

FRANCHISE
TRAINING PROGRAM

Advance: Franchise Marketing



Learning & Development arm of Pernas



ABOUT THE COURSE

Franchise Marketing is designed to provide the important information or franchisors and franchisees on how to expand marketing horizon and create own marketing initiatives.

LEARNING OUTCOME

Upon completion of this course, you will be able to:

- Understand the concept and practices of localized marketing.
- Understand the concept and practices of customer relationship program.
- Understand the concept and practices of franchise branding.
- Evaluate the performance of digital marketing initiatives.

DURATION

- 2 Days

TRAINER

- Course is delivered by Pernas Certified Trainers.

LEARNING METHODOLOGY

- Lecture - based classroom
- Group discussion
- Presentation

WHO SHOULD ATTEND

- Franchisor.
- Franchisee.
- Franchise manager.
- Business owners - who are interested to venture into franchise business

SIGN UP NOW!

Visit <https://franchiseinstitute.my> or contact us at :

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