



**SUPPORTS**

**BUYING**

**SELLING**

**OPERATING**

**FRANCHISE**



# SERVICES



**Franchise & More** is founded in **1996** in Istanbul/Turkey. Since its foundation, F&M is the **leading** franchise consultant and broker in Turkey.



**Organization** of F&M is a multilevel franchise network **Area Representatives** are serving franchisors and franchisees and manage F&M activities in their area. **Brand Representatives** are promoting and selling contracted franchise brands to potential franchisees. **Candidate Representatives** are promoting F&M to franchisee candidates. F&M representatives do not compete with F&M activities, but they all have related businesses such as management consultant, real estate broker, financial consultant, advertising agency, etc.



**International** organization of F&M is covering **Country Representatives**, who build and manage F&M system in their countries.



**Services** of F&M is **founding, marketing, consulting, auditing, training, informing** of franchise brands and entrepreneurs. Franchisees are served mostly free of charge, unless they take **franchise coaching**.



**Marketing** of franchise brands is done under **exclusive** or **nonexclusive** contracts. Potential franchisees are attracted, interviewed and investigated by F&M representatives, final agreement is signed by the franchisor.



**Education** for franchising is the mission and strength of F&M. Courses, seminars, articles, speeches in colleges and NGO's, researches, reports are made continuously. F&M is the **sole organization** giving franchise courses for franchisors and franchisees since 1996. F&M founded **Franchise Academy** in cooperation with Aydin University and UFRAD in Istanbul.



**Audit** is made by F&M in different patented ways. **Franchise Check-Up**, using the **Franchise Deal, RBM**, the "retail brand measurement" by regular customer visits, **Mystery shoppers** are visiting franchise outlets, **Symmetry Test** is evaluating franchise agreements.



**Location** is in the focus of F&M as the main success factor for retailing. **Site selection**, real estate **acquisition, negotiation** of rental conditions, **estimation** of turnover, value and keymoney, **suggestion** for suitable brands are made by **RE&SS**, the sister company of F&M.



**NGO** - F&M has served as founder, president and board member of **UFRAD**, the Turkish Franchise Association. F&M is a member of **YDD**, Management Consultants Association.

# VISION, MISSION, PRINCIPLES

## OUR VISION



- ▶ Branded and orderly managed businesses will be preferred by investors and consumers in Turkey
- ▶ State will prevent the unfair competition against those entrepreneurs paying taxes, producing quality, obeying laws, respecting consumers.
- ▶ Turkish brands will successfully compete with international brands in world markets.

## OUR MISSION



- ▶ Developing franchising in a healthy way and in a trust environment in Turkey.
- ▶ Supporting Turkish franchisors by operating according to world standards in Turkey and by going abroad successfully.
- ▶ Providing to franchisors in Turkey and abroad all franchise-related services they may need
- ▶ Informing franchisees in all issues they may need and linking them to investments most suited to their conditions.

## OUR PRINCIPLES



- ▶ Serving only clients who really benefit from our services
- ▶ Founding franchise systems where both franchisors and franchisees benefit
- ▶ Founding franchise systems according to local laws, UFRAD principles and fair trade practice
- ▶ Not serving competitors of our clients
- ▶ Considering business as a whole and supporting our client in any way we can
- ▶ Running the project according to a time schedule and measurable performances
- ▶ Make our client able to operate alone, once our job is completed
- ▶ Not to sell franchise, unless being sure of franchisees' success

## OUR SIDE



- ▶ Franchise & More is on the side of franchisees
- ▶ Franchisors know and accept this
- ▶ Franchisees know and benefit from that

# CONSULTANTS AND ENTREPRENEURS



Getting advise is buying time,  
reaching aims earlier



No advisor can help one,  
who is unable to succeed



Getting advise is paying once,  
knowing cost of learning



Getting experience is  
paying cost of learning  
during investment and operation



Cost of learning will be  
determined at the end



We appreciate entrepreneurs  
with courage



Who develop  
their own way



Who invent  
and take risc



A few of them will be  
locomotives of our economy



We respect entrepreneurs who  
hire experts for tasks



Who trust co-  
workers and  
manage sources



We support such modern  
and responsible ones



Most of them will be engines,  
vagons, rails  
of our economy

# REFERENCES

## FOOD BRANDS



Franchise & More is consulting and supporting franchisors since 1996 in Turkey. Services are given by representatives

- Determining franchise strategies
- Founding franchise system
- Writing operation manual
- Training staff and personnel
- Writing franchise agreement
- Making development plan
- Finding and selecting candidates
- Selling new franchise
- Franchising operating stores
- Controlling store operation
- Evaluating franchise system
- Evaluating franchise agreements

Franchise & More is supporting clients beside franchise in much more areas. Services are given by solution partners

- Recruiting store locations
- Site selection analysis
- Entrepreneurship seminars
- Mystery shopper check
- Retail brand measurement
- Brand identity
- Public relation
- Organization
- Project management
- Legal issues

## NON FOOD BRANDS



# FRANCHISE FOUNDATION



## FRANCHISE PREPARATION

Prior founding the system, we offer several services to determine the right concept and a sustainable franchise system.

### A1-Franchise conformity analysis

Is the brand franchisable?

### A2-Franchise strategy development

How can be the brand franchised?

### A3-Concept development

What should the ideal retail concept be?

### A4-Franchise preparation

Development plan, team, suppliers

### A5-Buying masterfranchise

Selection and negotiation

### A6-Franchise support

Ongoing consulting



## FRANCHISE FOUNDATION

We build up franchise infrastructure, start the training and control, make ready to franchise.

### K1-Franchise marketing

Franchise agreement, development plan, franchise presentation kit, selection and recruiting criterias

### K2-Manuals

Operation manuals, standards and procedurec for franchisor, franchisee and employees

### K3-Training and control

Training method for staff and employees, control system for outlets

### K4-National and local marketing

National marketing fund, local marketing methods, campains

Before starting the consultancy, we “weigh” with the franchisor the readiness of the system for franchising.



12 topics are considered: **efficiency, products and services, brand, standards, penetration, competitiveness, managing staff, experience, capital, suppliers, potential franchisees, feasibility.**

According to results, we determine which F&M services are needed.

**%0-20:** A1, A6, **%20-40:** A1, A3, A6, **%40-60:** A2, A3, A4, A6,

**%60-80:** A2, K1, K2, K3, K4, **%80-100:** F1, F2, F3, F4, L1, L2

# FRANCHISOR SUPPORT



## FRANCHISE SALES

- F1-Exclusive sales** – we find and investigate candidates, sell franchise
- F2-Nonexclusive sales** – we recommend candidates
- F3-Masterfranchise sales** – we sell masterfranchise to abroad
- F4-Transfer** – second hand franchise of operating stores
- F5-Transfer analysis** – we measure value of operating stores
- F6-Entrepreneurial test** – we measure success chance of candidates
- F7-Mediation** – we solve problems among franchisor and franchisee



## LOCATION

- L1-Hiring** – we find and lease right location on streets
- L2-Shopping mall** – we find locations in shopping malls
- L3-Site selection** – we measure potential revenues of a location
- L4-Development plan** – we plan time and location for stores to be opened



## SEMINARS

- E1-Public seminars** - for franchisors and franchisees
- E2-Private seminars** - for franchisors staff
- Franchise Academy** - in cooperation with UFRAD and Aydin University



## CONTROL

- D1-UFRAD system evaluation** – conformity to UFRAD rules
- D2-Check-Up** – efficiency analysis for franchise chains
- D3-Franchise Dial** – evaluation of franchise chains at one glance
- D4-Symmetry test** – evaluation of franchise agreement
- D5-RBM** – comparison of franchise brands within their industry
- D6-Mystery shopper** – measurement of service level with HS Brands



## PROMOTION

- Agency services** - Brand communication, corporate identity, production, market research, media purchase, organisation, public relation
- Internet services** – web page, hosting, social media, advertising
- Legal services** – Registration of brand and patents,
- Certification** – ISO, HACCP

# FRANCHISEE SUPPORT



## SERVICES TO POTENTIAL FRANCHISEES

**Free services** – online consulting, franchise introduction, brand presentation, transfer sales

**Paid services** – Coaching, symmetry test, transfer analysis, site selection, masterfranchise

## FRANCHISE COACHING

Three success factors for franchisors are “**right business, right location, right person**”

By hiring franchisees, strong chains pay attention, weak chains do not, they sell to anyone



One more success factor is essential to franchisees: “**loved business**”

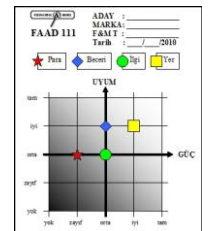
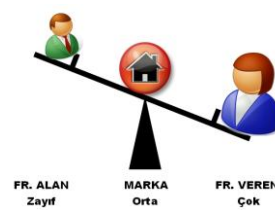
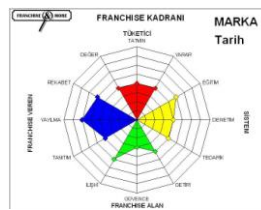
If the owner don't love the job, won't dedicate himself, can't be succesful in the business

The major **risk** is the franchisee himself.

We interview the entrepreneur, understand his **character** and **needs**, measure with **F&M factor**

**test** his **risk level**, evaluate the **agreement**, score his **compatibility** to each alternative brand.

The candidate franchisee decides which alternative to choose.



## HOW TO CHOOSE

International franchises are **rigid**, if they are not suitable to local conditions, they often fail

Local brands are **not institutional** yet, their success depend on the founder

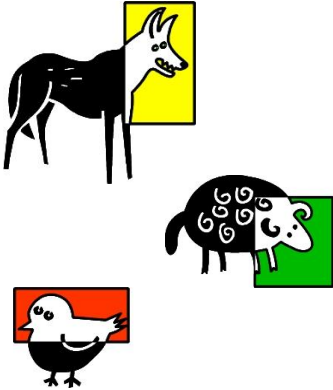
Existing sales, profits, conditions build no warranty, they may **change dramatically** in the future

One should know the owner of the chain, understand his **intention** and **ability** to manage the chain



# WHY TO BUY FROM F&M

## CLASSIFICATION OF FRANCHISEES



F&M advise franchisees according to their motive, needs, expectation, experience, success chance, and what kind of investment to do.

We categorise franchisees into three risk levels.

“**wulfs**” who know the business and don’t pay for the brand;  
“**lambs**” who pay for the brand, work hard, obey rules, dedicate themselves;  
“**birds**” who are not ready for the business venture, but insist to invest.  
We do not sell to wulfs and birds, we find lambs, measure their ability.

Franchisees may be **obliged, conscious, ambitious** by their investment. To obliged investors we offer transfer, to conscious investors we offer coaching, to ambitious investors we don’t sell franchise.

## BENEFITS OF BUYING FRANCHISE FROM F&M

Franchisees have three benefits by advising F&M representatives

- **Easyness** – They spare time, don’t need to visit each franchisor, to know each one. Meets in his town F&M representatives. Gets information of many brands from one source. Get informed from profitable transfer sales.
- **Expertise** – Expert F&M representatives give actual market information, inform about transfer sales. Franchisee can take franchise seminar or franchise coaching, can consult about franchise agreement with symmetry test, about transfer with store analysis.
- **Trust** – F&M is on the side of franchisee.

## FAQ – QUESTIONS WHICH WE CAN’T ANSWER

- 1- **I have Money, what should I do?** Deposit in a bank, get the interest. If you don’t have entrepreneur skills, you will not earn even as much.
- 2- **I own a store, what should I do?** Rent it. If you don’t have entrepreneur skills, you will not earn even as much.
- 3- **Which franchise is profitable?** Franchise brands don’t earn Money, you will make it. If you don’t have necessary skills, your store won’t be profitable.
- 4- **Which shopping mall is profitable?** In every SM there are winners and losers. Wrong place or tough competition may cause you to lose Money.
- 5- **Can I get my investment back by transfer?** The transfer price is determined by your revenue, the power of the brand and the attractiveness of the location.

