

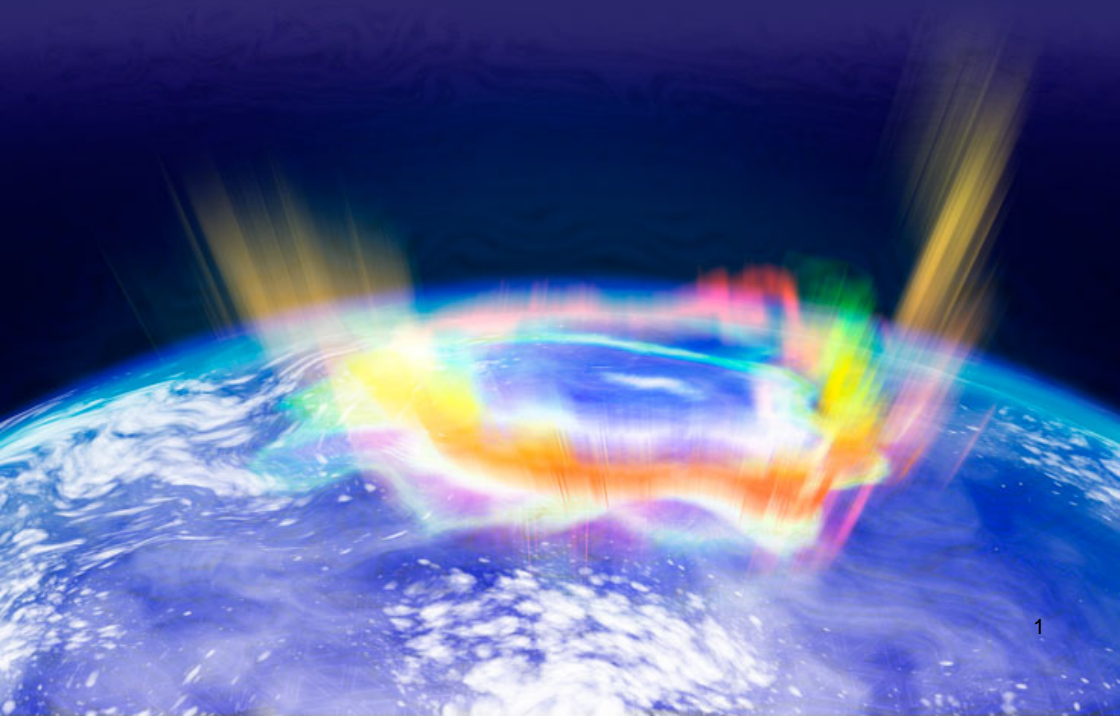


Business Process Development

Franchise / Chain Store
Development

SYSTEM - SOLUTIONS - SPECIALIST

GLOBALIZING YOUR BUSINESS



Franchising is the modern way of business in this age and has been a popular business model in Malaysia. It is about mirroring/adopting the same successful business model cum practices of another company legally. This preferred way of growing a business and also the key into globalizing your business had been witnessed in various growth statistics spewed forth by different resources, as well as the increasing interest of the governmental bodies in encouraging and attracting franchising businesses.

Expanding A Business By Franchising

Franchise industry has been growing rapidly since 1960s, and lots of successfully franchised businesses in other countries are rapidly expanding their international franchising programs globally since then. For example,

McDonalds and KFC.

The Key Trends

Franchising is one of the fastest growing industry in Malaysia, there has been a 15% increase in number of Registered Franchise Business under RoF, KPDKK between 2005-2009. From report (Nov.2008) shows that there is 360 franchise system registered in Malaysia, out from that 65% were home-grown franchise brand and estimate generated revenue up to RM10.70 billion.



Franchising is a method of business distribution that combines some of the advantages of an integrated corporate network with independently owned and operated businesses.

The Role of a Franchisor

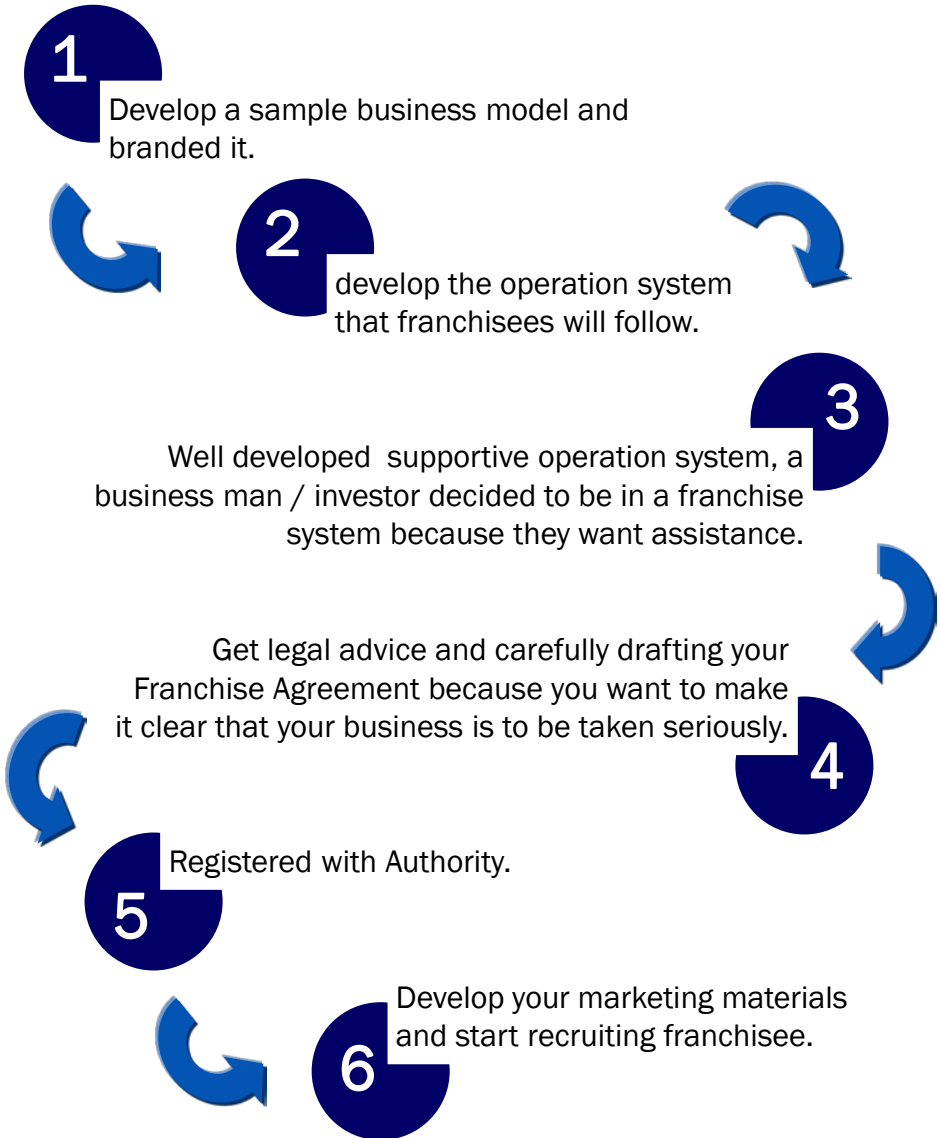
As supplier of intangibles properties and services, including trademarks,, confidential information, business model and management system.

As a trainer and an advisor to its franchisees, furnishes location survey, marketing services to its franchisees.

Supplies research and development services to its franchisees. Assist on evaluating innovations by franchisees and implements throughout its network with those determined to be beneficial.

As supplier of tangible products, like finished goods, equipments, including materials or ingredients that the franchisee uses to make a product and/or perform a service. And Franchisor might assigned a limited number of approved suppliers entirely for quality control or trade secret protection purposes, to establish a convenient, reliable and low cost supply source for its franchisees to enjoy cost benefits.

THE ROUTE TO BE A FRANCHISOR



How to Start

In 3S, we provide Franchisor Development Coaching Program and Licensing Program Development to spark up the direction towards Franchising your successful business model, including Standard Operation Procedure (ie known as ‘SOP’) write-up, Training Manual, HQ Operation and Management System Development.

Besides that, we also offer Licensing Program Development.



Standard Operation Procedure (SOP) write up / review for outlet

- Current status study
- Operation and Training manuals composing
- Training, distribute

HQ Operation & Management Development

- Current status study
- Operation and management process analysis and study
- Process mapping
- Procedure composing
- Training, implementing, and distribute
- Development Business Model
- Legal Advisory (by panel lawyer)

Franchisor Development Coaching Program

- HQ operation and management process developing
- Outlet operation and management process developing
- Develop Business Model
- Training Manual composing
- Operation Manual composing
- Training, implementing, and distribute
- Legal Advisory (by panel lawyer)

Our Consultants

Lead Consultant

- Bachelor graduate from National Taiwan University, major in Industrial Management.
- Certified attending Halal internal audit workshop organized by Halal Development Corporation (HDC).
- Certified attending Franchise courses organize by MFA, include training for Franchisee, Franchisor, and Franchise consultant as well.
- Experience includes working for SMEs, foreign owned consulting firm, involved in writing S.O.P since year 2000. involve projects include JF beauty, ChangSing deco, China franchisor development in 2001.
- HRDF Certified Trainer

Jessica Tan



By study core business process,
helps on understand how business
earn revenue and from where
that revenue comes.

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your next business development and
achievement



SYSTEM

SOLUTION

SPECIALIST

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