

# Growing a Business with Franchising and Licensing

Franchise Training Centre Series



For ambitious business owners



Growing a Business with Franchising and Licensing

Franchising and licensing can be a very successful way of growing and improving a business.

Dr Callum Floyd of Franchise Consultants will provide insight into how businesses from an ever increasing number of industry sectors are realising the opportunities and advantages a well-structured and managed franchising/licensing system can provide.

This programme provides ambitious business owners with valuable insights into franchising and licensing, including why companies franchise/license, different structures, the process of franchising/licensing, available specialist advice, key success factors, and more.

Westpac National Manager Franchise, Daniel Cloete, will also talk on banking requirements and opportunities for new franchisors/licensors.

MYOB will talk about how to use people to grow and expand your business and the steps to make it a success.

Core topics

- Franchising and licensing background and history
  - Advantages and disadvantages
  - The right time to consider franchising/licensing
  - Business performance
  - What it takes to do it properly
  - Different types of franchising/licensing structures
  - Types of franchising/licensing fees
  - Franchisee/licensee manuals and training
  - The importance of support and field visits
  - Franchising/licensing lifecycle
  - Banking requirements and opportunities
- Available specialist professional advice and how to use it

Main presenter

Dr Callum Floyd is Managing Director of Franchise Consultants, New Zealand's leading franchising and licensing consulting company since 1989. Callum has been involved in franchising for more than 20 years, including 14 years leading franchise/license system development and improvement projects across a range of business sectors and involving leading local and international organisations. Callum also has Master of Commerce (with 1st Class Honors) and Doctorate qualifications in franchising.

Westpac New Zealand

Westpac has a proven track record of supporting franchise system development and funding franchisees and offers specialist franchise banking managers in all the main centres.

MYOB

MYOB offers easy online accounting software that has everything a franchise system needs to take care of business.

Details

Christchurch	Monday 4 November	MYOB
Wellington	Tuesday 5 November	Westpac
Auckland	Wednesday 6 November	Westpac



For more information or to register

Call Franchise Consultants (09) 523 3858

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