

PFA ANNUAL FRANCHISEE SUMMIT 2025

Theme: “Operational Excellence: Driving Sustainable Success in Franchising”

AUGUST 13, 2025, WEDNESDAY * 9:00AM-3:00PM

Summit Highlights:

- Operational excellence drives sustainable franchise growth and long-term success.
- Implement strategies to improve efficiency, consistency, and innovation across the business.
- Apply best practices to boost profitability, competitiveness, and resilience in a dynamic market.

DRAFT PROGRAM AGENDA

TIME	ACTIVITY
	Registration and Networking
8:30am-9:00am	REGISTRATION OF ATTENDEES AM Networking
	Opening Ceremonies and AM Plenary Sessions
9:00am-9:15am (15-min)	Opening Ceremonies House Rules Invocation
	Welcome Remarks
	Introduction to Keynote Speaker
9:15am-10:05am (50-min)	KEYNOTE PRESENTATION: Sustaining Operational Excellence in a Constantly Evolving Market Discussion Points: <ul style="list-style-type: none">● Real-world success story: Achieving operational excellence through best practices and measurable outcomes● Staying relevant and competitive in a rapidly shifting market environment● Anticipating and adapting to industry trends and innovations● Future-proofing the business through strategic foresight and organizational resilience● Leveraging on technology and automation to drive efficiency and scalability

	<ul style="list-style-type: none"> Strengthening and widening the competitive moat to ensure long-term market leadership <p>Modality:</p> <ul style="list-style-type: none"> 40-min speaker presentation 10-min Q&A
<p>10:05am-11:05am (60-min)</p>	<p>SESSION 1:</p> <p>HR: Recruiting and Retaining a High-Performing Store Operations Team</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> Key challenges and effective strategies in recruiting and retaining top talent for store operations Best practices in managing a high-performing store team to drive operational excellence Compliance with DOLE regulations and labor policies related to store operations management Creating a positive work environment that supports employee engagement, development, and retention <p>Modality:</p> <ul style="list-style-type: none"> 20-min: Speaker 1 20-min: Speaker 2 20-min: Q&A
<p>11:05am-12:05nn (60-min)</p>	<p>SESSION 2:</p> <p>SYSTEMS: Ensuring Consistent Operations Across All Locations</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> Establishing effective Standard Operating Procedures (SOPs) to drive consistency and efficiency across franchise locations Strategies for implementing and reinforcing operational standards and policies at all levels Ensuring alignment and compliance through training, monitoring, and continuous improvement <p>Modality:</p> <ul style="list-style-type: none"> 20-min: Speaker 1 20-min: Speaker 2 20-min: Q&A
<p>12:05nn-</p>	<p>LUNCH NETWORKING BREAK</p>

1:00pm	PLAYING OF AVPS
1:00pm-1:50pm (50-min)	<p>SESSION 3: DATA ANALYTICS: Harnessing Data to Drive Operational Success</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> • The value of data: Using analytics to enable smarter, evidence-based decision-making • Leveraging data warehousing and data mining for market analysis, inventory forecasting, demand planning, risk management and operational projections • Utilizing data insights to develop targeted and effective marketing strategies <p>Modality: 20-min: Speaker 1 20-min: Speaker 2 10-min Q&A</p>
1:50pm-2:50pm (60-min)	<p>SESSION 4: AUDIT: How to Spot the Leaks</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> • Identifying and addressing operational leaks that impact efficiency and profitability • Recognizing red flags in day-to-day franchise operations • Lessons learned from common pitfalls—and how to effectively overcome them • Proven solutions and best practices to strengthen operational controls and performance <p>Modality:</p> <ul style="list-style-type: none"> ● 20-min: Speaker 1 ● 20-min: Speaker 2 ● 20-min: Q&A
2:50pm-3:00pm (10-min)	<p>Closing Remarks Post-Event Evaluation End of the Program</p>

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