

**WHY NOT BUY?**  
5 TIPS TO CREATE YOUR  
PERFECT FRANCHISE

**FIND YOUR ADVENTURE**  
TRAVEL THE WORLD  
WITH A COMPANION

**REST BETTER**  
A GUIDE TO A BETTER  
WORK-LIFE BALANCE

# INSIDE FRANCHISING

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ISSUE 04



FOR ENTREPRENEURS AND INNOVATORS

Brought to you by Francorp Pakistan



# ACKNOWLEDGEMENTS

Inside Franchising is published on behalf of Francorp Pakistan.

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. With over 45 countries under its belt, Francorp Pakistan is an extension of Francorp Inc.

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## CONTENTS

- 4 \_ Franchise Calendar
- 5 \_ Franchise Opportunity of The Month
- 7 \_ Five Reasons To Buy a Franchise
- 10 \_ Travel The World Companion
- 14 \_ Franchise Terms You Need To Know
- 16 \_ Makeup Brands in Pakistan
- 17 \_ Harnessing the Power of Social Media
- 18 \_ Conversations With An Advisor
- 21 \_ Contacts Us

## WELCOME

Hello and welcome back to this edition of Inside Franchising. We have a great issue this month which has the theme of breaking boundaries. Our feature story this month is live with no excuses, travel with no regrets with Companion, a store that has adapted to changing market conditions by Franchising their retail stores and selling online to be delivered on your doorstep.

Other than this, this issue also has a guide to the most common phrases used in franchising making it easier for readers like you to cut through the buisness jargon and choose the right franchise for you. Other features include using digital marketing and social media to your advantage as a buisness. We go through how these ‘free’ tools can help boost engagement, SEO and website clicks. Make sure to keep an eye open on up-coming franchises that you could own with the Franchise Opportunity pages as well as follow our monthly calendar for events, meet-ups and breakfasts for entrepreneurs like you.

We hope you like the restyled version of Inside Franchising, brought to you by Francorp Pakistan. Any feedback is encouraged, please don’t hesitate to get in touch with us at [info@francorp-pakistan.com](mailto:info@francorp-pakistan.com)

President of Francorp Pakistan,  
Anila Haq

# FRANCHISE EVENT CALENDAR

11-12 January  
The Franchise Show Boston  
USA

12-13 January  
The Franchise Expo Toronto  
Canada

*February*  
2019

5-8, March  
Tokyo, Japan  
Japan International Franchise Show  
Japan Franchise Association (JFA)

17-20 March  
Paris, France  
Franchise Expo Paris  
French Franchise Federation (FFF)

27-31, March  
Manila, Philippines  
Franchise Asia Philippines 2019  
Philippines Franchise Association (PFA)

*April*  
2019

April  
4-6, April  
Expofranquicia Madrid & WFC Meeting

*January*  
2019

10 - 18 February  
Phoenix, Arizona  
IFA Annual Convention  
International Franchise Association

*March*  
2019

## FRANCHISE OPPORTUNITY



In 1956, Carmela and Gennaro Sbarro opened the doors to their Italian salumeria in Brooklyn. Carmela "Mama" Sbarro made pizza slices for shift workers looking for a quick meal. Her slices were so popular that they soon opened a second location focused solely on pizza. Since then, Sbarro has brought the best pasta,

salad, and of course the XL NY slice to 630 eateries across 28 countries.

You're welcome, world.

Now, Sbarro is looking for a franchisor to bring their authentic pizza to Pakistan. Get in touch with Francorp Pakistan for further details.

Contact us at  
+9221-34300901-2  
or [info@francorp-pakistan.com](mailto:info@francorp-pakistan.com)



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The Franchising Leader

# FIVE REASONS WHY YOU SHOULD BUY A FRANCHISE

Buying a franchise is not a vanilla flavoured ice cream where you are sure that you have chosen the safest bet. A lot of franchises do not have a 'proven model' and some even have higher failure rates than starting your own business! Here are 5 reasons why you should start a franchise



A franchise investment provides you with benefit from the power of numbers. You need to ensure that the money you contribute is spent in your market. Every franchisee pays a small advertising fee and the franchisor manages the ad fund. This helps develop brand awareness and growing a customer base. A good franchise can take advantage of their franchisee network by negotiating better pricing for any business need. This can include initial costs such as furniture to ongoing supplies, inventory and other business needs. However, ensure that the franchisor flows the cost savings on to you. Some franchisors will negotiate the price lower but then charge the franchisee more than expected.

One of the biggest advantages of franchising is to participate in building a brand. This allows consumers to frequently visit your business because they are familiar with your brand and comfortable with your offering. However, ensure that your location is within reasonable distance from existing franchisees. This ensures brand awareness. Being the first location in a new city, your business will not benefit from brand awareness.



A franchise system should provide adequate training programs to enhance your business skills prior to opening your location. This includes key methods and strategies proprietary to the specific franchise and best practices in operating any business. A franchise system should offer real estate assistance to help you find the right site and negotiate the best possible deal on your location. This is extremely important because being one block away from the action can be detrimental to the future of your business. A franchise system should offer construction benefits in helping you design the layout of the business and select the right contractors.







A franchise system should give you ongoing operational support. Franchisors have staff that help you. However, talk with existing franchisees to ensure that support is beneficial and reliable. You will need someone to rely on as you grow your franchised business. This is why you invest. So you can have the support. You should also receive support in managing your operations. This includes POS software, accounting software and management tools to review your business operations, analyze your costs and benchmark to other franchisees in the system to ensure you are operating efficiently. Again, you are buying a franchise for the support. It needs to be there so you can benefit from your investment and ongoing royalty fees paid.



A franchise needs a track record of success. There is a development strategy that grows a franchise company slowly and for the mutual benefit of both the franchisor and franchisees. This development strategy can be understood by speaking with senior management and assessing the culture of the franchise system. If existing franchisees have a poor view of management and are frustrated with the way the franchisor is implementing changes, charging fees or operating the franchise these can be red flags that question the long-term value of this investment. Buying a franchise is a big decision. You spend additional money, paying a franchise fee upfront and paying royalties and advertising fees monthly. You do that for Support and success and good revenue, If the franchise system does not have the track record, support systems and brand awareness then it is not worth the investment.



## FRANCHISE OPPORTUNITY



Arabica Coffee House is about heritage, passion for coffee and lifestyle. Founded in 1976, Arabica is one of the US's first coffeehouses and the "original coffeehouse of Cleveland, Ohio", well-known to have the best drip coffee and the best mocha in the US. The first location was on Coventry Road in Cleveland and brought growth in North East Ohio.

The second location was opened in 1981 in Ohio and the rest is history. Now Arabica Coffee House is an international chain operating in more than 50 locations

throughout the USA, China, Qatar and Cyprus.

From Lattes to Iced Teas to Iced Coffees to Espressos our skilled baristas convey the passion we have for excellence and consistency in an ambiance that creates international appeal.

Now, they are looking for serious franchisors to bring the concept to Pakistan. Get involved with Francorp Pakistan for assistance.

Contact us at  
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or [info@francorp-pakistan.com](mailto:info@francorp-pakistan.com)



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## DIGITAL MARKETING CAN LEAVE AN IMPACT ON YOUR FRANCHISE

*Optimise your brand by marketing to the right audience*

Franchise marketing isn't like other types of marketing, especially when it comes to digital strategies. You are contending with a variety of concerns that other business owners simply don't have to worry about. After all, you're not just looking to market your brand. Instead, you're looking at the local marketing of a franchise, complete with regional concerns, community-related plans, and other strategies that must fit into the picture. Is there a path to simple? Not exactly! But these tips can help you make the most of every digital marketing opportunity for your franchise. There is a path to simpler.

*“Content works. Its a proven, indispensable strategy”*

Optimizing your site, and every component on it, is essential. When someone looks for your solutions, they need to see a functional site that reaches high in the rankings. Some studies suggest you need to be within the top three rankings to even garner a searcher's attention, so pay attention to code, structure, and overall web presence. Professional help with local marketing is all but a must these days.

You already know that content works. It's proven itself as an indispensable strategy for more than a decade now - and it's still growing in importance. About 70% of people prefer to learn about a business through content over any other means, particularly ads. It's effective - and cost effective. Content also has the power to create the leads you need most.

Whether it's a blog post, a video, or even an infographic, plan to release more great thought leadership and information geared toward your attracting your target franchise marketing audience. Email marketing has been around since the early nineties, and it's still a viable marketing method. With opt-in email marketing campaigns, you're finding highly effective ways to grow your business.

*“Social media is a powerful outlet - particularly for franchises”*

You'll want to remain as locally relevant as possible, but if you'd like your local markets to have their own newsletter as well, you may want to create a template for each location to help control branding consistency.

You may already realise how important social media can be both at the franchise level and at the brand level. If you don't, though, take note. Social media is a powerful outlet; particularly for franchises, because you have the opportunity to guide the conversation around a geographic area.

Along with your social media efforts, though, consider adding some live video on platforms like Facebook Live and Instagram TV. Video is no longer a trend; it's a staple, and studies have found that users prefer live video to blog posts. Promote your franchise via video, so customers get a behind-the-scenes look at your brand, your people, and your solutions.



**LIVE WITH NO EXCUSES  
TRAVEL WITH NO REGRET  
CHOOSE COMPANION**





When Phileas Fogg decides to circle the globe in *Around the World in 80 Days*, the 1873 novel by Jules Verne, he doesn't take a suitcase. "We'll have no trunks," he says to his servant Passepartout, "only a carpet bag, with two shirts and three pairs of stockings for me, and the same for you. We'll buy our clothes on the way."

At the time, the suitcase as we know it today hardly existed. In Verne's day, proper travel required a hefty trunk built of wood, leather, and often a heavy iron base. The best trunks were waterproofed with canvas or tree sap, as steamships were a reigning mode of travel. Without this protection, a suitcase in the hold of a heaving, leaky ship would probably have been wet within a few hours, and crushed by sliding trunks within a few more.

When the suitcase finally did catch on at the end of the 19th century, it was quite literally a case for suits. A typical suitcase came equipped with an inner sleeve for storing shirts, and sometimes a little hat box on the side. But even in the early 20th century, the "dress-suit case" was only one of countless styles of container that travellers could buy, from steamer trunks to club bags to Eveready portable wardrobes. These were boom times for the baggage business.

companion  
THE JOURNEY BEGINS HERE

With the rise of an online marketplace and the convenience of online shopping just a click away, some companies are tapping into this market. One such example is Companion. Companion is an online store that sells a range of products for your all your travel needs. You can buy anything from luggage bags, trolley bags, handbags, business briefcases and travel accessories from brands like Delsey and Victorinox.

With free delivery all over Pakistan, and an unparalleled amount of travel gear for the avid traveller, packing for your next trip has never been this easy! Companion has two stores in Karachi, one at Zamzama and one at the Lucky One Mall. If you have a very busy life, Companion also has a great internet presence. All you have to do is go online, choose your design and get it delivered right to your door step. From rugged hard-side luggage to soft-side cabin trolley bags, to travel pouches and organisers, Companion has it all. Working with Francorp Pakistan, this company has started to expand their business in a local market and help create a brand image.

Now you can travel around the world in 80 days without the fear of spending your entire travel budget on buying clothes along the way.

Start your journey with Companion.

Visit [companion.com.pk](http://companion.com.pk) or in-store today



## COMMONLY MADE MISTAKES WHEN A FRANCHISE IS SOLD

Sales is an exciting process that might cause a franchisor to make mistakes. Some of these may include, not having enough experience in the particular business, selecting the right franchisee, creating a seamless system which can be easily replicated, efficient staff trainings, developing a supply chain, protecting the recipes/trade secrets, or even entering the right market at the right time.

The most common one is to sell a franchise to

### *Don't sell franchises to the wrong investor*

the wrong investor. Selecting the right fit for your venture is the most important factor for success. One needs to see the attitude, personality, and strong character traits. Choosing investors that have the means to buy and fund the franchise is not the right way to go. Just like anything else in the world, all these aspects of your franchiser should click together. You may find people that are willing and have the money, but aren't actually the right type of person for the franchise.

In the Pakistani market, we have been subject to concepts failing due to the wrong franchisee selection-in both international and local markets. There are other elements like signing the legal document without fully understanding the liabilities that can make or break a case. Opening a franchise to local market without understanding the market dynamics is suicide. Every franchise concept requires certain characteristics in an investor to run the store successfully.

Food concepts requires how to handle food

### *Be mindful before making a commitment*

understanding in a franchisee. Retail concept needs some one who can be a good sales person, manager and also can have some experience in stock management. Services business requires experts to be a part of day to day operations making it harder to select the right fit.

The key to success is being mindful before signing on the dotted line. If you are new in the market getting help from a franchise consultant can be a great way to start your franchise network.



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## BASIC TERMS USED IN FRANCHISING



Franchising, like most industries, has its own language. For people who are just being introduced to the world of Franchising, it is essential for them to know the terminology. New words, phrases and terms can make heads spin and create jargon that can leave new customers confused.

To eliminate that confusion, Francorp has created a list of 10 most used phrases to help you better research your future prospects, and give a understanding for the best case decision in the future.

### 1. **Franchise:**

The word franchise means a license that gives the person buying the ability to use trademarks, fees, and support from an established business.

### 2. **Franchisor:**

Franchisor is the person who has an established business and the parent company that allows a person to start operating under their name for a fee.

### 3. **Franchisee:**

The franchisee is the person who buys the rights to operate the franchise from the franchisor.

### 4. **Franchise Disclosure Document (FDD):**

Before you buy a franchise, it's imperative that you review the franchise disclosure document (FDD). This document gives you all of the insight you need to know whether the franchise is right for you. It uncovers the franchise system and provides detailed information about the franchisor.

### 5. **Franchise Agreement:**

Once you've made the decision to buy the franchise, you're ready to sign the paperwork and get started. It's at this point that you sign the franchise agreement, or the contract between yourself (the franchisee) and the company (the franchisor). It's in here that you'll document your role and what's expected of you.

### 6. **Term of Agreement:**

The term of agreement is the length of time the franchise agreement is good for. Typically this term lasts anywhere from five years to twenty years. Once the term is up, the franchisor can renew the agreement if things are going well

and/or the contract can be readjusted.

### 7. **Franchise Fee:**

Most franchisors will require a fee to start operating under their name and using their trademarks and proprietary information. This fee is known as the franchise fee.

### 8. **Royalty Fee:**

In addition to the franchise fee, many franchisors require franchisees to pay a royalty fee on what they sell. This fee is paid at given intervals of time, such as weekly, monthly, or annually. Sometimes it's a flat fee, other times it's a percentage of sales.

### 9. **In-House Financing:**

Franchise fees can be daunting in the beginning, so many franchisors offer in-house financing options for their potential franchisees. Financing options can cover the fee or other expenses, such as inventory and equipment.

### 10. **Third-Party Financing:**

Sometimes franchisees opt to get financing elsewhere, such as from a bank or specialty financing source. Any organization outside of the franchisor that offers fees is a third-party financing agent.

You might not be ready and able to buy a franchise Currently, but you are one step closer to learning these terms that will ensure the best franchise for you.

—  
Find your perfect franchise with Francorp Pakistan



# MIND-BLOWING PAKISTANI MAKEUP BRANDS



When it comes to the growth of Pakistani businesses, one can not ignore the mark Pakistani makeup has made. One should give two thumbs up to locally produced and manufactured makeup. Here are 5 success stories from makeup brands that are ingenious to Pakistan.

Instead of getting one or two high-end products in the same amount, you can get everything in the local brands and all these products can easily outdo imported high-end makeup products.

## 1) Fair'n Lovely BB cream

Price: Rs 110

This is a must-have BB cream and when you look at the price one can hardly believe that how good it is as I was a bit skeptical too initially, but after a few months now of use, its quality does not deter.

## 2) Massarat Misbah Foundation

Price: Rs 1,450

This foundation is actually a lot better than many high-end foundations and its a perfect dupe for the luxurious Giorgio Armani Luminous Silk Foundation. It was so much in demand lately that these were mostly out of stock and people were going crazy about it.

## 3) Clazona Lip Colors

Price: Rs 150

Who wouldn't wanna grab this amazing range of lip colours in just Rs 150! These are easily available in any local makeup shop and the vibrant shades are simply gorgeous whether they are nudes, pinks or reds, you can find every shade in Clazona lip colour range.

## 4) Beauty World Glitter

Price: Rs 900

What woman doesn't like glitter? This local online Pakistani brand Beauty World will provide you with the most amazing range of pressed glitters! You won't find it anywhere except their online pages. The makeup industry is booming, in-store but online store as well.

## 5) Zayfied Mod Skot Palette

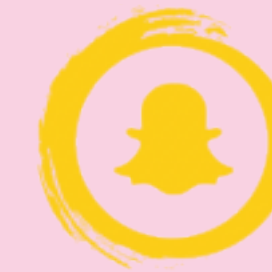
Price: Rs 2799

This palette is simply gorgeous! The colors and pigmentation of the shades are superlative. It comes in this purple bomb packaging which makes it look royal. Zayfied mod skot palette is only available on their online page.

The shade names are written on the actual packaging and not the plastic separator sheet that comes with it.

These products, although underrated are some of the best Pakistans beauty industry has to offer.

# HARNESSING THE POWER OF SOCIAL MEDIA



One easy way to set a social media target is by looking at your goals for the coming year and defining where you hope to go. Hence, you can find out approximately what it will take to get there. Of course, everyone wants more sales. However, as we know with social media, there are a lot of moving parts that must gel together to help consumers achieve the said sale. It is recommended that brands break their budgets up into different segments to get a better picture of how much of the social media advertising will achieve their goals.

The best way to do this is by building their social communities, generating engagements, and sending quality traffic to their websites. If we break up the concept of social media marketing into these buckets, we are a step closer to figuring out just how much of their advertising budget should be allocated to social.

Before talking about how to set your budget for 2019, it is important to set your goals first. No amount of budget planning will be beneficial if you don't know where you want to go as a brand. Do you want to increase your social community by 25% year over year? Do you want to generate 40% more engagement or 25% more website visits? Knowing where you want to go is the first step to getting there!

## COMMUNITY BUILDING

Facebook and Twitter allow you to run campaigns specifically meant to grow your communities. If this is important to your brand, you will want to slice off some of your budget to nurture this goal. This in turn can generate engagement.

## GENERATING ENGAGEMENTS

The more engagement you can create, the more impressions (awareness) your brand will receive. We highly recommend having a portion of your social media advertising budget dedicated to promoting your content to a highly targeted audience. Don't leave your 2019 social media strategy to chance by leaving your fate to the feed algorithms! Now, how much budget do you need? Much like you did when budgeting for community building, you will want to take a peek at previous campaigns and determine what your average cost per engagement is.

## WEBSITE TRAFFIC

Generating website traffic from social media sites is probably one of the most cost-effective ways to get new users to your owned digital properties. Most brands have at least dabbled with website clicks campaigns, so hopefully this element of your social media advertising budget planning should be the most comfortable.



# 5 QUESTIONS WITH FRANCORP ADVISORS

With franchising becoming a crucial business model for the F&B industry, the need to hear what franchise advisors and consultants have to say about the sector in the region has never mattered more.

Against this backdrop, HN\* sought the views of Imad Charaf Eddine, chairman of Francorp Middle East & Levant, a franchise development firm, on several key industry issues

## 1. What's your assessment of the franchising industry in the MENA and how do you benchmark it against the global markets?

Within North Africa, the Egyptian franchise sector grew from 25 international brands in 1999 to 360 in 2010 and had reached 430 by 2012. In terms of the GCC countries, fast food is expected to account for 40 percent of the franchising market, as eating out is part of the region's culture, and tourism practices. In addition, the popularity of US quick-service restaurants (QSR) has further helped drive the entry and growth of international fast food joints in the region, such as the established McDonald's, Burger King, Subway, Starbucks and Espresso, and the more recent Five guys and Shake Shack, alongside others. Small and medium-sized enterprises (SMEs) are a big part of franchising, and the development of governmental services and laws in the region has ensured their continuous growth over the past decade. Compared to the global market, the MENA region is still falling behind North America, Europe and the UK, not only in terms of the size of the franchise economy, but more importantly, franchising services and regulations. In terms of financial services, we have only recently begun seeing governmental incentives given to SMEs and regulations being developed to better protect the local franchisee and franchisor.

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Imad Charaf Eddine, Francorp Middle East



## 2. Why do you think the food industry is leading franchising in the region?

Franchising started in the late 1960s in the region with F&B concepts. The trend picked up and has continued experiencing an incremental increase to this day. To date, the franchise economy in the MENA region is worth USD 30 billion and growing by 27 percent per year. Given the facility and the experience accumulated throughout the years in F&B franchises, it's evident that business leaders, entrepreneurs and investors are drawn to the sector due to its practicality in the region. People tend to lean towards F&B, and more specifically QSRs, because they trend much faster, require less investment and have a higher rate of profit generation. In the early 2000s, the MENA region began to accept the idea of different franchise industries, integrating fashion brands, apparel, retail stores and many other concepts from a variety of sectors. Although franchised businesses have permeated all sectors, including education, transportation and tourism, maintenance and health services, these are underdeveloped and are growing slowly. F&B is the fastest-growing sector in franchising, followed by health and beauty.

## 3. What are franchisors doing wrong?

- Under-capitalization: Asking the right question:

How do I launch a franchise system and what does it cost? What does it take to sustain an organization on royalties and advertising fees?

- Poor operations, training and support: Underdeveloped training and operating systems and lack of support from the franchisor will lead to breakdowns and low profit margins for franchisees, rendering the business unsustainable.

- Choosing the right franchisees: Not setting a proper franchisee profile which leads to poor recruiting choices, accepting unsound franchisees, leading to the disruption of the brand image and diminishing the success of the franchisor.

- A 'Get rich quick' mindset: When a franchisor isn't concerned about the franchisee's profitability or about the long-term viability of the brand. This will only lead to the failure of the brand.

- Relying on bad, outdated or incomplete legal advice: A common issue we see is clients who believe any lawyer could develop a franchise, agreement only for the loopholes to be exposed at a later stage, which leads to a costly rectification.

- Having a scattered and unclear brand identity, franchising without well-developed operational manuals (OM): A lack of a fully developed OM will lead to chaos and inconsistency in the franchisee's offering, hence negatively affecting



the brand and potentially leading to its demise.

- Franchise fee: Inexperienced franchisors are using the perceived value approach to decide the franchise fee, which has no basis in its calculation. It will be reflected as a barrier when selling franchises.
- Legal company structure: Another common mistake when people begin franchising without proper consultation. The franchisor owning the trademark is required to establish a separate entity that will sign the legal agreement with all franchisees. This has numerous advantages, mainly to create a legal barrier with the trademark owner along with tax benefits and others.

#### 4. How can businesses improve their franchise offering?

They should understand and build the partnership between the franchisor and franchisee, and obtain the right counseling for their business, depending on their needs, to minimize potential mistakes which could prove costly. Franchisors should also select the right franchisees. Setting the right franchisee profile for your business will have a big impact on the performance of these franchises and your relationship with them. Select a bad profile as a franchisee and you are sure to encounter countless issues. Document your business experience, transferring your know-how in running your operations to a fully developed and integrated OM. It's also important to be flexible to franchisees' insight, suggestions and improvements.



#### 5. What do you advise homegrown concept creators?

My advice to homegrown concept creators would be to look further than the local market and think global. Once your goals exceed the capacity of your local market, you will naturally look to franchising, as it is the fastest, least costly and most effective way to grow your brand exponentially and stay ahead of the competition. However, that does not mean that franchising is a guaranteed road to success. A lot of concepts have attempted that before, setting themselves up, and that will only lead to a chaotic and inconsistent franchise. We at Francorp stress on that, and require that our clients go through a lengthy consulting process (six months) that covers all aspects of the business (strategic and financial, legal, operations and marketing). Only once we've developed these for our clients do we declare them ready to franchise. In the region, lots of people still tend to underestimate the abundance of technical know-how and ability to transfer that into the international markets. The reality is that our markets have the capacity to produce some of the most original concepts and that can be seen when you look at how local concepts have been able to expand both on a regional and international level. We have seen that with Dip N Dip (UK presence) and Kababji, to name just two. That, coupled with the fact that our region has seen continuous growth in franchising, the rise in financial assistance in the SME industry by the government and the growing presence of expert franchise consultants, all bode well for the future.

# YOU ARE NEVER DONE LEARNING IN FRANCHISING

FRANCORP PAKISTAN INVITES ASPIRING FRANCHISORS AND FRANCHISEES FOR A SEMINAR IN LAHORE AND ISLAMABAD

## MARCH 2019

#### Who should attend?

- Individuals looking to start a new business and potential franchise buyers
- Entrepreneurs wanting to explore large franchise investments
- CEOs/ Directors/ SME Owners looking at strategic business growth
- Brands looking to franchise
- Brand owners/ licensors/ potential licensees & agents
- Franchisers looking at new partners and expansion opportunities
- Retailers looking at growth formats

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To register please contact:  
[info@francorp-pakistan.com](mailto:info@francorp-pakistan.com) or call us at 0300 2016812

# CONTACT US

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To book a free consultation meeting with one of our senior consultants, contact us through email, calling our offices or please visit our website.

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