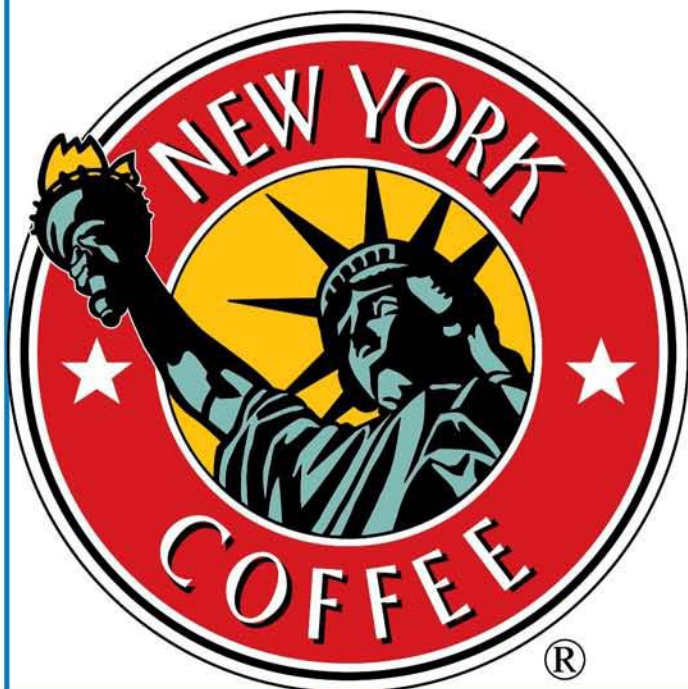
The finest gourmet coffee beans are roasted every day by New York Coffee.

They also have a wide selections of delicious food, including gourmet sandwiches, pancakes, crepes, waffles.

Whether you're interested in having a delicious breakfast or a decadent dessert, New York Coffee has it all. The franchise also supplies their own freshly roasted coffee beans and other coffee

products to 5 star hotels in Bahrain, Saudi Arabia, Qatar, Jordan and the UAE.

From salads, fresh pastries, cake and fruit smoothies, everyone is at a chance to have something. Get in touch with Francorp if you're interested in the idea of owning a coffee franchise.



CONTACT Us

Francorp is acknowledged as the world's leader in franchising. Since 1975 Francorp has provided full development programs to help insure franchise success of over 2000 businesses.

Francorp Franchising provides a complete service to our local investors so to invest in the right kind of franchises, local or International.

To book a free consultation meeting with one of our senior consultant contact through Email or visit our web site. We will be happy to assist you.

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ARE YOU IN KARACHI NEXT WEEK?

Are you looking to expand your business?

Are you looking for something to invest in?

Look no further.

 **Pakistan**
Franchise
Expo & Conference
December 11-12, 2017
At Expo Center Karachi

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