

# INSIDE FRANCHISING

SEPTEMBER 2018

A MAGAZINE DESIGNED FOR  
ENTREPRENEUR AND INNOVATORS



## LETS TALK BUSINESS

IN THIS ISSUE...

HELPING AGING POPULATIONS  
THRIVE AND SURVIVE

SUCCESS STORY OF  
THE MONTH

2ND BAHRAIN FRANCHISE  
& DINE EXPO

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# LETTER FROM THE PRESIDENT



## HELLO READERS,

Welcome back to this month's issue of Inside Franchising. We have a great issue this month that spans over a number of topics. Firstly, this month's issue is dedicated to remembering the life of the man that brought Francorp to Pakistan, Ramon Vinay. He was a brilliant man, and an amazing business man and his family is in our thoughts and prayers. Moving on, the big story of the month is how the aging population can help the new franchisees. The story about it can be found on page 12. As for

the rest of the issue, you can find franchise news, events happening around the world and local businesses thriving when they decided to franchise. We also have a lovely piece about the glass ceiling and women entrepreneurs in Franchising on page 10. As with every other issue of Inside Franchising, this issue also features new opportunities in Pakistan. Sit back and relax and let us handle your big ideas, the right way.

President of Francorp Pakistan,

**Anila Haq**

## IN MEMORY OF RAMONE VINAY

After a long battle with cancer, president of Francorp Central America, Mexico and the Caribbean Ramon Vinay passed away surrounded by his friends and family earlier this year.

Mr. Vinay was a hard-working, kind souled man that always helped his clients and colleagues to the best of his ability. At his time at Francorp, he had clients from all around the world and was the man who brought Francorp to Pakistan.

He was President of Franquicias.com, the most visited internet site in the franchise industry in the Spanish-speaking world and is a member of the Franchise University World Council, created by Francorp International.

He was the recipient of the First Edition (1997), of the National Award of the Franchise “Juan Huerdo Lange”, as the distinguished professional for his contribution and impulse to the franchise system in Mexico, granted by the Mexican Franchise Association. He collaborated with McCann Erickson and Ogilvy & Mather, leading advertising agencies worldwide, managing accounts such as Hertz, Nestle, Richardson-Vicks-Picot, American Express, Gillette and United States Travel Service. In Public Relations he has

developed client’s likes of Hyatt Hotels, Marriott Hotels and Holiday Inn. He has directed events of international significance such as Miss Universe and the Tiánguis Turístico.

He served as Director of Marketing and Franchising for Latin America and the Caribbean for eight years. In the specialty of marketing, he stands out as Commercial Director of Hertz Corporation, Florida and, subsequently, of DHL, Mensajería Mundial, from 1987 to 1992. He created systems and programs such as the International DHL Card and the World Trade Information Center, without precedents in the industry worldwide.

International lecturer, among other recognitions has been named the Best Exhibitor in the Program of Diploma of Franchises of the Technological Institute and Superior Studies of Monterrey, in 1993. Founding and base exhibitor of the Certification Program of Executives in Franchises (PROCEF), sponsored by Universidad Anáhuac and the Mexican Franchise Association since 1995. He has lectured on the issue of franchises at Northwestern University. He had absolute command of the English and Portuguese languages equally.



## RESEARCH

To de-risk the decision to enter into Pakistan, it is mandatory to undertake a thorough market research and tweaking the business plan as per the results. Knowing your market is the most critical step while entering a new market.

The key to success is to know the market well. While traditional means of research are good for getting a basic idea, it is pertinent to follow a rigorous market understanding and testing through surveys, running pilot projects and incubating businesses. So, In order to correctly assess the market, assess your market size and segment it in terms of growth opportunities, demand, competitors positioning etc. This segmentation is going to be heavily dependent on the purchasing power and the social environment the target audience belongs to.

## LOCALIZE YOUR BUSINESS

The foremost aspect that foreign companies should focus on, changes in perception about doing business in Pakistan. It is important to formulate a business plan as per the local market while retaining the value proposition of the global business model. A detailed data survey is very important. A lot of international brands come to Pakistan and fail or succeed, but the percentage ratio between succeeding and failing is much different. The only reason for this being that what works outside might or might not work here so it is very important to know the market first” Foreign companies need to be committed to the changing consumer landscape to achieve the brand value and long-term success in the local market.

## PARTNERSHIP

Once the complexities of the Pakistani market are understood, it is essential to create a roadmap for the actual entry into the market and identify an appropriate channel. One of the surest ways of successfully entering the Pakistani market is partnering and developing good relationships with local dealers and distributors. Particularly for brands that are entering via franchising, local partners play a very important role. They are the ones who will navigate their business to success. Having a master franchisee ensures that you don't have to wreck your brain on developing a network with local dealers and distributors.

## LEGAL FRAMEWORK

The process of registering a business in the local market as well as following the laws of the state before entering the market. If it's a start-up, any company can set up operations by registering their company. Another way to enter Pakistan is in the form of a Joint Venture with a local company. The best way to legally set up a workplace is to consult with local professionals who have an in-depth knowledge of the legal framework.

# 4

## TIPS FOR GLOBAL BUSINESS ENTERING THE PAKISTANI MARKET

# CORRECTLY FRANCHISING YOUR

THE IMPORTANCE OF TECHNOLOGY, YOUR READINESS AS  
FOOD INDUSTRY. MOONA SOHAIL, MANAGING DIRECTOR  
ACHIEVE THE BEST POSSIBLE WAY TO

**T**oday, I met a local fast food business owner at our offices. He was interested in understanding critical elements of franchising for his fast food business. This owner has appointed 8 franchises in a span of 8 months all without signing a franchise agreement. The red flags were prominent from the get go. What is critical for to understand here is not your knowledge about your business, how prepared are you to franchise and know exactly how to franchise your restaurant business. Another very important element of franchising is to know very well at the onset, what not to do with your franchises.' This must be clear in the beginning and not something that you will figure out during the journey.

## Franchise Readiness:

Brand management exercise ensures that every customer becomes the checker, and the social media validator. In addition, the franchise recruitment marketing must be designed to get the perfect profiles The profiles must be able to achieve what you expect

franchises to do. You do not need franchises who cannot operate the business in the way you want them to. This is where there is generally a very big mismatch and you need to reach out to professionals who can help you get to the desired profiles and then screen them for you. You might be too tempted to take everybody with the money, but tell yourself that it is not the only criteria that you will look at. The franchisee operations manual must always be designed to replicate and get the desired results at store level.

Take a self-assessment test to know exactly if you are franchise ready. You can take the Franchise Quiz available at our website [www.francorp-pakistan.com](http://www.francorp-pakistan.com) Once you know you are ready, the next step is to create a franchise business plan. The franchise plan is then supported with a marketing plan, operations manual and the legal documentation (not necessarily in that order). The plan ensures that the marketing is defined in such a way that the incoming franchises will get enough business and on the other hand are dependent continuously on the marketing

Support that the franchisor provides. You must take into account the various social media tools that you need to have to locally market the franchise, the food review sites, the food critics and the entire food publicity mechanism. Having a fantastic website, a very active Facebook page is a necessity not an option. In itself that is a very big search on Google and get people several results for food franchise agreement sample or for food franchise contract sample and that's the beginning of disaster.

You must get the help of a specialized franchise lawyer since there is no specific franchise law in Pakistan. Francorp Pakistan works with several such professionals on behalf of our food franchisors to ensure that they cover tinniest clause of legal services and are well protected from several laws that govern not only general contracts, but also cover trademark, other food related licenses and everything that your franchisee may need to be able to start his/her own food franchise.

When entrepreneurs are looking at food franchise opportunities, they also look for comprehensive solutions



# FOOD BUSINESS

MOONA SOHAIL  
(SENIOR FRANCHISE CONSULTANT)

## A CLIENT AND FINDING YOUR PERFECT PARTNER IN THE FRANCHISE PAKISTAN SAT DOWN TO EXPLAIN HOW TO BREAK IN TO THE COMPETITIVE MARKET

from the franchisor. They want to get into a food business with total support from the franchisor and do not want to experiment with the unknown. As a franchisor, you will be surprised to know that you have a large pool of entrepreneurs who want to be completely involved in the business and help you execute the said franchise appropriately. You must consider that you will get a qualified base of entrepreneurs that you can engage, if you really wish for somebody like this.

The franchisor I met this morning was telling me that all his franchises are absentee franchisees and don't participate in the business and expect a good return. Well, you get what you ask for in my opinion. As an entrepreneur you must look at what your role is going to be within the franchise and if that doesn't match your exact requirements you must not move ahead. Promising a franchisor that you will be available from 10am-10pm in the restaurant while you are still employed and thinking that you will have a relative substitute you, is only going to dilute the entire franchise Profitability.

So you must choose a business that does not require you extensively or you can operate that franchise through minimal hours. Creating the adequate support program, managing your recipes correctly, ensuring that the supply chain is configured to give the franchises the entire raw material that they need at a certain time.

You cannot afford to look at finding solutions after you grant franchises or maybe there could be a period between the sign off and the start of the restaurant that enables you to get the things in place.

### Are You Embracing Technology?

With E-commerce companies' now delivering food at your doorstep, the new age foodpreneur has evolved. From specialized kitchens for corporates serving the consumer 24/7, to the new app to door delivery option, everybody wants into this industry. Traditional food outlets can now use third party delivery platforms to deliver their restaurant food at a customer's place without having to hire delivery boys. Can it get simpler?

The entire food industry is evolving and what you will see with the next generation successful food companies is that they have embraced technology and are using all the modern methods of expansion while they are extremely specialized. The franchisor must have tie-up with different vendors and technology partners and ensure that the franchises get the entire advantages of these pre-set arrangements.

Franchising is on the forefront of this change and if you want to ensure that you stay relevant tomorrow then start planning to franchise your food business correctly today while embracing technology is like breathing oxygen.



**W**hilst starting your own business means owning a bigger slice of the pie, buying a franchise can actually give you something worth eating



**WHY  
FRANCHISE  
CAN  
BE  
BETTER  
THAN  
STARTUPS**

Why franchises can be better than startups  
A question that potential franchisees often ask is: “Why would I take a franchise and pay to do something I could do myself?” Perhaps the best answer to this is given by the long-running NatWest survey. It has consistently shown that over 90% of franchisees are still in business after two years, whilst in the same period some 80% of startups go under. So you are likely to fail if you start up yourself, whereas you will more than likely succeed if you buy into a recognized franchise. Simple.

In our experience, it is not often the business idea that causes startups to go belly up but the sheer enormity of the task of running the business. Remember, if you start your own business, you would be responsible for absolutely everything, such as sales and marketing, researching and developing new products, sourcing the best suppliers, doing the accounts, chasing debt – the list goes on. In a franchise, the franchisor provides the franchisee with experience, business know-how, operational methods, marketing tools, sales training, procurement advice and, of course, ongoing support. That’s not to mention the provision of a proven business system, trademarks and brand.

The maxim ‘in business for yourself, not by yourself’ encapsulates the essence of franchising and, because of this, it remains one of the fastest-growing and consistently successful methods for distributing products and services to the marketplace.

There is a quote from Eric G. Flamholtz and Yvonne Randle’s book *Growing Pains* that really does highlight the benefit of buying a franchise over building a startup. “[Running your own business] is about as easy as navigating uncharted waters in a leaky rowboat with an inexperienced crew while surrounded by a school of sharks. [...] The crew might be glad to know that others before them have made the voyage successfully and to hear some of the lessons that the other voyagers learned in the process.” The magic of franchising is that it combines an individual’s own abilities, drive, determination and aspirations with the proven business systems, resources, intellect and ambition of a corporate body.

So, to my mind, there is no argument: franchising reduces the risk of an investment and provides the structure to bring success to people from all walks of life.



# FRANCHISE OPPORTUNITY



## FEE STRUCTURE

MASTER FRANCHISE FEE

**\$ 140,000**

WITH COMMITMENT OF 4 STORES

ROYALTY FEE 6%

MARKETING FEE 3%

Cryotherapy is the science of exposing the body to subzero temperatures in order to stimulate physical and mental health benefits. It reduces inflammation in the body by boosting an anti-inflammatory chemical called norepinephrine.

Our °CRYO treatments are designed to give you optimal results depending on the benefit you are looking for. With options for °CRYO Body, °CRYO Facials, Localised °CRYO and °CRYO Press, you can choose a cryo therapy treatment perfect for your needs.

Currently Cryo is operating in Dubai, Turkey, Argentina and Kuwait. Now they are looking franchise partners all across Pakistan.

# FRANCHISE NEWS

The latest in franchising news around the world

- **P.F Chang famous Chinese Asian cuisine opening soon in Lahore.**
- **Buffalo wings & Rings celebrates consistent year over year AUV (Average Unit Volume) growth.**
- **Shake Shack was mentioned as best of San Diego 2018 list.**
- **McDonald's launches luxury concept restaurant where customers reserve VIP tables.**
- **Dunkin Donuts have introduced donut fries which will be available on their franchises soon.**
- **Whoops a local donuts brand was shut down as they wanted to revamp the brand look. Now they are all set to relaunch under franchise agreement.**
- **Tim Hortons is going into china after signing an exclusive master franchise agreement for 1500 stores.**
- **According to Q2 financial report, it indicates Popeyes managed to achieve double digit profit growth by accelerating its restaurants expansion around the globe.**

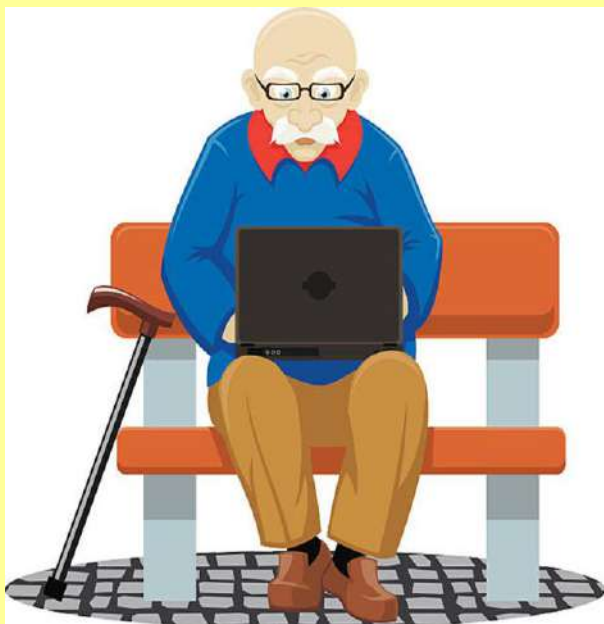
# HOW THE AGING POPULATION CAN THRIVE AND SURVIVE WITH FRANCHISING

Rising life expectancy and the pushing back of the age of retirement could have a really significant effect on the vitality of the franchise industry. Just as redundancy packages once provided an incentive for more people to enter franchising, now the need to keep earning a living is providing a new and exciting impetus.

The official state pension age is rising to 66 by 2020 and 67 by 2028 and new figures suggest it may leap even higher to 70 by 2056. For some of you, this is literally a lifetime away but for many others it poses a clear and present concern. With competition in the job market already intense, just what sort of employment will be available for those who might have previously been expecting to be claiming their pension and enjoying their retirement?

We've just welcomed a new etyres franchisee who was made redundant at the age of 57, after spending 27 years managing a farm. He'd always assumed he would be there until he retired, so it was quite a shock to find himself in the employment market. Still full of energy and drive and with a teenage son bound for university, he was keen to find a new job that would offer him a sound income and a level of security. He recognized immediately that franchising was the obvious answer, as it provides a business that's been tried-and-tested, along with training, ongoing support and the opportunity to take control of your own destiny.

Historically, the franchising industry has provided a sound investment for those who have been made redundant: it's allowed them to start a new career and have a much greater level of control over their future. And franchising can do the same for an ageing workforce. There's surely no such thing as a job for life, so the challenge is to find your niche sooner rather than later, start plugging your own furrow and – continuing the farming analogy – grow your own business so you can reap the rewards for yourself in the future.



From an older franchisee's perspective, there are so many advantages to embracing franchising, such as having the chance to establish a thriving business and being released from the manual labor side of things. Crucially, owning your own business also means that when the time comes, you have a valuable asset that you can sell to help finance a comfortable retirement. From a franchisor's point of view, age often – though admittedly not always – equates to experience and reliability, both of which are excellent qualities in a successful franchisee.

So while the fact we're living longer, healthier lives is worth celebrating, we have to adapt and find the money to fund our extended years. Franchising is a solution that provides not just an opportunity to survive but also to thrive.

# FRANCHISE SUCCESS STORIES

Few Concepts Getting Ready to Open Doors of Their Franchise Units.



The GREEN PLUS PHARMACIE is a fastest growing renowned pharmacy chain owned and managed by a group of professional pharmacists having vast experience in retail pharmacy with vision of regularly improving the quality of medicines, management and services provided at a complete community Pharmacie. Green Plus Pharmacie is going to open their franchise store in Sialkot



Chotu Chaiwala" a tea restaurant established with the concept of a dhaba (roadside restaurant). He started the restaurant at the age of 17 in the largest city of Pakistan, Karachi in August 2015. **Mohammed Qamber Hussain** himself looks after business alongside his studies. Chotu Chaiwala serves clients with dine-in and drive-thru services depicting a modern and traditional restaurant. Chotu Chaiwala is opening their franchise restaurants in Bahria Town Karachi/ Islamabad.



Almas Collection Jewelers has been jewelry Designers since 1967. Almas Collection Jewelers manufacture exclusively designed high quality jewelry for customers & reputable clients. Being a jewelry designer for so long Almas Collection Jewelers has been applying in all our design the very best techniques and skills, to create exquisite and unique jewelry designs for a true art. Almas Collection Jeweler is opening their first franchise store at Clifton Karachi.

Francorp extend their warm wishes to the clients on opening their franchise stores successfully.

# FRANCHISE CONFERENCES NEAR YOU

## OCTOBER 2018

**5-6, OCTOBER**

NEC, BIRMINGHAM  
THE NATIONAL FRANCHISE EXHIBITION  
BRITISH FRANCHISE ASSOCIATION (BFA)

**5-7, OCTOBER**

FRANCHISE & LICENSE EXPO INDONESIA  
(FLEI) 2018  
ORGANIZED BY: REED PANORAMA  
EXHIBITIONS

**11-14, OCTOBER**

BE MY FRANCHISE EXPO  
ISTANBUL, TURKEY

**18-20, OCTOBER**

FRANCHISING & LICENSING ASIA 2018  
ORGANIZED BY: BIZLINK EXHIBITION  
SERVICES FRANCHISING & LICENSING  
ASSOCIATION (SINGAPORE)

## NOVEMBER 2018

**1-3, NOVEMBER**

LOS ANGELES, USA  
FRANCHISE EXPO WEST  
LOS ANGELES CONVENTION CENTER

**7-9, NOVEMBER**

2<sup>ND</sup> BAHRAIN FRANCHISE & DINE EXPO

**15, NOVEMBER**

EMPOWERING WOMEN IN BUSINESS,  
ENGLAND  
BFA

## DECEMBER 2018

**5-6, DECEMBER 2018**

THE GLOBAL FRANCHISE MARKET  
DUBAI INTERNATIONAL & CONVENTION  
CENTER  
DUBAI UAE.

## MARCH 2019

**5-8, MARCH 2019**

Tokyo, Japan  
JAPAN INTERNATIONAL FRANCHISE  
SHOW  
JAPAN FRANCHISE ASSOCIATION (JFA)

**27-31, MARCH 2019**

SMX CONVENTION CENTER, MANILA  
FRANCHISE ASIA PHILIPPINES 2019  
PHILIPPINES FRANCHISE ASSOCIATION  
(PFA)

# BUYING A FRANCHISE?

## DO YOU KNOW THESE 5 TRICKS?

### **(1) Be honest with yourself**

It's not you, it's me is one of the worst phrases ever. Most of us have probably heard it at the end of a relationship. However, if you're considering getting entangled with a franchisor, be sure that if you fail, then it isn't them, it's you. "You need to look into a mirror and ask yourself if you have the skills, motivation, desire and passion to operate your own business," said Ian Bradley, franchise director at My Window Cleaner, the window-cleaning franchise. "Owning a business is difficult and has downsides as well as upsides. You need to be a Jack-of-all-trades and ensure that you understand how much hard work and effort that you will need to put in to ensure success." Be honest with yourself and save yourself a lot of heartache.

### **(2) Secure the financial muscles**

Contrary to what (ABBA) may have suggested, money, money, money isn't just funny in rich man's world. In fact, it's your ticket to get to play in the franchising game. "Ensure that you have enough working capital at the start and that you also complete a personal finance plan that fits in with any drawings that you may be able to take," explained Bradley. Remember, it's only after you've secured the dosh that you can ask a franchisor to take a chance on you.

### **(3) Look closely at the franchisor**

There are franchisors and then there are franchisors. The difference? Some are better than others. Knowing how to separate the great ones from the bad ones comes down to asking a few important questions. Are they professionally consulted? How long have they been trading, what are their medium and long-term plans?

Moreover, make sure you understand that they supply the training and support you'll need. Ensure that you get to speak with other franchisees and that you understand completely how the working relationship manifests itself. If the franchisor doesn't tick one of these boxes then it's time to feel hesitant.

### **(4) Consider the market**

No matter who you are or who the franchisor is, no business exists in a vacuum. Recognizing this is paramount to succeed. "Do you understand the market, who are your competitors and what differentiates your new business?" is the market growing? And consider what the market will look like in five or ten years' time. Will technology replace the existing requirement and how would you and the franchisor counter this? You need to reassure yourself that the business you are entering will drive your passion and that it has a future." Word.

### **(5) Have an eye for the end game**

It may seem odd to think about quitting before you've even gotten started. However, it's vital to your future franchising success. "I always ask a potential franchisee when they would like to sell their business, Remember that you are building an asset to sell at some point in the future. So what is your exit strategy and how will the franchisor help you in achieving that? You really need to consider this at the very beginning and then work towards achieving that goal."



A collection of social media icons arranged around the title. At the top left is the WhatsApp icon (green speech bubble with a white telephone handset). To its right is the LinkedIn icon (blue circle with 'in' in white). Below WhatsApp is the Facebook icon (blue circle with a white 'f'). To its right is the Snapchat icon (yellow ghost on a white background). Below Facebook is the Instagram icon (camera icon on a white background). To its right is the Twitter icon (blue circle with a white bird). In the center, there is a large white heart and a large white number '1'.

# HOW SOCIAL MEDIA CHANGED FRANCHISING

The franchise industry's success has been defined by uniformity and consistency, but with the advent of tools like Twitter, Facebook, and YouTube, even this century-old industry is being shaken up by social media. Indeed, as potential investors rely less on industry trade show and franchise publications for information and turn more to their social networks and blogs, franchisors are finding it necessary to invest more of their time testing out the social media waters. "Social media platforms are quickly becoming an important part of franchise companies' marketing strategies, especially in a time of lower marketing budgets," says Alisa Harrison, vice president, communications and marketing at the International Franchise Association (IFA).

According to a recent study released by Aberdeen Group, 63 percent of companies plan to increase their social media marketing budgets in 2013, despite the current state of the economy. Meanwhile, consumers are beginning to expect companies to have a social media presence. "Ninety-three percent of Americans expect companies to have a social media presence and are using [social media] to participate in conversations, engage with brands, and find job opportunities," says Gini Dietrich, CEO of Arment Dietrich, a communications firm specializing in franchise and business services.

How can you use social media effectively? Here are some pointers to get you up to speed:

"Prioritize your social networks and prioritize your time," advises Dietrich. "If you are a business-to-consumer company,

use Facebook — both fan pages and groups — and Twitter to meet your social media goals. If you are a business-to-business company, use Twitter and LinkedIn to achieve your social media objectives. Start with easy-to-achieve vehicles and build from there."

Stay informed by staying active. At the IFA's annual conference in February, several sessions focused on technology and social media. Join forces with other franchisors. Evans at Computer Explorers conducts monthly conference calls with a small group of franchisor CEOs. The topic of conversation over the last few months has focused around social media. Just jump in. "Social media is not an exact science, so to engage, you need to jump in," says Harrison. "It is such an evolving medium that it is hard to know all the answers before launching. Franchisors need to accept the idea that this is a 'learn as you go' frontier of communications and marketing, much like the Internet was not too long ago." For those franchise companies that are still a bit intimidated by the unknown of social media, Dietrich stresses that getting on board sooner rather than later is crucial. "If you're not monitoring real-time conversations, if you're not participating in the conversations, if your messages are still canned PR talk, if you're scared of your general counsel, or if you just don't have time, you will not have a business in a few years," she says. "Social media is not a trend. It is the way we're going to communicate into the future."



# FRANCHISE OPPORTUNITY FOR PUNJAB REGION



**Feels like Home!**

# MANAGING RESTAURANT BACKEND

## MANAGING THE SUPPLY CHAIN:

In restaurant industry supply chain plays a crucial role because all the raw materials that the segment use is very crucial to temperature and the time it takes to travel. At the same time it has also got a very limited shelf life. One need to focus that the ingredients are stored at the right temperature and for the right amount of time and used within that limited period which is there. "Menu has to be planned in such a way that 70-80 per cent items should be local. Usually in restaurants we tend to put things which look fancy, sounds fancy and the ones which are exotic. Remember, if those ingredients are not available locally it adds to the cost, the wastage is high. And, hence, the production cost increases and the margin



## BRINGING STANDARDIZATION:

Standardization of the ingredient is an important factor in restaurant business and it's where top restaurants fail because they tend to lose focus on consistency. A biryani which is cooked in Karachi will be of different taste to that of the one served in Hyderabad and for that matter Lahore because of the regional flavors and quality of ingredients grown in these areas. "The first point is your recipe. It has to be frozen, documented and people have to be trained on that recipe. Secondly, the ingredient that a restaurant is using need to be consistent throughout. If you are using a particular grade of tomato at one location, you will have to use the same grade and same quality across all other locations otherwise your end dish is going to end up different." Everything needs to be consistent. And, that's where the brands like Mac Donald works, being an intermediary ingredient suppliers to chain of restaurants and international chain. So, by depending on these restaurants can actually standardized their backend.

# HOW TO USE THE MARKETING MIX TO INCREASE SALES



Increasingly buyers are using a wide range of media before they buy. The idea being that advertising created awareness that helps buyers to spot a product on a shelf which is the first moment. The second moment is when the product/service is picked up, purchased and experienced by the client. The better the overall process and experience the more first sales, repeat sales and the greater the word of mouth recommendation. The internet age has added a fourth element to the mix which Google has called ZMOT or the Zero Moment of Truth. The ZMOT moment is created when a client publishes his or her experience of a product or service on the internet and someone else reads this rating and uses it as part of their pre-purchasing consideration process. Increasingly buyers are seeking information from sellers and existing clients they have never met to help them make buying decisions. There is therefore three dynamics at play here:

1. The business and its promises
2. The client and their experience
3. The new potential client and their seeking of information that will help them to make a purchase

Today's marketing mix must inevitably harness all the above.

Businesses, clients and new buyers may struggle to gather, offer and find all this information in one place. It is therefore wise for the business to identify a number of defined sources to promote its products and services, gather testimonials and actively support clients online.

The mix needs to consider buyer behavior and lead the process with identified ways to find information and engage. Increasingly buyers want to get questions answered and gain support online. Help via social media platforms and chat apps are required as well as offering the phone number and contact form on a website.

We live in an increasingly engaged yet fragmented information age. Business owners must consider buyer behaviors and develop systems and processes to capture client's interest in a variety of methods. The client's self-management of the buying process with the help and advice gathered from multiple people that they don't know is a new and disruptive revolution. It is created and fired by the internet and social media which has made us all into publishers. Buyers have little time and we expect real time information via the internet. This is the new challenge for businesses and one that must be managed and over.

WHERE  
YOU  
CAN  
FIND  
US

FRANCORP IS KNOWN AS THE WORLD'S LEADER IN FRANCHISING. SINCE 1975, FRANCORP HAS PROVIDED FULL DEVELOPMENT PROGRAMS TO HELP INSURE FRANCHISE SUCCESS TO OVER 2000 BUSINESSES.

TO BOOK A FREE CONSULTATION MEETING WITH ONE OF OUR SENIOR CONSULTANTS, CONTACT US THROUGH EMAIL OR PLEASE VISIT OUR WEBSITE. OUR TEAM WILL DO OUR BEST TO ASSIST YOU

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