



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Franchising Business Model Online Program

A Business Growth and Expansion Strategy through
Franchising.

Five half-days starting December 2021



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A Business Growth and Expansion Strategy through Franchising.

OVERVIEW

The business landscape continuously evolves. In today's competitive environment, entrepreneurs seek innovative ways to generate and sustain growth. Franchising is a strategic option for a company looking to expand its presence and reach, increase market share, and create goodwill for the brand. The Franchising Business Model is a proven strategy to accelerate the acquisition and retention of new customers. It is an excellent marketing technique that efficiently makes available products and services to satisfy customers' needs.

This interactive program will introduce participants to the abstracts and the basic tenets of franchising. It will provide fundamental operational tools and management skills for business stakeholders to create a world-class franchise concept. The course sets up business owners for success, learning synergetic strategies for franchise development. The program will benefit businesses with established products or services, startups looking to expand through franchising, and established franchises keen to improve current strategies and operations.

PROGRAM OBJECTIVES

The program aims to establish franchising as an additional revenue stream for businesses and introduce participants to the value, fundamentals, and processes involved in franchising. The program will help business owners formulate a business plan and strategy to franchise the business and identify critical operational gaps they need to address.

WHAT YOU WILL LEARN

- Fundamentals of Franchising
- Business Review and Assessment (Is my business ready for franchising?)
 - Preparing/Streamlining your Business for Franchising
 - Defining your Franchise System Unique Selling Proposition
 - Roadmap and Go-to-Market Strategy for your Franchise Business
- Foundational Requirements for a "Franchisable" business
 - Service and Product Profile
 - Customer Service
 - Marketing
 - Finance and Accounting Procedures
 - Training and Development
 - Daily Operations (Opening to Closing)
 - Product/Service Quality Assurance
 - Franchise Fees and Royalties
- Franchise Operations and Management
 - Manual Development
 - Franchise Selection Procedures
 - Site Evaluation / Locator Exercises
 - Financial Tools and Business Planning
 - Franchise Onboarding and Training
 - Local Store Marketing
 - Audit and Compliance

PROGRAM SCHEDULE

December 6, 8, 10, 13, 15, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY



Miguel Antonio S. Lindo, CFE
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





- Policies and Dispute Handling
- Determining your Revenue Sources (In-House or Outsourced)
 - Site Facility Construction and Design
 - Brand Identity Guidelines
 - Franchise Agreement / Sub Franchise Agreement
 - New Business Processing
 - Management Software
 - Independent CI and BI Services
 - Mystery Shopping
- Success Stories of Franchising
 - Winning Concepts (Pre-pandemic)
 - **Recession and Pandemic "Proof" Concepts**
 - Outlook of the Franchise Sector in the New Normal

KEY BENEFITS

- Create a strategic roadmap to franchising your business
- Identify critical operational or competency gaps in executing a franchised business
- Enhance business development skills and competencies
- Discover other possible sources of revenue stream and growth
- Learn how to attract, develop, and partner with potential franchisees

WHO SHOULD ATTEND

The program is recommended for business owners, business development managers, and sales and marketing professionals of businesses with an established product or service, startups looking to expand through franchising, and established franchises looking to improve current strategy and operations.



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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123 Paseo de Roxas, Makati City Philippines 1229
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Your Program Faculty



Miguel Antonio S. Lindo, CFE
Adjunct Faculty
Asian Institute of Management

Miguel is a Certified Franchise Executive. This Loyola School awardee has been in the Franchising Industry for a decade now managing some of your favorite brands in TGP The Generics Pharmacy and MGAS. He represented the Philippines across developing countries in Asia and Africa in operating the Philippines' largest Social Franchise Network in BlueStar Pilipinas. He is a Founder and Head of Marketing & Franchising of Women's Clinic Pilipinas and is currently the Franchise Development Director of BNI Philippines.



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Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management



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*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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