



#IFA 2017

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV

Message Sending

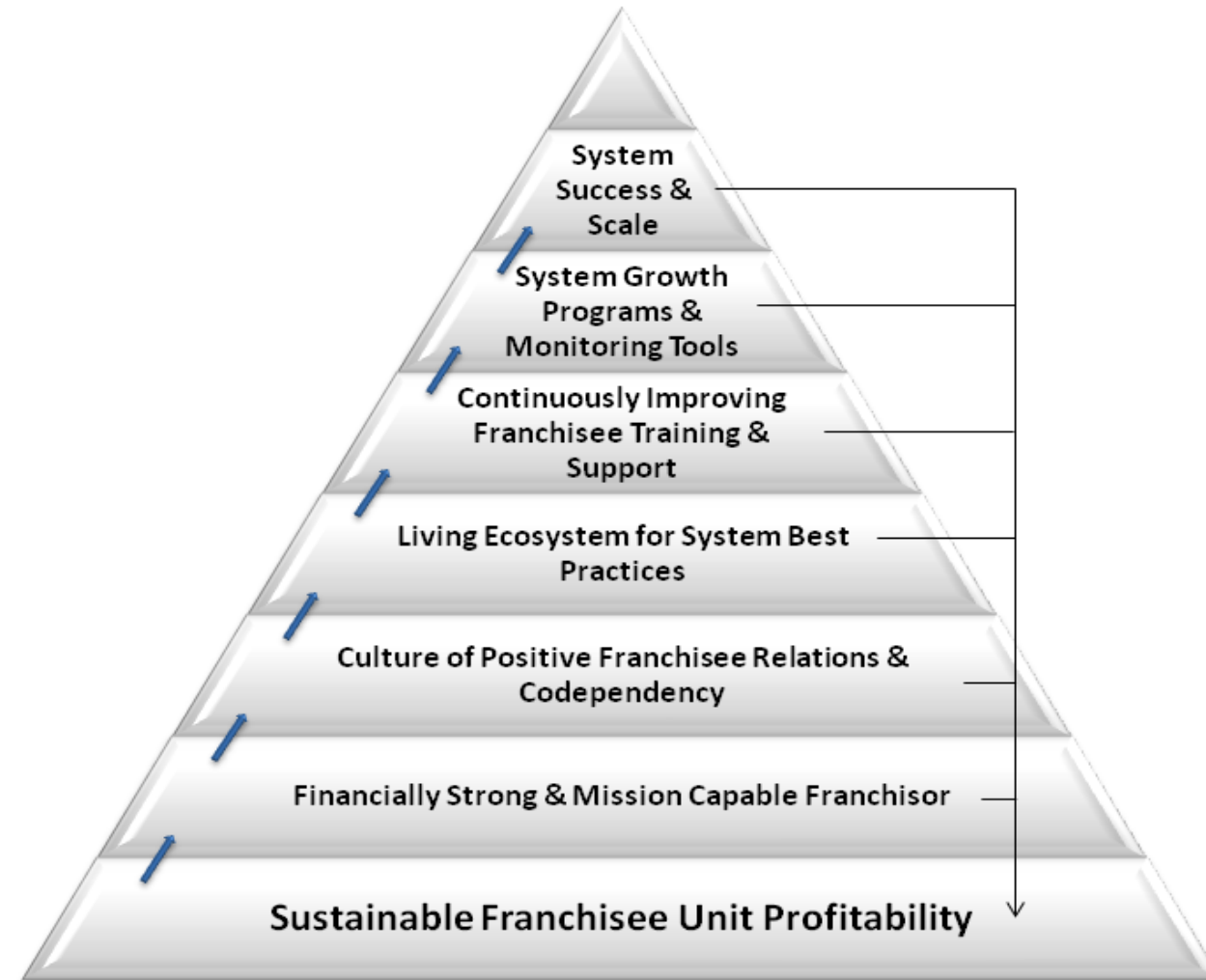
- *Your franchisees' bottom line is inextricably linked to the profitability of you and your franchise system.*
- *To be successfully linked, an efficient, profitable and sustainable unit economic model is essential.*
- *Identifying, obtaining and using data that informs you and your franchisees meaningfully on unit and system performance is within your control.*
- *The value of active training, collaborative sharing and use of technology to help franchisees manage unit economics cannot be underestimated.*

Reinforcing The Message

It is said that unless a brand can mark the bottom-line of a franchise unit today and project where it may be tomorrow, there is no trajectory for growth.

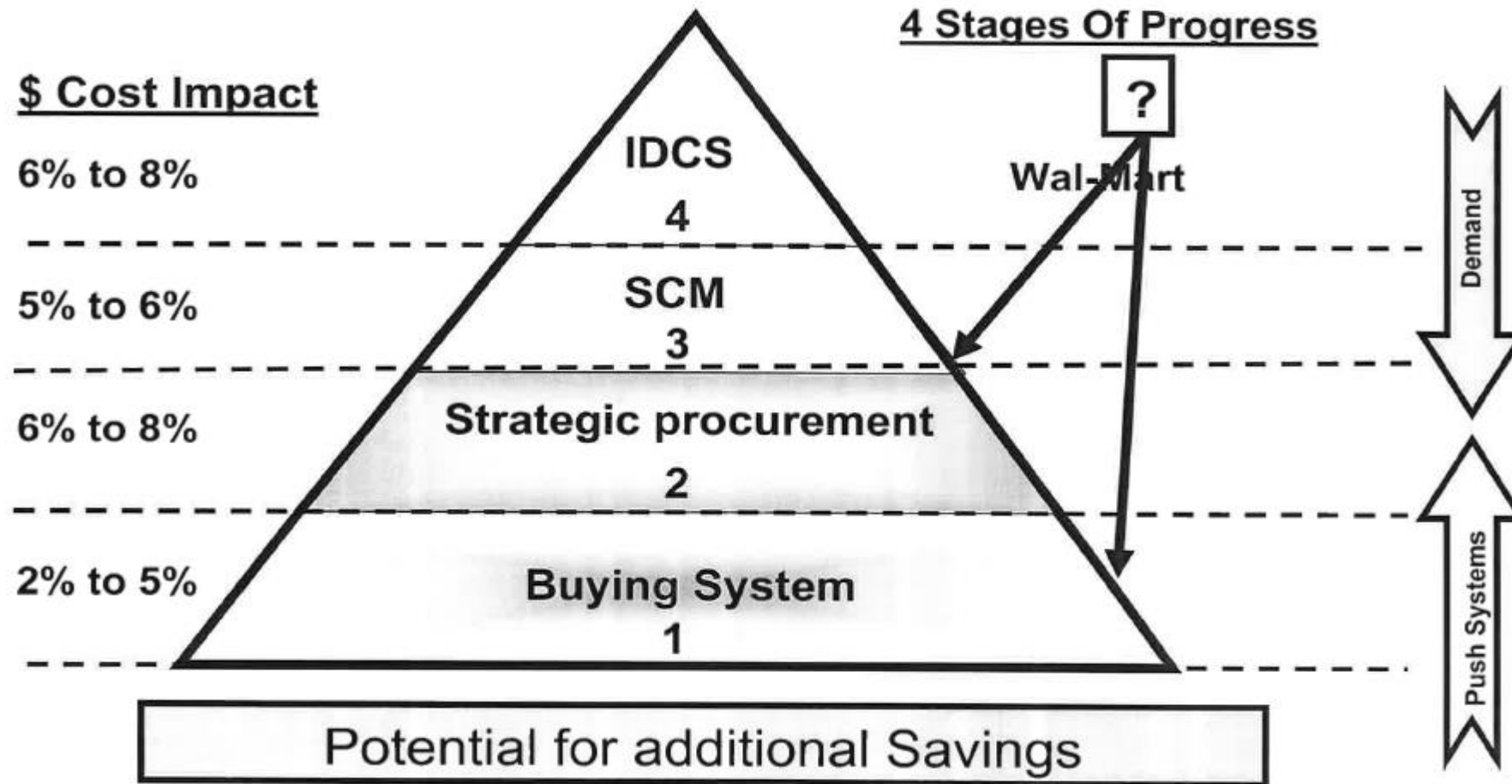
Source: Sam Ballas, CEO East Coast Wings & Grill (Franchising World 2014)

Franchise Success Model



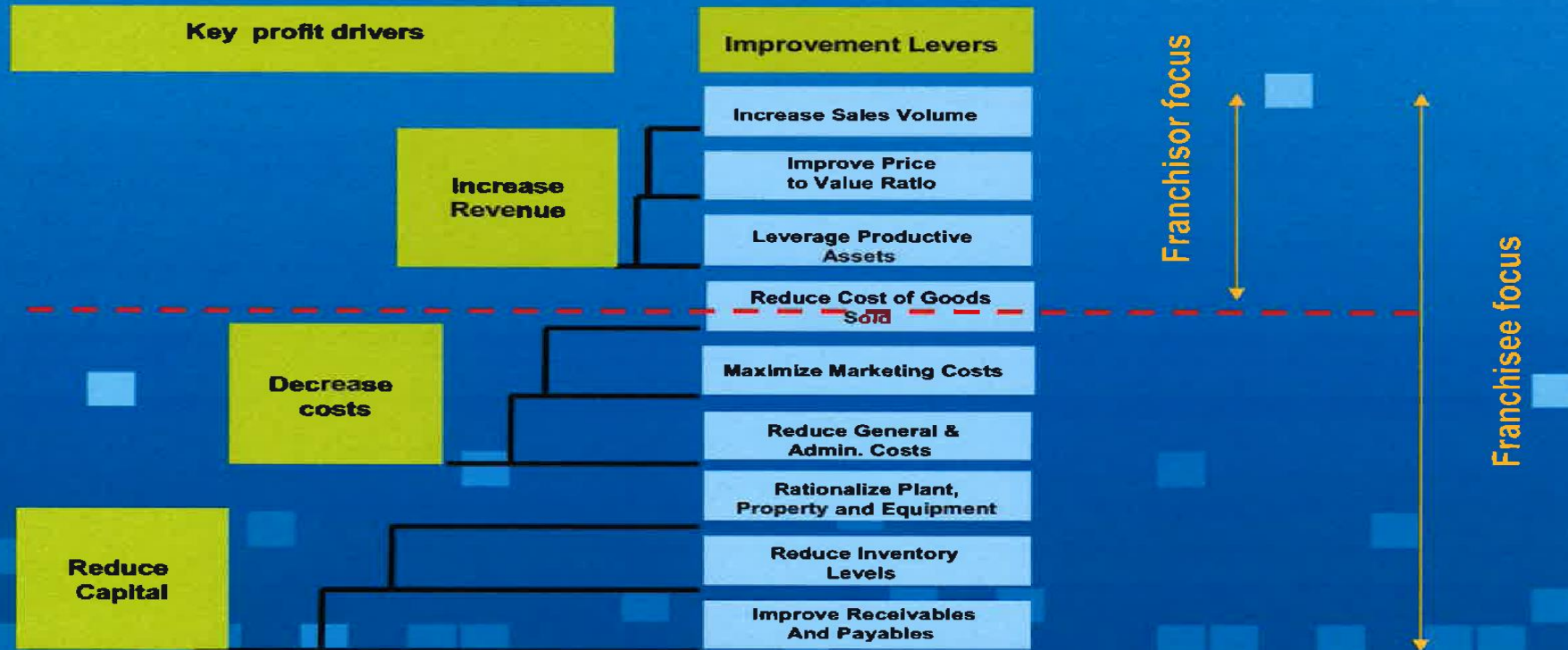
Source: Lonnie Helgerson, CFE - www.FranchiseMegaBrand.com

Where Are You?



IDCS – Integrated Demand Chain System
SCM – Supply Chain Management

Franchisors focus on revenue, Franchisees focus on profit. When Franchisor and Franchisees align on unit profitability, the results benefit all.



Source: Alix Partners

Message Sent and Received

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