

PFA ADVISORY ON FRANCHISE SCAMS

The **Philippine Franchise Association (PFA)**, once again, would like to remind the public to exercise due diligence when buying a franchise.

While franchising, if done right, offers a **higher success rate**, and continues to be a preferred investment option for Filipinos, there are franchises out there that are poorly developed or are actually scams, which are using the good reputation of franchising to defraud people. Hence, the Association is reminding the public to ask the following questions and **WATCH out** before buying a franchise:

1. **WHO** are the people behind the company/brand? Does the franchisor have a proven track record in franchising?
2. Are the franchisee **AGREEMENT and operations manual** detailed and comprehensive enough to include the interests of the franchisee?
3. Does the franchisor own their **TRADEMARK** and has a **business system** in place?
4. **CHECK** if the franchisor is a **member** of a legitimate franchise association like **PFA**
5. Will the franchisor provide **HOLISTIC** franchisee **trainings and support**?

Buying a franchise takes time and having one entails hard work so don't fall for pressure tactics and for too-good-to-be-true offerings. Hence, do your **research first** before you buy a franchise.

Please **scan the QR code** to get a copy of PFA's e-brochure on **How to Invest in the Right Franchise**.

Thank you

