Franchise Website Review

**HOMEPAGE**

* Landing page, the description under “Take your franchise to the world” to be fixed to the following:

We’re here to support you grow and expand, locally and internationally.

Learn how to franchise and discover how you can become world leader through franchising.

* Description about the franchise development program is not updated. (Under services and on main page). Under “We help businesses grow by Franchising” add the below text:

Franchise UAE is a program created by Khalifa Fund in partnership with Francorp Middle East to support the growth and success of small and medium-sized enterprises across the UAE through comprehensive franchise development services to help businesses navigate the franchise process and successfully enter the franchise market.

1. Franchise Development Program
2. SME Initiatives

Button should be: Learn More instead of Explore Now

* Replace the image of Sell a Franchise with the one attached on the email
* Footer: Put Contact us instead of Office
* The links / titles in the footer should be aligned with the sections on the header
* Make the About clickable and to land on Partnership page when someone clicks on it
* Make Services clickable and to land on Franchise Development Program page
* Make Academy clickable and to land on the Franchise Management Training
* Under Franchisability Quiz section to amend the existing text “Whether or not to franchise is not an easy decision. You’ll need to consider the business issues and weigh the pros and cons from an informed perspective” to the below:

Helping franchisors to grow & expand their business as quickly and effectively as possible is our main aim and we assure that we have the right expertise in place to assist them. Our program is a bespoke portal to help brands develop their franchise and to recruit quality franchisees.

**ABOUT**

* “About”
  + The first section should be “Franchise UAE” and within we mention the partnership rather than titling it partnerships.
  + Add the logo of Franchise UAE similar to Khalifa Fund and Francorp pages
  + Add image similar to KF page (Image attached on the email)
  + Under About Khalifa Fund add towards the very last end of the page: Learn more about Khalifa Fund: <https://www.moec.gov.ae/en/khalifa-fund-for-enterprise-development>
  + Under Francorp add image similar to KF page (Image attached on the email)
  + Under Francorp add towards the very last end of the page: Learn more about Francorp Middle East: <https://francorpme.com/>

**BUY A FRANCHISE**

Please add the image attached on the email similar to about KF page

**SELL A FRANCHISE**

* Please add the image attached on the email similar to about KF page
* Amend the existing paragraph; instead of About Sell A Franchise, just remove the title and keep the below paragraph:

Franchising is being implemented by more businesses and more types of businesses than ever before. Today, almost any product or service can be distributed through franchising. Whether you have a new concept to introduce, an existing business in need of faster growth, or you just don’t have the capital to expand, the question often is: “Can we afford to go slowly and perhaps miss the chance of a lifetime, or should we take the expansion plunge and risk losing the business itself?”  
Franchise UAE has been helping brands, both large and small to develop their businesses into successful franchises and helping existing franchisors expand their networks regionally and globally.  
Think you have what it takes to franchise? Learn more about the Selling Process and find out which qualities are essential to making it work.

**FRANCHISABILITY QUIZ:**

* Please add the image attached on the email similar to about KF page
* Amend the existing content under About Franchisability Quiz to the below:

Franchising isn’t the only way to expand your business, but it offers benefits those other methods can’t. For instance, if you have the right idea, at the right time, and have the funds to support it, franchising can help you penetrate the market quickly.

Helping franchisors to grow & expand their business as quickly and effectively as possible is our main aim and we assure that we have the right expertise in place to assist them. Our program is a bespoke portal to help brands develop their franchise and to recruit quality franchisees.

If you think you’re ready for franchising take our franchisability quiz to make sure your business is franchisable.

* Quiz – It is better not to move to the next by skipping. (mandatory element to fill)

**SERVICES**

* + Franchise development program:
    - Update the description to the below:

The services outlined herein are intended to assist the businesses in initiating a franchise program. Our **Franchise Development Program** is designed to cater the needs of both new franchisors and the existing ones.   
Check out details about our franchise program development services. Franchise UAE provides three ranges of services:

* Amend the colors of the columns to be able to separate each program separately
* SME Initiatives – The title should not be “Francorp/KhalifaFund” it should be only Franchise UAE SME initiatives
* Please we need to include an additional service: HR & Talent Acquisition
  + HR Transformation services
  + Recruitment and Hiring Process
  + Talent Acquisition Services

**ACADEMY**

* Under each Training we need to include images accordingly (Attached on email)
* Under Franchise Management Training to include the following paragraph before the bullet points:

The **Franchise** **Management Training Program** summarizes many of the key development issues that influence franchise companies as they continue to expand their business system. A business owner who has found success in growing his/her own business will find that developing and growing a successful franchise organization requires special considerations and efforts that previously had not been an integral part of running the company. A franchisor will find there are strategic and structural decisions to be made, particular human resource needs to be analyzed and filled, and franchisee support issues to be addressed.

To assist a franchisor with his/her growing business, this training course, along with the supporting manual, will address some of these key issues that are imperative to the proper functioning and success of a franchise organization. While the needs and concerns of each franchise company are unique, the information presented in this manual will provide an overview of the important issues to consider as your company formulates its business planning and expansion policies. Some of the principal topics covered in this management training are:

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* Under Franchise Sales Training

Franchise UAE provides **Franchise Sales Training** to new and existing franchisors.  
Attendees are taught by industry experts with numerous years of franchise sales experience, receive a “how to” manual and personalized instruction on how to sell effectively. On an ongoing basis, Franchise UAE provides implementation consulting to ensure that the lessons learned in the classroom work effectively in achieving sales.

As a first step in your franchise sales training program, it is important to understand how the program is designed to integrate with other materials used in conjunction with franchise marketing. The objective of your sales program is to convert leads to franchise sales.  Some of the principal topics covered in this sales training are:

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* Under Other Trainings:

The below additional trainings are extensions and essential programs that should be acquired by business owners and franchisors while considering franchising their business. Other Trainings include:

* Strategic Planning and Business Plan Development
* Dos and Don’ts in Franchising
* How to properly shape a Legal Structure
* How to draft a Legal Agreement
* Legal Document revision
* How to Market your franchise?
* How to Sell your franchise?
* Operations Consulting and Manual Development
* Operations Manual Drafting, Review and Revision Services

And more

* Franchise News updates? Let us have 2 or three real for now and then keep feeding.

For the mean time let’s hyperlink each media blog to a page while later we include them our website:

1. 5 ways to franchise: <https://www.entrepreneur.com/franchise/5-ways-a-franchise-can-grow-fast/344500>
2. Buy the Right Franchise for you: <https://www.businessnewsdaily.com/1783-choosing-franchise.html>
3. To be removed