



# THE VIRTUAL FRANCHISEE SUMMIT 2024

# SUCCESS JOURNEY OF A FRANCHISEE

A Journey from a Single Unit to a Multi-Unit Franchisee



10 JULY 2024  
WEDNESDAY



9:00AM TO 2:30PM  
VIA ZOOM

## PFA ANNUAL FRANCHISEE SUMMIT 2024

### “Success Journey of a Franchisee”

(Journey from a Single Unit to a Multi-Unit Franchisee)

JULY 10, Wednesday \* 9:00AM-2:30PM (MANILA TIME)

### PROGRAM AGENDA

#### SUMMIT DESCRIPTION:

- Learn how to **grow** a single unit franchise to a multi-unit (Starting Incubation> Profitable Single Unit > Maturity > Multi-unit)
- Learn how to **transition** to the next growth stage (Know what to prepare and what defines success in each stage)
- Know the **Pain Points + Growth Pillars** for each stage

TIME	ACTIVITY	SPEAKERS AND PANELISTS
<b>Part I</b>	<b>Opening and Plenary</b>	
9:00am-9:15am (15-min)	Opening Ceremonies House Rules	<b>Hosts/ Moderators:</b> <b>MS. KATHRYNA MANALO, CFE</b> International Business Development Director Potato Corner  <b>MR. MIGUEL ANTONIO S. LINDO, CFE</b> Franchise Development and Communications Director and District Director BNI Business Solutions, Inc.
	Invocation	<b>MS. MITCH HONG, CFE</b> Franchising Director Mang Inasal

	Welcome Remarks	<b>MR. JOSEPH TANBUNTIONG</b> President, PFA Chief Business Officer (Philippine Country Head and Jollibee Global) Jollibee Foods Corporation
	Introduction to Keynote Speaker	<b>MR. JOEY ALVERO, CFE</b> Committee Chair, Virtual Franchisee Summit Director for Homegrown Franchises, PFA COO, Potato Corner
9:15am-9:55am (40-min)	<b>KEYNOTE PRESENTATION:</b> <b>Developing a Growth Mindset from a Single Unit to a Multi-Unit Franchisee</b> <ul style="list-style-type: none"> <li>• Sharing of Actual Journey, Real-Life Experiences</li> <li>• How to grow a single unit franchise to multi-unit (Starting Incubation&gt; Profitable Single Unit &gt; Maturity &gt; Multi-unit)</li> <li>• How to transition to the next growth stage (Know what to prepare and what defines success in each stage)</li> <li>• Know the pain points + growth pillars per stage</li> <li>• How to maximize opportunities and overcome challenges</li> </ul> <b>Modality:</b> 30-min speaker presentation 10-min Q&A	<b>Keynote Speaker:</b> <b>MR. RODOLFO “RUDY” P. ANG</b> Multi-Unit and Multi-Brand Franchisee <b>Jollibee, Chowking &amp; Red Ribbon</b>
9:55am-10:00am	<b>Group Pictorial in Zoom</b>	
<b>Part II</b>	<b>Plenary Sessions</b>	
10:00am-10:10am	<b>Intro to the Plenary Sessions</b>	
10:10am-10:50am (40-min)	<b>SESSION 1:</b> <b>Maximizing the Use of Digital Marketing Platforms</b> <ul style="list-style-type: none"> <li>• How to leverage on using digital marketing platforms to expand your</li> </ul>	<b>A Panel of Experts:</b> <b>(2 Panelists)</b>  <b>MR. BO LUNDQVIST</b> President and CEO <b>Retail Associates</b>

	<p>customer base and to help build customer loyalty.</p> <ul style="list-style-type: none"> <li>• What are the effective digital marketing tactics to increase your store sales</li> </ul> <p><b>Modality:</b> 15-min presentation by each panelist 5-min to 10-min Q&amp;A</p>	<p><b>MR. REYNALDO PAUL B. CHICO</b> Multi-Unit Franchisee <b>McDonald's Phils.</b></p>
10:50am-11:35am (45-min)	<p><b>SESSION 2:</b> <b>Growing Your Franchise Businesses through Effective Financial Management</b></p> <ul style="list-style-type: none"> <li>• How to Manage Your Cash Flow</li> <li>• How to Manage Your Company's Profit and Loss</li> <li>• How to handle Company's Finances effectively</li> </ul> <p><b>Modality:</b> 10-min presentation by each panelist 5-min to 10-min Q&amp;A</p>	<p><b>A Panel of Experts:</b> <b>(3 Panelists)</b></p> <p><b>MR. ALLAN M. CAO</b> Executive Director for Assurance and Markets <b>PWC Philippines</b></p> <p><b>MS. JUDY ANNE LORENZO</b> Franchisee <b>Moonleaf Tea Shop</b></p> <p><b>MR. TED BRYAN K. YU</b> Multi-unit Franchisee <b>Shawarma Shack</b></p>
11:35am-11:50am (15-min)	<p><b>SESSION 3:</b> <b>Financing Options for Business Growth</b></p> <ul style="list-style-type: none"> <li>• Eligibility to access financial facility for business expansion</li> <li>• Evaluate your financial capacity and capability to avail of a loan for business expansion</li> </ul> <p><b>Modality:</b> 5-min Presentation by each speaker</p>	<p><b>Speakers:</b> <b>MR. FRANCIS LORENZO ESTACIO</b> Area Channel Distribution Manager for GMA <b>GCash</b></p> <p><b>MR. ANTONIO MAGPAYO</b> SME Sales Head <b>Union Bank of the Phils</b></p>
11:50am-12:05nn (15-min)	<p><b>SESSION 4:</b> <b>How Can Technology Help You Manage Your Multiple Outlets</b></p> <p><b>Modality:</b> 15-min Presentation</p>	<p><b>Speaker:</b> <b>MR. MARIO G. BOLANIO, JR.</b> Product Manager for SD-WAN <b>PLDT Enterprise</b></p>
12:05nn-1:00pm	<p><b>Lunch Break</b> <b>AVP Playing</b></p>	

<p>1:00pm-1:20pm (20-min)</p>	<p><b>SESSION 5:</b> <b>Embracing Sustainability Practices and Why is it Good For Business?</b></p> <ul style="list-style-type: none"> <li>• How to adhere to Extended Producer Responsibility (EPR) Act of 2022</li> <li>• How to practice and implement sustainability in your business such as the plastics exchange, use of water, use of solar panel, giving back to mother earth, etc.</li> </ul> <p><b>Modality:</b></p> <ul style="list-style-type: none"> <li>• 15-min speaker presentation</li> <li>• 5-min Q&amp;A</li> </ul>	<p><b>Speaker:</b> <b>MR. JUN ROY</b> President and Chief Transformation Consultant <b>Regenerative Transformation Institute</b></p>
<p>1:20pm-2:10pm (50-min)</p>	<p><b>SESSION 6:</b> <b>Preparing your Organization Capability for Growth</b></p> <ul style="list-style-type: none"> <li>• How to beef up the following key business areas as the franchisee progresses from Single to Multiple units <ul style="list-style-type: none"> <li>✓ Management</li> <li>✓ HR</li> <li>✓ Operations</li> </ul> </li> <li>• How to assess what services to outsource or for in-house</li> <li>• When to start getting professional services</li> <li>• When to start doing product mix analysis and market competitive analysis and recommending product innovations</li> </ul> <p><b>Modality:</b></p> <ul style="list-style-type: none"> <li>• 15-min presentation by each panelist</li> <li>• 10-min Q&amp;A</li> </ul>	<p><b>A Panel of Experts:</b> <b>(Multi-Unit Franchisee-Panelists)</b></p> <p><b>MR. BRICE JUSTIN GODFRIED</b> Multi-Unit Franchisee <b>TGP The Generics Pharmacy</b></p> <p><b>MR. FROILAN MANOTOK</b> Multi-Brand Franchisee <b>7-ELEVEN and POTATO CORNER</b></p>
<p>2:10pm-2:15pm</p>	<p><b>Closing Remarks</b></p>	<p><b>MR. CHRIS LIM, CFE</b> <b>Chairman, PFA</b> CEO, Francorp Phils</p>
<p>2:15pm-2:30pm</p>	<p><b>Closing Ceremonies</b> Post-Event Evaluation Announcement of PFA Upcoming Events <b>End of the Program</b></p>	

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