



Franchise Your Business Virtual Seminar

- 09.00** **Welcome & Introduction**
Introduce yourself and your business that you are looking to Franchise.
- 09.10** **An introduction to the Franchising and the BFA**
- Franchising, what it is and what it is not
 - Insight into the Industry
 - The role the BFA plays in the Industry
 - Obligations for both a Franchisor & Franchisee
- 09.40** **The Franchising Process – Getting Started**
Reviewing the network development plan, pilot operation and operating system.
- 10.10** **Legal considerations when franchising your business**
A BFA Legal Advisor gives an insight into the franchisee/franchisor legal relationship and guides you through the legal considerations.
- 10.40** **Comfort Break**
- 10.50** **The Franchising Process – Ongoing Development**
How to market the franchise, recruit franchisees, recruit and train support staff and train and support franchisees.
- 11.10** **Raising Finance**
Why banks like franchising and what they look for in order to lend you and your future franchisees money.
- 11.30** **Franchisor Viewpoint**
A franchisor talks about the advantages and disadvantages of franchising, income and expenditure and the potential downsides and problems.
- 12.00** **The Franchising Process – The Future**
A discussion on monitoring and motivating franchisees and what happens at the end of the relationship.
- 12.30** **Is Franchising Right for Your Business?**
An overview of the day and a chance to clear up any final questions.
- 12.45** **Close**