

MacMaine School of Computing(MSC)



Web: www.macmaine.com Email: info@macmaine.com

in association with



LONDON CAPITAL COMPUTER COLLEGE

86-90 Paul Street, London EC2A 4NE. England
Office: +44 207 998 5850 *Whatsapp* + 44 7476 8242 80
Website: www.londoncomputercollege.co.uk
Email: info@londoncomputercollege.co.uk

Franchise Business Development (2 days)



Who should attend?

- anyone who has a business they wish to expand (*Franchisor*)
- anyone interested in buying a franchise (*Franchisee*)

You can also learn how to be a Successful Entrepreneur by attending
a 12 week programme on *Business Enterprise & Entrepreneurship*

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Programme outline

Day 1

08:30	Delegate Introduction										
09:00	Introduction to Franchising <ul style="list-style-type: none"> What is a franchise How to franchise a business Franchise legal aspects <i>Business Plan</i> <ol style="list-style-type: none"> Title Page Table of Content Executive Summary Major Sections <table> <tr> <td>1. Description of the Business</td><td>6. Production Plan</td></tr> <tr> <td>2. Description of the Industry</td><td>7. Organisational Plan</td></tr> <tr> <td>3. Technology Plan</td><td>8. Operational Plan</td></tr> <tr> <td>4. Marketing Plan</td><td>9. Summary</td></tr> <tr> <td>5. Financial Plan</td><td></td></tr> </table> Appendix/Exhibit(s) <ul style="list-style-type: none"> (Does not have to be in this order) 	1. Description of the Business	6. Production Plan	2. Description of the Industry	7. Organisational Plan	3. Technology Plan	8. Operational Plan	4. Marketing Plan	9. Summary	5. Financial Plan	
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10:30 – 11:30	Franchising facts <ul style="list-style-type: none"> Advantages of franchising Disadvantages of franchising Financing a franchised business 										
11:30 – 11:45	Break										
11:45 – 12:45	Franchise Development <ul style="list-style-type: none"> Businesses that can be franchised Franchise agreement Business Expansion 										
12:45 – 14:00	Lunch										
14:00 – 15:30	Franchise Management (Business Essentials) <ul style="list-style-type: none"> Business Ethics/Professionalism Communication Creativity Partnerships Technology Understanding numbers (basic accounting concepts, techniques and conventions) 										

Day 2

Established businesses (*Franchisors*) selling their expansion ideas to those interested in buying a franchise (*Franchisees*). Each Franchisor has 15 minutes to pitch.

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