



**ZSEM**  
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# FRANCHISING BUSINESS

Monday, June 20, 2013, Zagreb School of Economics and Management



### **PURPOSE:**

The overarching goal for this seminar is to develop skills needed for participants to succeed as a franchisee, franchisor, or franchising executive. This seminar aims to equip participants with a basic understanding of franchise operations via a combination of theoretical explanations of franchising and practical applications of franchising management issues.

Upon completion of this seminar participants should understand the stages of business development required for franchise initiation and expansion. As a method of distribution of goods and services, franchising is an important area in business.

### **PRIMARY LEARNING OUTCOMES ARE:**

- ability to identify opportunities to expand local businesses through franchising;
- ability to work out details needed to establish and develop a franchise network;
- ability to acquire a franchise and establish new outlets in the franchise network.

### **PROGRAM OVERVIEW:**

The franchising method of doing business is increasing rapidly worldwide. Many product and service businesses are managed through franchising networks. Consequently, there is an increasing need among franchise firms for executives with franchising knowledge, and there are increasing opportunities for people to attain business ownership as franchises. This seminar deals with the important aspects of starting, developing, and managing both franchise networks and franchises within those networks. Specific attention is given to the franchisor-franchisee relationship, and how both sides contribute to their mutual success. Profit opportunities, legal considerations, and international aspects of franchising are addressed as well. This seminar will explore the strategic issues related to franchising from the franchisor's point of view, and will equip participants to evaluate whether or not to franchise, and if so, the most effective way to do so.

This course introduces participants to the role of franchising as a means of distribution of goods and services and applies theoretical frameworks such as agency theory, transaction cost economics and signalling theory to franchising contractual relationships. The business relationship of franchisee and franchisor is also explored in terms of stages of development of the franchising life-cycle and the importance of nurturing the franchising relationship is stressed. Franchise management issues such as franchisee recruitment, selection and training, initial and on-going franchise support services, franchisee performance monitoring, and franchise fee structures are explored in detail. Franchisee



development structures such as pilot operations, mobile and home-based franchises, multiple units, multiple systems, multiple concepts, and co-branding are explored. Expansion into international markets is analysed in terms of market entry, preparation, ownership and fee structures, and control of units and brands.

### **BENEFITS TO PARTICIPANTS:**

Upon completion of the seminar, participants will be able to:

- Describe the development of franchising and appreciate its contribution to the world economy
- Understand the theoretical explanations of why franchising occurs
- Understand the basic legal and ethical framework in which franchising operates
- Identify various stages of the franchising life cycle and franchising relationship
- Analyse the management and marketing aspects of sustainable franchise organizations
- Compare the unique perspectives of franchising from franchisor and franchisee viewpoints
- Critique currently operating franchise systems in terms of their major challenges
- Analyse problems in franchise systems and offer conflict resolution strategies
- Identify current and future trends in franchising

### **WHO OUGHT TO ATTEND?**

Franchising in business is a topic for everyone. Participants can benefit from its highly practical approach to entrepreneurship and new business development. We would, however, recommend this course to:

- Professionals / practitioners with sales tasks,
- People who has ideas to create new business,
- Business development managers,
- Sales managers,
- Entrepreneurs,
- Business owners,
- People who want to join well-known business.

**SEMINAR FORMAT AND SCHEDULE:** This seminar will explore these issues using both lecture and case discussion methods.



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#### **SEMINAR LEADER:**



**Marta Ziolkowska**, Ph.D. is an assistance professor at Warsaw School of Economics in Department of Corporate Management. She is working as a franchising researcher and lecturer for over 10 years. Marta Ziolkowska has published a lot of papers and books about franchising as a successful model of doing business. She is a co-author of Franchising in Poland Report, 2010. She has international teaching and research experience gained on one of international internship at Victoria University of Wellington (New Zealand) and University of Porto (Portugal). She is a member of MAG Scholar organization and each year participates in international conferences all over the world.

Her research interests cover fields like: entrepreneurship, innovations in organizations, SME management, social media and franchising. She is also an business expert and franchising consultant in Poland. As an experienced expert Marta Ziolkowska is often invited to conduct training or a lecture during business conferences. She also is taking part in EU project concerning conducting lectures in virtual world – “Second Life”.

#### **REGISTRATION INFORMATION:**

The program fee is 1.900,00 kn. The fee includes tuition, instructional materials, literature, lunch and reception. Application must be received by June 13th, 2013. Seats are limited.

**Group booking discounts: available for delegates from the same institution on the same program!**

#### **CONTACT:**

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