



Approach Franchising with Confidence

- 10:00** **Registration and Coffee**
- 10:15** **Welcome and Introductions**
- 10:20** **What is Franchising? The Opportunities Available and How to Evaluate them?**
Presenter: British Franchise Association
A look at what franchising is, who franchises in the UK, the types of opportunities available and how to assess yourself, the franchisor and the market place.
- 11:00** **Financial Considerations**
Presenter: bfa Affiliated Accountant
A bfa professional looks at how much investment is involved, the possible returns for you and how to develop your business plan.
- 11:30** **Coffee**
- 11:50** **Raising Finance**
Presenter: bfa Affiliated Bank
An experienced bfa Affiliated franchise banker guides you through the sources of finance, costs involved and the financial decisions you'll need to make.
- 12:20** **The Franchise Agreement**
Presenter: bfa Affiliated Solicitor
An experienced bfa Affiliate franchise lawyer takes you through the main pitfalls in franchise agreements, and how to avoid them.
- 12:50** **Open Forum Session**
- 13:00** **Buffet Lunch**
- 13:50** **Franchisees View Point**
Presenter: bfa Member Case Study
A bfa member franchisee explains why they chose franchising and their specific franchisor and the potential downsides of franchising.
- 14:20** **How Do Franchisors Choose Their Franchisees?**
Presenter: bfa Full Member
A bfa member franchisor gives their view on what they look for in franchisees and why they believe franchising is a good option.
- 14:50** **Open Forum Session**
Presenter: Facilitator
An overview of the day and a chance to clear up any final questions.
- 15:00** **Close**