

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 (as of April 25, 2024)

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
Part I	Opening and Plenary	
9:00am- 9:15am (15-min)	Opening Ceremonies House Rules	Hosts/ Moderators:
	Invocation	Committee Member
	Welcome Remarks	MR. JOSEPH TANBUNTIONG President, PFA Chief Business Officer (Philippine Country Head and Jollibee Global), Jollibee Foods Corporation
	Introduction to Keynote Speaker	MR. JOEY ALVERO, CFE Committee Chair, Virtual Franchisee Summit Director for Homegrown Franchises, PFA COO, Potato Corner

<p>9:15am-10:00am (45-min)</p>	<p>Keynote Presentation: Developing a Growth Mindset from a Single Unit to a Multi-Unit Franchisee</p> <ul style="list-style-type: none"> • Sharing of Actual Journey, Real-Life Experiences • How to grow a single unit franchise to multi-unit (Starting Incubation> Profitable Single Unit > Maturity > Multi-unit) • 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 per stage • How to maximize opportunities and overcome challenges <p>Modality: Speaker presentation</p>	<p>Keynote Speaker: MR. RODOLFO “RUDY” P. ANG Multi-Unit and Multi-Brand Franchisee Jollibee, Chowking & Red Ribbon</p>
<p>Part II</p>	<p>Group Pictorial Plenary Sessions</p>	
<p>10:00am-10:10am</p>	<p>Intro to the Plenary Sessions</p>	
<p>10:10am-10:50am (40-min)</p>	<p>Plenary Session 1: Maximizing the Use of Digital Marketing Platforms</p> <ul style="list-style-type: none"> • How to leverage on using digital marketing platforms to expand your customer base and to help build customer loyalty. • What are the effective digital marketing tactics to increase your store sales <p>Modality: 15-min presentation by each panelist 10-min Q&A/ Open Forum</p>	<p>A Panel of Experts: (2 Panelists)</p> <p>MR. BO LUNDQVIST President and CEO Retail Associates</p> <p>MR. REYNALDO PAUL B. CHICO Multi-Unit Franchisee McDonald’s Phils.</p>
<p>10:50am-11:30am (40-min)</p>	<p>Plenary Session 2: Growing Your Franchise Businesses through Effective Financial Management</p>	<p>A Panel of Experts: (2 Panelists)</p>

	<ul style="list-style-type: none"> • How to Manage Your Cash Flow • How to Manage Your Company's Profit and Loss • How to handle Company's Finances effectively <p>Modality: 10-min presentation by each panelist 10-min Q&A/ Open Forum</p>	<p>MR. ALLAN M. CAO Executive Director for Assurance and Markets PWC Philippines</p> <p>MS. JUDY ANNE LORENZO Franchisee Moonleaf Tea Shop Another Franchisee-Panelist (TBA)</p>
11:30am-11:50am (20-min)	<p>Plenary Session 3: Financing Options for Business Growth</p> <ul style="list-style-type: none"> • Eligibility to access financial facility for business expansion • Evaluate your financial capacity and capability to avail of a loan for business expansion <p>Modality: 5-min presentation by each speaker</p>	Speakers (TBA)
11:50am-12:00nn (10-min)	<p>Plenary Session 4: How Can Technology Help You Manage Your Multiple Outlets</p> <p>Modality: 5-min presentation by each speaker</p>	Speaker (TBA)
12:00nn-1:00pm	<p>Lunch Break Playing of Partner's AVP</p>	
1:00pm-1:20pm (20-min)	<p>Plenary Session 5: Embracing Sustainability Practices and Why is it Good For Business?</p> <ul style="list-style-type: none"> • How to adhere to Extended Producer Responsibility (EPR) Act of 2022 • 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. <p>Modality: Single Presentation</p>	<p>Speaker:</p> <p>MR. JUAN "JUN" ROY President Regenerative Transformation Institute</p>

<p>1:20pm-2:10pm (50-min)</p>	<p>Plenary Session 6: Preparing your Organization Capability for Growth</p> <ul style="list-style-type: none"> • How to beef up the following key business areas as the franchisee progresses from Single to Multiple units <ul style="list-style-type: none"> ✓ Management ✓ HR ✓ Operations • How to assess what services to outsource or for in-house • When to start getting professional services • When to start doing product mix analysis and market competitive analysis and recommend product innovations <p>Modality:</p> <ul style="list-style-type: none"> • 10-min presentation by each panelist • 15-min Panel Discussion 	<p>A Panel of Experts: (Multi-Unit Franchisee-Panelists)</p> <p>MR. BRICE JUSTIN GODFRIED Multi-Unit Franchisee TGP The Generics Pharmacy (Retail)</p> <p>7-ELEVEN (Invited) LIVING WATER (Invited)</p>
<p>2:10pm-2:30pm (20-min)</p>	<p>Closing Remarks</p>	<p>MR. CHRIS LIM, CFE Chairman, PFA CEO, Francorp Phils</p>
	<p>Closing Ceremonies Post-Event Evaluation Announcement of PFA Upcoming Events End of the Program</p>	

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