



## FRANCHISE & MORE INT'L

### HISTORY OF F&M

- The founder of F&M, Osman Bilge has studied engineering and business administration; gained professional experience in tourism, industry, trade, distribution, retail and franchising in Turkey and abroad.
- 1991, Mr. Bilge founded “UFRAD”, the National Franchise Association of Turkey. He served as secretary general, treasurer and president since then.
- 1994, Mr. Bilge founded “Franchise Specialist” a franchise consultant company along with partners.
- 1996, Mr. Bilge founded “Franchise & More” as a franchise consulting company supporting franchisors and franchisees in every area they need. Since then F&M is the leading franchise consultant in Turkey.
- 1996, F&M started franchise education for franchisors and franchisees. F&M is still the only company giving franchise seminars in Turkey.
- 1996, F&M founded “Real Estate & Site Selection” (RE&SS) in order to run real estate operations
- 2000, F&M developed “Franchise Dial”, the franchise system evaluation method
- 2001, F&M founded “Operation & Trade” in order to run franchise operations, starting for Cafe Algida, the Unilever sister brand founded under F&M consultancy.
- 2007, F&M founded Franchise Academy in cooperation with UFRAD and Aydın University.
- 2004, F&M started selling franchise with exclusive or nonexclusive contracts.
- 2006, F&M developed “Retail Brand Measurement” (RBM) in order to measure position of specific brands in the fast food industry with mystery shoppers
- 2006, F&M has founded its multilevel network for franchise brokerage, serving franchisors and franchisees in 15 provinces in Turkey.
  - F&M representatives are a) “area partner”, b) “franchise specialist”, c) “candidate proposer” and d) “brand manager”. Any grade has different role, responsibility and income within the system.
  - Area partners are at the top of the system in their assigned geographic area such as a province or a city. They promote F&M services and representatives, franchising idea, contracted franchise brands in the area.
  - Franchise specialists are concentrated on selling franchise and giving coaching to small entrepreneurs.
  - Candidate proposers are in contact with potential franchisees, but make no franchise sales themselves, just introduce them to franchise specialists and follow up the contact.
  - Brand managers are managing relations with a particular contracted franchise brand.
- 2007, F&M started resell of franchise outlets
- 2009, F&M started international operations in Sydney and Kosova.



## FRANCHISE & MORE INT'L

### BENEFITS OF F&M INT'L FRANCHISE

F&M has served franchisors in different industries, gained local experience and developed the "Turkish style" franchising.

Local circumstances, particularly difficulties in protecting patent rights, employee education and behaviour, grey economy, perception of franchising, supplier ethic and generally the business ethic build up a specific environment. Such local experience is more valuable in countries with similar conditions.

Adopting franchise system to local circumstances has vital effects on success. Many leading international franchise chains failed in Turkish market.

F&M Int'l Franchisees will benefit from the assets and competitive advantages

- Fast start to franchise business as leading consultant
- Solid philosophy for sustainable development of franchise industry
- Good references for franchise system foundation
- Good references for franchisee selection
- Close connection with franchise industry in Turkey
- Experience in local circumstances of developing countries
- Franchise education material to start with franchisor and franchisee training
- Entrepreneurship training package
- Franchise introduction conference package for universities and businessman groups
- Franchise coaching package for potential franchisees
- Unique entrepreneurial test for franchisees
- Unique franchise check-up system
- Unique franchise brand evaluation method "Franchise Dial"
- Unique franchise agreement evaluation method "Symmetry Test"
- Site selection method and real estate experience with RE&SS
- Functional internet portal "franchisemore.com" in local language
- Functional promotion portal "franchise.com.tr" for advertising in local language
- TV show experience and ready to start format for entrepreneurship program
- Franchise Magazin format ready to issue on internet
- Experience in organizing franchise fair and workshop
- Close support online and on site



## FRANCHISE & MORE INT'L

### SERVICES & EARNING SOURCES

F&M Int'l franchisees will be authorized in a geographic area, commonly a country.

A long term masterfranchise agreement will assure both sides interests. Masterfranchisees may have other businesses such as consulting, advertising, training, real estate, etc. with support but not compete F&M activities.

Earning sources of F&M Int'l franchisee are

- Consultancy by turning distribution net of products into a franchise chain of exclusive stores
- Consultancy by building up franchise system for successful retailers or service providers
- Coaching for franchisees by selecting the right business for themselves
- Education for franchisors and franchisees in franchise issues
- Reselling franchise or independent retail businesses
- Site selection for franchise chains and individuals using real estate agencies
- Supplying franchise chains with special goods and services using experts
- Issuing franchise medias as magazine and annual almanac
- Building up the consultants network of F&M representatives in the country
- Online training for F&M representatives
- Running the portal "country.franchisemore.com" in local language
- Running and selling the web portal "franchise.com.tr" in local language



## FRANCHISE & MORE INT'L

### ROADMAP OF INT'L FRANCHISEE

International F&M franchisees may follow the schedule given below for their business.

The time plan may vary according to prior experience of franchisee and local conditions.

The schedule is given for the first year by quarters.

1	2	3	4	
X				Franchise agreement with F&M
X				Country office and staff recruitment
X				Founding or joining franchise association
X				Starting F&M and franchise portal in internet
X	X	X	X	Organizing public franchise seminars
	X	X	X	Franchise introduction conferences in universities and businessmen groups
	X	X	X	Hiring franchise specialist and candidate representatives
			X	Selecting area partners
	X	X	X	Starting franchise coaching for potential franchisees
X	X	X	X	Franchise articles in economic magazines and newspapers
		X		Franchise almanac
		X	X	TV show for entrepreneurship
		X	X	Founding franchise systems for clients
			X	Starting own franchise brands
	X	X	X	Real estate services
		X	X	Agreement and linking selected suppliers for franchisors