

VALUE ADDED SERVICES THROUGH STRATEGIC PARTNERS FRANCHISING SERVICES

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PARTNERSHIP

VALUE ADDED SERVICES

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Francorp®

The Franchising Leader

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Introduction

Dubai Exports & its Strategic Partnerships to facilitate Trade through Dubai

For an organization to achieve Business Excellence, one of the cornerstones is the ability to continuously improve its services to its customers through new initiatives and improvements in services. Trade & export promotion & development, while being in existence for years now globally, continually seeks innovative ways to expand the capabilities of exporters. Hence Dubai Exports (DE) aims at identifying and taking forward new and innovative initiatives, mostly through strategic partnerships with suitable parties to the benefit of DE and its members.

Since its inception, Dubai Exports has been collaborating with various public and private entities in UAE and globally to identify organizations that can provide value added services to DE members. The value added services are negotiated with (mostly) private entities that provide services for businesses in Dubai and the UAE. One of the recent important services prioritized is the provision of Franchising (Development & Promotion) Services to those companies who wish to expand into global markets. While the value added and preferential Franchise Development Services is recommended through our Strategic Partners, Franchise Promotion can also be done free of cost through our Overseas Offices in KSA, Russia, India, Germany, Brazil, Egypt, and Hong Kong. Currently our Franchise Development Partner is FRANCORP with reach to all corners of the world with Offices in Dubai, USA, Kuwait, Lebanon, Netherlands, Argentina, Malaysia, Indonesia, Singapore, Thailand, Mexico & Central America, Philippines, Chile, India, Pakistan, Japan and Belgium.

Why Franchise?

Franchising is being implemented by more businesses and more types of businesses than ever before. Today, almost any product or service can be distributed through franchising. Whether you have a new concept to introduce, an existing business in need of faster growth, or you just don't have the capital to expand, the question often is: "Can we afford to go slowly and perhaps miss the chance of a lifetime, or should we take the expansion plunge and risk losing the business itself?"

FRANCHISING IS THE MODERN WAY TO RAISE CAPITAL.

The cost of franchising is often a smaller investment than the cost of establishing even one new outlet. After paying the cost of the franchise program, the remaining costs of expansion (as well as most of the risk) are assumed by franchisees. And since franchisees usually pay the franchisor an up-front fee and royalties, the right strategy for selling your franchise idea can become an immediate high-impact, low-risk revenue source.

Franchising can provide the capital for rapid growth, especially if you fit into any of these scenarios:

- If your business doesn't have the capital, or the people or even the time to create a company-owned growth system

- If your business has the potential to grow faster than most company-owned programs
- If you want to supplement an existing distribution system
- If you need to improve systems through tighter controls or more motivated management

Think you have what it takes to franchise? Find out which qualities are essential to making it work. It only takes a few minutes to take our quiz. Perhaps you'd rather download this worksheet to determine your potential as a franchisor. You can learn more about preparing your company for franchising and the franchise timeline. Francorp has provided successful services to over 5,000 very well established franchisors. Contact Dubai Exports (rsvp@dedc.gov.ae) to arrange a free meeting with a Francorp consultant who will evaluate your concept and evaluate your company and its goals.

Source: <https://www.francorpme.com/why-franchise.html>

Franchise Program Development

Our Partner FRANCORP's franchise development program is designed to cater the needs of both new franchisors and the existing ones.

Development Services for New Franchisors

Free Initial Francorp Consultation	Advertising and Marketing Services
Franchise your Business Seminars	Franchise Internet Marketing
Strategic Planning/Business Plan Dvpt	Web System Development, Guidance, Consulting
Market Research & Competitive Analysis	Media Plans & Budgeting
Prototype Development Consulting	Franchise Sales DVDs
Franchise Document Drafting Services	Training DVDs
State Filings & Registrations	Franchise Sales Training
Operations Consulting/Manual development	Franchise Management Training
General Consulting	Implementation Consulting

Development Services for Existing Franchisors

Industry Research Services	Legal Document Revision
Registration Updates & Renewals	Operations Manuals Drafting, Review, Revision
Franchise Sales Training	Franchise Management Training
Training DVDs	Sales DVDs
Franchise Program Review	Web System Dvpmnt, Guidance and Consulting
Franchise Internet Marketing	Lead Generation Services
Sales Strategy Critique & Training	Advertising and Marketing Services
Franchise Ads & Media Planning	Market Research Services
Expert Witness	General Consulting

Determining “Franchisability”

Whether or not to franchise is not an easy decision. You'll need to consider the business issues and weigh the pros and cons from an informed perspective. Franchising as a rapid expansion tactic is one of several options you should consider for its tremendous potential to grow your business quickly. How does franchising work? The key is in the creation of systems, which can be successfully duplicated through training and support. Other characteristics of a business that are attractive to potential franchisees include:

- Good track record of profitability
- Built around a unique or unusual concept
- Broad geographic appeal
- Relatively easy to operate
- Relatively inexpensive to operate
- Easily duplicated

A good place to start is our overview of franchising. You may also access comprehensive information on how to franchise. Despite the impressive merits, franchising is not for every business. There is high risk in franchising any new, unproven business. Established companies that should probably not franchise include businesses:

- Difficult to monitor from long distances
- Requiring large numbers of employees
- With complex operations
- With low profit margins

And being franchisable doesn't guarantee your success. Franchising the right way will help you to avoid a number of costly mistakes. How do you tell if your small business (or large business) is a prime franchise candidate? You can quickly assess whether you are ready to franchise by taking our basic online quiz. Or, you can download our comprehensive worksheet and determine your company's franchisability for yourself at your convenience. If you're ready to franchise, the FRANCORP checklist will guide you through the process. If you're still not sure, a Francorp franchise analyst will consult with you on the franchisability of your business. Other frequently asked questions about how to franchise your business:

- How much time should I reasonably expect to spend in order to successfully build my franchise?
- How much should I expect to pay to build a successful franchise?
- What other resources are available to educate myself about franchising?

Source: <https://www.francorpme.com/determine-franchisability.html>

8 Keys to Franchisability

Taking into account the various factors that contribute to the success of a franchise program, we have identified eight keys to franchisability, against which you can measure your business:

1. Size and Longevity. Has your business been in operation long enough to project its future success? Is it large enough to provide a level of earnings that would make it an attractive investment?

2. Profitability. Is it making money? Consistently? Predictably?

3. Teachability. Can other people be taught to run your business in the same way that you do, the way that has made it successful?

4. Systematization. Can all of the daily operations of your business be analyzed and fully described in an operations manual that another individual could follow to produce the same results you achieve? Can every task be replicated?

5. Marketability. Can your business concept be effectively communicated and sold to others?

6. Transferability. Can your business work just as well in another part of the country or in different market situations?

7. Originality. Do you have a point of difference from your competitors? If you're just saying, "Buy my product because I'd rather get rich than have them get rich," you are not going to be successful - in business or in a franchise system. Will something distinctive about your business result in consumers buying your product or service? A "hot and juicy" hamburger, for instance, or a winning marketing concept. Coastal Fitness Center, a chain of health and fitness centers for women, conducts a membership blitz before each new unit opens, thus providing the unit with start-up revenue before day-to-day expenses are incurred.

8. Affordability. A business that is profitable for you might not be profitable for the franchisee. Does enough profit remain, after a franchisee has paid the initial investment in your franchise fee, the costs of getting into business and an ongoing royalty? Will they need significant financing? Can you help them obtain it?

Source: <https://www.francorpme.com/8-keys-to-franchisability.html>

For a test to give you a quick assessment of your company's franchisability, simply take the test, and find out for yourself at <https://info.francorpme.com/franchisability-quiz>

So what do you need to know?

Where do you begin? Are you franchisable? What will franchising do to your business? How much will this cost? What steps do you need to take? if franchising is right for your business there are 3 easy steps:

- Take the franchisability quiz to evaluate your business and to determine if it's possible for you to succeed as a franchisor.
- Compare your current business to our checklist to get started on your way
- Speak to a franchise consultant

The Top 5 Keys for Successful franchising are:

- Establishing a franchise strategy
- Building a comprehensive business plan
- Ensuring the proper agreements are in place to protect the brand as it grows
- Implementing the proper training programs and operating procedures for franchisee success
- Knowing how to market your brand effectively and where to find and how to select the right franchisees

Preferential Services for DE Members

DE Partner (Francorp ME) to provide discounts (upto 20%) on services provided for DE Members. Applicable Services included under this program include Advanced Consultations, Strategic Planning & Business Plan Development, Market Research & Competitive Analysis, Prototype Development Consulting, Franchise Document Drafting Services, State Filings & Registrations, Operations Consulting and Manual development, Franchise Internet Marketing, Franchise Sales & Management Training and Implementation Consulting

Franchise Promotion (Directly by Dubai Exports)

While the DE Franchise Partner will help you develop your franchise, Dubai Exports can directly help market your franchise initially to the following markets: KSA, Russia, India, Germany, Brazil, Egypt, Hong Kong.

Contact Us

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OR

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SOME SUCCESS STORIES

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