

What?

"Franchising from A to Z" seminar was designed in collaboration with The Franchise Center of University of Texas , El Paso, USA. The seminar is providing the basics of the franchise business.

Who for?

This seminar is targeted for entrepreneurs who are looking into expanding their business by creating a franchise network and to the persons who would like to enter the entrepreneurial world through the purchase of the franchise.

How?

The seminar consist of eight lectures each one created with the purpose to give participants opportunity to become a succesfull franchisor or a franchisee. The lecturers are the individuals with strong professional franchise knowledge and experience.

Why?

The purpose is to introduce the franchise concept to the entrepreneurs as one way of expanding an entrepreneurial activity on regional and national level.

The Price?

For application before 01.11.2005 - 1.000,00 Kn
For application after 01.11.2005 - 1.200,00 Kn
(VAT is not included)

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Our partners



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CENTER for
ENTREPRENEURSHIP

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Seminar
FRANCHISING
FROM A TO Z

Šetalište kardinala Franje Šepera 13/II

Osijek

November 17 and 18, 2005

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"FRANCHISING FROM A TO Z" SEMINAR PROGRAM

Day One, Thursday November 17th, 2005 (9 AM to 4 PM)

Modul 1-The introduction to the franchise business

Lecturers: Mirela Alpeza, Franchise Center, Osijek
Marko Bijelić, Franchisee of Fornetti peciva d.o.o.

What is a franchise? How is it different from a distribution contract, or a licence contract and other similar business relationships? Why are some franchises successful and some are not? How can some particular characteristics of the franchisor and of the franchisee or the franchise itself have mayor impact on the success of the business.

Modul 2 The real start: The importance of the business plan

Lecturers: Anamarija Mandić, Center for Entrepreneurship Osijek
Nikola Oršanić, Dama toneri d.o.o., Franchisor

Make the business plan that will include the cost advantages and disadvantages of franchise business model. The business plan you make will be your basic tool for decision making about entering the franchise business and time planned for return on investment. It will also be your comparison tool to compare the franchise model with the scenario if you were to start the brand new business using your personal knowledge and experience only.

Modul 3 Creating a franchise network

Lecture: Ljiljana Kukec, Body Creator Zagreb, Franchisor
Promaturo Entrepreneurial Franchise Center

How to make a decision about creating a franchise network?
How to check if a particular idea can be developed into a franchise? How to find an ideal franchisee? What are the steps in creating a franchise network? Who can help you in this process?

Modul 4- Management, training, communication

Lecturers: Slavica Singer, Faculty of Economics in Osijek
Gabrijela Grgić Bartowski, Mc Donald's Hrvatska d.o.o.

This lecture is a overview of the educational and management training programs franchisors provide to the new franchise users as well as operative instructions the users will follow in everyday business. Get to know the criteria used when hiring and training people as part of an ongoing process.

Day Two , Friday November 18th, 2005 (9 AM to 4 PM)

Modul 5 - Legal framework of franchise business in Croatia

Lecturers: Aleksandar Erceg, Franchise Center Osijek
Antun Schmidth, Attorney office of Schmidt & Zatezalo

This lecture is focusing on analysis of the franchise contract- initial entrance fee, the terms of the use of franchise: the territory, contract duration , location, education of employees, advertising fees, standards and uniformity of business practices, insurance and claim payments, termination of contracts...

Modul 6 - Managing financial and other types of risk

Lecturers: Robert Vučković , Allianz Zagreb d.d.
Andrea Kiš, Hypo-leasing Kroatien d.o.o
Vesna Šarić, Slavonska Banka d.d. Osijek

It is important to protect you investment. In most cases the franchise agreements require different kinds of insurance. Check the scenarios where services of insurance companies are required. Learn about how your entrepreneurial bank loans are processed as well alternative financing options (leasing).

Modul 7 - Choosing the location

Lecturer: Aleksandar Erceg, Franchise Center Osijek

How to find the best location for you franchise? How to negotiate the affordable lease/rent price? How to use the local government sources in terms of demographic data, traffic in particular areas and also information about the city growth plans? What should you expect from your franchisor, the real estate agent and the lawyers?

Modul 8- Your brand is your future

Lecturers: Larisa Medić, Graduate Program in Entrepreneurship
Igor Medić, Business Incubator BIOS Osijek

The advantages and disadvantages of the franchise business from the marketing point of view: evaluate the advantages of using already developed brand versus the investment needed to develop your own resources: financial, time and risk...

Welcome!

Impressions and comments of participant's attending previous "Franchising from A to Z" seminars:

"Franchising from A to Z,, seminar has filled all the expectations set by the ambitious title. It covered in two days all the key aspects needed for better understanding of franchise business. Relaxed atmosphere, life examples of the entrepreneurs who decided to work with the franchise, expert advises from the lecturers and very good hand outs all make this seminar excellent starting point for all potential franchisors and franchisees. I would recommend this seminar to all who are considering starting their own business as well as to the existing companies who are looking into expanding.

Aron Stanić
Business Incubator BIOS

Even if my work for the last five years has been closely connected with franchise business model, or had majority of elements of franchise business, I found your seminar to be of great help in my work. The fact is that most of your presentations and lectures I recognized through my practical work in „Brodomekur“, but I have to say that your seminar has pulled it all together and also gave me large number of new information I could use in the future.

Damir Borčić
Franchise Manager, "Brodomekur" d.d. Split

I believe that attending seminars like this is very important because people in Croatia very often use the term „franchise“ without proper understanding of that word. The other reason is that in the seminar like this one can meet businessmen from different segments of economy and therefore it is interesting to exchange the experiences and problems as well as suggestions for the application of franchise model in everyday life.

Mario Grbeša
Sales Manager, "Zagrebačke pekare Klara" d.d. Zagreb

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