

## WORKSHOP TOPICS

### 29-Oct-17

10:00 - 13:00	<p><b>How to Protect Your Franchise?</b></p> <p>The A-Z guidelines to protect your franchise system's trademarks, copyrights and patents. How to Set up the right legal entity to franchise your business.</p>
13:00 - 14:00	<p><b>Lunch Break</b></p>
14:00 - 17:00	<p><b>The Right Recipe for Franchising</b></p> <p>The workshop will cover the key dynamics of operating a successful franchise, through analyzing the potential of your brand and building the right foundation to your franchise plan.</p>

### 30-Oct-17

10:00 - 13:00	<p><b>Supply Chain: The Basic and Beyond</b></p> <p>How to develop a strong franchise system to maintain control over the quality of products and services to reinforces your brand through supply chain.</p>
13:00 - 14:00	<p><b>Lunch Break</b></p>
14:00 - 17:00	<p><b>Franchise Marketing VS Traditional Marketing</b></p> <p>How franchise Marketing works: Learning the basics steps to attract the right franchisee in the right Market by exploring the untraditional marketing tools.</p>