

Francorp – Pakistan

Francorp's Story Began With One Man

Francorp is acknowledged as the world's leader in franchising. A franchisor's success depends on the success of the franchisees. Our founder, Donald Boroian, fuelled by his 50 years of business experience and obvious passion for work turned his expertise to franchise consulting and founded Francorp as the only **one-stop shop** in the industry.

Francorp Pakistan allows highly effective, targeted exposure by franchisors to prospective franchisees. Every effort is made to assist franchisors to link up with suitable investors, while they in turn are presented with a range of services to help them find the right franchise, including advice and information about the benefits of franchising as a means to starting a business or expanding an existing business. Today Francorp continues to be the only firm to offer clients coordinated strategic planning, legal services, operations, marketing, training and support services.

Francorp Pakistan operates alongside local business support organisations and the media agencies to raise awareness and understanding of franchising. It has managed to assemble a knowledge base of people extremely qualified and experienced in the industry – a team that is helping Francorp grow at an incredible rate.

Francorp - The Industry Leader In Franchising

Francorp Pakistan's success depends on a Proven Method – A 16 step system for developing successful franchises. Since 1976 Francorp has insured the franchise success of over 2,000 businesses.

We love telling our success stories of clients who have developed a relationship with Francorp, used our services, and reaped the benefits of our knowledge and expertise include

ARCO, AM/PM Mini Markets, Hershey Foods, Ryder Trucks, Popeye's Fried Chicken, Discovery Zone, Nutrasweet, Nestle, John Deere, Texico, and Valvoline.

How we do it!

At Francorp we assist our clients on all aspects of franchising which are listed below. We believe in being partners in your growth and help you resolve all operational issues throughout the lifecycle of a brand.

- **Strategy**

Francorp Pakistan starts with first developing a business plan outlining the company's growth and strategy for the coming years. It will help you decide, based upon your own presence in the marketplace and the strength of competition, where to sell franchises and who to sell them to. It will also assist, based upon similar criteria, what the franchise fee and royalties will be and what percent of sales franchisees must contribute to regional or national advertising. Lastly, it seamlessly integrates capabilities into organisational functionality.

- **Legal**

Many business owners think that the first they need to franchise is a franchise agreement. In fact they will need an agreement, and a very good one. However, the design of a franchise agreement of global stature is not the work of a lawyer. It is the result of the decisions made in the previous step of strategic planning. Then the lawyer turns those decisions in clauses in the agreement, within the framework of the law. Thus, legal documentation is prepared by Francorp based on the decisions made in the business plan regarding royalty, franchisee fee, protection of trade mark rights etc.

- **Operations and Training:**

Francorp Pakistan ensures successful franchisees by maintaining quality control, with a state-of-the-art operations manual for its franchisees. It will lists in detail all of the tasks required to operate the business, from unit opening to unit closing. Francorp is also responsible for developing **training programs** for use in conjunction with the operations manual. A two-day Franchise Management Training course is conducted, designed to educate the Client's management team on the complexities of operating and managing a growing franchise organization .

- **Marketing:**

Francorp helps you determine how to get your message to the prospects. For aggressive sales campaigns, Francorp recommends and provides the development of franchise sales video, media advertising, a mini-brochure (for use in direct mail campaigns and perhaps as a give-away at trade shows), a full-size franchise sales brochure, appearances at business opportunity and seminars, direct mail and Internet advertising. Francorp also assists you to create the materials that will contain that message; including advertisements. Francorp helps you find the right franchisee by allowing you to promote your business logo on our official website that helps you generate more leads which also adds further value and prestige to your business.

- **Brokerage:**

Buying a franchise can be an overwhelming decision with hundreds of concepts and thousands of franchises to choose from. Francorp Pakistan helps you weed through all the options by using the services of a franchise broker that can save the prospective franchisee a lot of time and effort chasing down opportunities that don't match with what they want to accomplish through franchise ownership. You can quickly determine the three or four concepts that are the best fit for your budget and goals.

- **Sales:**

Francorp provides franchise sales training to new and existing franchisors. Attendees are taught by industry experts with numerous years of franchise sales experience, receive a "how to" manual and personalised instruction on how to sell effectively. On an ongoing basis, Francorp provides implementation consulting to ensure that the lessons learned in the classroom work effectively in achieving sales.

