

Growing Franchisee Profit

Franchise Training Centre Series

❖❖❖ For franchisees



Growing Franchisee Profit

❖❖❖ Helping franchisees identify business profit improvement strategies

Dr Callum Floyd and Michelle Bentham of Franchise Consultants will help franchisees identify ways to improve business performance, profit and sustainability. This is achieved through an improved understanding of relevant financial and non-financial information, business models, business analysis (including benchmarking and sensitivity analysis), the role of business planning, and ways to work productively with field staff and franchisors.

The programme includes practical examples, case studies and group discussion.

Core topics

- ❖❖❖ Your franchise relationship
- ❖❖❖ Your financial and non-financial performance
- ❖❖❖ Key performance metrics for you to monitor
- ❖❖❖ Benchmarking your performance
- ❖❖❖ Sensitivity (what if) analysis
- ❖❖❖ Business planning
- ❖❖❖ Working with your field manager and franchisor

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Presenters

- ❖❖❖ Dr Callum Floyd has substantial franchising and related knowledge gained from completing both Master of Commerce (with 1st class honors) and Doctor of Philosophy (PhD) qualifications researching franchising. Callum has led franchise system development and improvement projects across a range of business sectors involving leading local and international organisations, including franchisees.
- ❖❖❖ Michelle Bentham has many years of operational experience in franchising, working mainly with major fast food franchises, McDonald's and Subway in a wide variety of management roles. Michelle also has considerable and practical Subway multi-unit franchisee experience.

Details

Auckland Tuesday 29 March 9am-5pm

Come 30 minutes early for coffee and networking.

Investment: \$275 + GST

For more information or to register

❖❖❖ Call Franchise Consultants (09) 523 3858

❖❖❖ email shelley@franchise.co.nz ❖❖❖ or visit www.franchise.co.nz

