

FRANCHISE CERTIFICATION TRAINING PROGRAM



Learning & Development arm of Pernas

ABOUT THE COURSE

Franchise Certification Program is designed to advance your knowledge and professionalism in franchise business. This program is developed and marked to match the industry needs which include business potential, competitive advantage, and individual knowledge capacity.

1 FRANCHISE ATMOSPHERE

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

- Have better understanding about knowledge of franchise.
- Define main terms in franchising.
- Recognize various brands in franchising.
- Identify the key players in franchising.

2 FRANCHISE MARKETING

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

- Understand the concept and practices of :-
 - Localized marketing.
 - Customer relationship program.
 - Franchise branding.
- Evaluate the performance of digital marketing initiatives.

3 FRANCHISE LEGAL REQUIREMENT

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

- Determine the legal requirements and stages to become franchisors and franchisees.
- Have better understanding on the process of legal documents.
- Identify the best solutions in managing dispute between franchisors and franchisees.
- Understand the employment law which makes provision to protect the interests of employees working for franchisees.

4 FRANCHISE RELATIONSHIP

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

- Be persuasive - Learn the essential skills to influence and inspire others.
- Elevate interpersonal skills - Develop the flair to build rapport with stakeholders in order to work smoothly with them as franchisees.
- Use the mind to its full potential - Use both side of your brain to achieve maximum output.

5 FRANCHISE OPERATION

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

- Understand the essentials of business operations management.
- Prepare a basic business process workflow encompassing the 4 critical success factors in delivering operations excellence.
- Identify key performance indicators for each factor in franchise business for better monitoring and management.
- Make better business decisions driving better profitability balanced with an excellent operation management.

TRAINER

- Course is delivered by Pernas Certified Trainers.

LEARNING METHODOLOGY

- Classroom - based lecture
- Interactive group discussion

WHO SHOULD ATTEND

- Public who are into franchise business.
- Potential franchisors.
- Potential franchisees.
- Business owners.
- Graduates who are keen to venture into entrepreneurship.
- Retirees with entrepreneurship in mind.




DURATION




- 2 Days for each module

Fee:
RM 1,499
PER PARTICIPANT

SIGN UP NOW!

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

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