



# PROFILE BRIEF

**Francorp®**  
The Franchising Leader

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## The Franchising Leader

### Francorp, Leading The World in Franchising

Established in 1976, Francorp is one of the largest and oldest franchise-consulting firms globally, with presence in more than forty five countries. Over the years, Francorp has assisted more than 16,000 companies plans for expansion, and has developed more than 6000 full franchise programs.

The depth of Francorp's experience with successful franchising and the quality of our services has made us the industry leader. This is due, in part, to the Francorp Proven Method - a 20 step system for developing successful franchises.

We love sharing the success stories of our clients who have developed a relationship with Francorp, used our services, and reaped the benefits of our knowledge and expertise. These include Mc Donald's, AMPM, ACE Hardware, BP, Budget, Holiday Inn, Hershey Foods, Ryder Trucks, Popeye's Fried Chicken, Discovery Zone, KFC, Nestle, Fitness First, Kidzania, Under Armour, Inglot, Tony&Guy, Careefour, Hallmark, Buffallo Wild Wings, Shell, Total, Texaco, Valvoline and many more.

### The Industry Leader in the Middle East

Francorp Middle East provides a one-stop solution for all your franchising service requirements by employing highly dedicated professionals and in-house staff of franchise Attorneys, Marketing Executives, Strategic Planning Experts, Operations Manual Writers, and a very creative franchise sales training Staff. It is the only franchise consulting firm where your project is critically analyzed by specialists to carefully create & develop an unmatched franchise program.

Francorp Middle East has its franchising Headquarters for the GCC countries in Dubai, UAE. Other Francorp Middle East offices are in KSA, Kuwait, Qatar, Jordan and Lebanon, the latter serving as the Headquarters for the Levant region.

Our Middle East success stories include: Kcal, Emarat Fresh Plus, ENOC, 800 Pizza, Broccoli Pizza, Filli Cafe, Operation: Falafel, London Fish & Chips, Zoom, Kababji Grill, Sedar, Danube Home, Jones the Grocer, Dipndip, Champion Cleaners, 1847, SASCO, Firststop-Bridgestone, BLACK TAP, Eggspectation, CRYO, Malabar Gold, Bedashing and many more.

Interested in becoming a Francorp client and commencing the development of your franchise program? You can speak to a Francorp consultant, or book an appointment online to find out more about our processes and how franchising can benefit your business. We offer a choice of several pricing and payment options with our flexible franchise program development plans, in order to cater to your business requirements.

### Meet Us at One of Our Seminars

Each year Francorp sponsors over 200 Franchise Your Business seminars in cities throughout the United States, Canada, Latin America, Europe, the Middle East and Asia. At one of these events you'll get an opportunity to meet Francorp consultants in person. You'll learn more about franchising basics, your franchising potential, and what's required on your part to effectively develop your franchise business.

Contact our Dubai Office at +971 4 346 5000 or Connect with us on Facebook, Instagram, Twitter and LinkedIn to get more information on our upcoming events and keep updated with the latest news, trends & franchise opportunities in the MENA region. Take our franchisability quiz from our website to gain a better understanding of the basic factors involved, and to determine whether you effectively possess these qualities.

## WHY FRANCHISE?

Franchising is being employed by more and more types of businesses than ever before. Today, almost any product or service can be distributed through franchising. Whether you have a unique concept to introduce or an existing business that needs more capital for faster growth, franchising answers the three key problems of slow growth, lack of capital and finding the right employees. In short, franchising is your creative solution to the problem of money, time and people.

### **MONEY: FRANCHISING FUELS YOUR BUSINESS**

Franchising transfers almost the entire cost of expansion to franchisees. Franchisees can construct the building or pay the rent, buy the inventory, pay the employees and provide the working capital until sales make the business profitable. The growth of a franchise is limited only by the number of people willing to buy the franchise and the number of locations that can be sold. What is the cost to the franchisor? Often, it is no more than it would cost to establish a single, new company-owned unit.

### **TIME: WIN THE RACE TO BUSINESS GROWTH**

Anxious to move quickly before the competition catches on? Got a hot, new concept? Want to exploit a new marketing opportunity? Franchising is the only growth system that allows businesses to expand exponentially. A franchise can grow fast simply by selling individual units. Some franchises can grow even faster by selling multiple units or territories to sub-franchises. Either way, it is usually faster to open franchises than company-owned units.

### **PEOPLE: GET THE RIGHT PEOPLE FOR THE RIGHT JOB**

A good manager is hard to find. And franchisees make excellent managers. Why? Because they have a vested interest in the business. They own it. Through franchising, a company gets both dedicated managers and relief from the problems associated with hiring and managing personnel.

The cost of franchising is often a smaller investment than the cost of establishing just 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.

## WHY FRANCORP?

Knowledge, experience, network and nearly 47+ years of success are what Francorp can give you. Francorp's credibility and track record are based on our extensive experience with successful franchises. Our professional team will guide you in creating a seamless and customized franchise program that fits your growth plans. With Francorp, you get all the franchise services you'll ever need under one roof.

### **Wide Franchise Experience in Every Sector.**

Collectively, we have been designing franchise programs for nearly 47+ years; developed over 6,000 franchises; and advised 16,000 companies in their expansion. We pride ourselves with an impressive list of clientele who are top names in the franchise industry. We've worked with some of the best known companies locally and around the globe, yet many of our clients started small. Our clientele spans various levels and categories, representing virtually every industry segment - be it retail, food, health & beauty or service. This makes for a rich resource for developing a quality franchise.

### **Global and National Network for Resources and Support.**

With 25 offices around the world, Francorp can offer global knowledge and solutions to fit your franchising needs. Our clients have access to a network of strategic partners and contacts, both local and global, in the field of franchise financing, business, governmental services, specialized service providers and suppliers. We will guide you from start to finish. We approach every project objectively and analytically and then customize our strategy to fit your immediate and long-term needs and resources.

### **One-Stop Shop With a Unique, "Hands On" Approach.**

Having all the franchise services you need under one roof is convenient, cohesive, and cost effective. Our team works full time on your program in a seamless, coordinated manner using our proven method and real world experience in franchising. **The result - a solid and sound franchise that works.**

## PROGRAMS AND SERVICES

Francorp's wealth of knowledge, capabilities and real world experience allows us to offer unique franchising services.

## FRANCHISE DEVELOPMENT AND CONSULTING

Francorp offers franchise development services that enable businesses to transform into a successful franchise:



### Strategic Planning & Program Structure

- Franchise Structure
- Franchise Business Planning
- Industry / Competitor Research & Analysis



### Franchise Legal Documentation

- Franchise Agreement
- Legal Consulting



### Franchise Operations Services

- Operations Manual Development
- Operations Consulting



### Franchise Marketing Services

- Franchise Marketing Plan
- Lead Generation Program
- Franchise Brochure & Sales Presentation



### Franchise Sales Services

- Franchise Sales Training
- Franchise Sales Manual
- Franchise Sales Consulting



### Franchise Management Services

- Franchise Management Training
- Francorp Certifications
- Francorp Academy Training & courses

## SPECIAL PROGRAMS

Franchisors have specific needs that require Francorp's experience, strategic network and flexibility. We are structured to meet these unique needs.

- International Franchising
- Master Franchising
- Area Development Franchising
- Franchisability/Feasibility Study
- Franchise Program Audit or Review
- Franchise Management Training & Consulting

## FRANCHISE SEMINARS AND CONSULTATIONS

Francorp offers "How to Franchise your business" Seminars and One-On-One Consultations which are designed for qualified entrepreneurs and business owners aspiring to be franchisors. We also design and conduct corporate franchise seminars tailored to fit your company's specific franchise needs

**Call us now** for an appointment or visit us at [francorpme.com](http://francorpme.com) for a **FREE franchisability assessment**.

## REGIONAL HEAD OFFICE

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## GLOBAL NETWORK

Argentina | Belgium | Baltic States | Chile | Egypt | India | Indonesia | Japan | Jordan | KSA | Kuwait | Lebanon  
Malaysia | Mexico | Netherlands | Pakistan | Philippines | Qatar | Singapore | Turkey | Thailand | UAE | USA

## RESTAURANT FRANCHISES

SOME OF OUR SUCCESSFUL CLIENTS





## BAKERY/CAFE FRANCHISES



## SWEETS & DESSERTS FRANCHISES



## RETAIL FRANCHISES



## HEALTH/BEAUTY FRANCHISES



## AUTOMOTIVE FRANCHISES



## CHILDREN SERVICES/EDUCATION FRANCHISES



## CLEANING/MAINTENANCE FRANCHISES



## ENTERTAINMENT/ACTIVITIES FRANCHISES



## HOTEL FRANCHISES



## BUSINESS SERVICES FRANCHISES



READY TO GROW?  
**FRANCHISE IT**



**Francorp<sup>®</sup>**  
The Franchising Leader

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