

# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM



THAMMASAT  
BUSINESS SCHOOL





# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

## Purpose

Franchising has become the most strategy that SMEs in Thailand use to expand their businesses and earn extra revenues to build their infrastructures and organizations to support their franchisees and go internationally. In addition, the new generations are mostly interested to be the entrepreneurs and understand that Franchise is safe and worth to start the business.

Franchising in Thailand is pretty competitive and has various types of business model. Many players are both local brands and international brands but the most successful business are international brands. Thai Franchise brands need to look for the new markets and explore the potentials. An opportunity is that Thailand is the Asia Pacific's most popular tourist destination and the tourists have good experiences with Thai products and services. The international markets are looking for the businesses from Thailand to satisfy their clients.

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## Purpose (Continued)

Currently, there are only 23 Thai Franchise brands from the total 550+ Thai businesses that can expand international franchise, many limitations have stopped them to go internationally, such as the language barriers, legal barriers, cultural barriers, supply chain barriers, and the operation standards in each country are very different. Furthermore, they could not find the right local partners and professionals to work together in the new markets.

The International Franchise Management Certificate Program is designed with the comprehensive concepts of Franchising to equip Thai Franchises and entrepreneurs for getting ready to go internationally as the Master Franchisor and also invest profitably in the International Franchise brands in Thailand as the Master Franchisee.

CONC Thammasat Business School and Gnosis Company Limited invite the international franchise professionals to share their solid experiences and best practices and educate the practical knowledge to transform the local Franchise to be the international franchise.

All participants will attend the International Franchise Shows as the buyers, visitors, and exhibitors.

# OUR SPEAKERS



**Sethaphong  
Phadungpisuth**  
Managing Director,  
Gnosis Company Limited

**Albert Kong, CFE**  
Chairman and CEO  
Asiawide Franchise  
consultants Pte Ltd.

**Joey Garcia, CFE**  
GM International  
Franchise - SEA/MENA -  
Minor Food Group at  
Minor International

**Alan Adcock**  
Partner and Deputy Direct  
of Intellectual Property,  
Tilleke & Gibbins  
International Ltd.

**Trevor MacKenzie,**  
Managing Director,  
Asian  
Cuisine & Hospitality Co.,  
Ltd. (Mango Tree)



# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

## Topics

- 1. Preparing to Go Global : How to structure an international franchise: Opportunities and Challenges, Steps and Lessons**
- 2. Strategic Plan and Development Models for Global Expansion : Single Unit, Area Development, Master Franchise and the fee calculations.**
- 3. International Franchise Sales and Lead Generation : Marketing**
- 4. Franchise Recruiting : Franchisee Selection**
- 5. International Franchise Laws : IP and International Franchise Agreement**
- 6. The relationship between Franchisor and Franchisee : Franchise Systems and Supports**

# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

Attend in the Classroom

(6 Days x 6 Hours = 36 Hours)

Visit the International  
Franchise Show (1 country ~ 1-2 days)

Exhibit at the International  
Franchise Show (1 country ~ 3 - 4 days)

## Program Description

- Starts on 9th February 2018 and Ends on 23rd March 2018.
- Study in the Classroom will be 6 days with 6 topics. (6 hours a day)
- All participants may join the international franchise Seoul on March 1-3, 2018, as the buyers or the exhibitors.

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## Proposed the date and Venue

#	Topic	DATE	Remark
1	Preparing to Go Global : How to structure an international franchise	Fri 9 Feb 2018	
2	Strategic Plan and Development Models for Global Expansion	Mon 19 Feb 2018	
3	International Franchise Sales and Lead Generation	Fri 23 Feb 2018	
	International Franchise Seoul in South Korea	Thu 1 - Sat 3 Mar 2018	the trip expenses are not included in the program yet.
4	Franchise Recruiting	Fri 9 Mar 2018	
5	International Franchise Laws	Fri 16 Mar 2018	
6	The relationship between Franchisor and Franchisee	Fri 23 Mar 2018	



# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

## Expected outcome after the end of the program

1. All participants are equipped with the essential factors to expand their international franchises.
2. The chance to match the right partners in the international markets.
3. All participants will be able to access to the international Franchise Network across the Asia region.
4. All participants will received the Certification from Thammasat Business School and Gnosis Company Limited.

# INTERNATIONAL FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

## Who should attend this program

1. Business Owner or Franchise entrepreneur who has the franchising in the local market and plans to go the international markets.
2. Management team in the business who plans to expand the international franchising.
3. The Investors who are interested in the International Franchise Brands.
4. The Master Franchisees who want to learn the principle of Franchising to improve the franchise relationship.