

Our ICFE Menu

Profitable Growth Through Multi-Unit Expansion

200 CFE Education Credits

Served up by the Profit Soup Team, February 8, 2020

Start with the End in Mind

People go into business with one thing in mind: to one day get out! With the business, the owner and the employees all better off than when they got in! To gain maximum ROI, we'll start with process for determining what a business is worth and then investigate strategies for building value.

Entree

Mileposts in the Race to Profit

Armed with a vision for the value we seek to build, we'll determine the sales needed to produce the real returns franchise owners desire and deserve. We'll practice advanced application of Breakeven PLUS to determine the sales, costs, investments and the number of franchised units required to build the targeted value. Then discover the power of using franchise benchmarks to create a short-term profit plan and a long-term investment plan for multi-unit ownership.

Main

The 3 C's of Multi-Unit Success

Territory available? Check! Franchisee willing? Check! All systems go? Not quite. What must the franchisee and the franchisor get right to assure profitable growth through multi-unit ownership? Master the 3 C's: Competencies, Capacity and Capital.

Sides

Traction Plan

Reflect on the top takeaways of the day and create your own traction plan aimed at profitable growth through multi-unit expansion.

Finish

We all aim to support the profitable growth of franchises and franchise networks. What planning, skill-building, systems and coaching provide the foundation for successful multi-unit expansion? Find the answers at this all-new ICFE special session.



Questions? Contact
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Ask about discounted registration for
Australian Delegates before 15 January!
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2020
CONVENTION
**FRANCHISING'S
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