

#### INTRODUCTION

FFM will introduce participants to multi-disciplinary areas involved in the franchising practice. Using lectures, case studies and assignments, FFM will provide participants the necessary theories, background information and practical learning experiences for their executive responsibilities.

**“The FFM Course is a resourceful window into the global world of franchising”**  
**7-ELEVEN SINGAPORE**

#### COURSE CONTENT

- ☑ Understand the franchise business and its essentials
- ☑ Franchise operating standards and manual
- ☑ Legal and commercial framework
- ☑ The various financial requirements

#### WHO SHOULD ATTEND

- ☞ Managers and Supervisors in the franchising industry wishing to develop a solid educational foundation
- ☞ Entrepreneurs wishing to expand their business using the different types of franchising models

#### DURATION

2-days course: Tuesday, 15<sup>th</sup> November 2011, 9:00 AM – 5:00 PM  
Wednesday, 16<sup>th</sup> November 2011, 9:00 AM – 5:00 PM

#### VENUE

Maxwell Chambers  
32 Maxwell Road, Crawford Room Level 3,  
Singapore 069115 / Phone +65-6595 9010

#### COURSE FEE

	Early Bird Promo: (Register by 1 <sup>st</sup> Nov 2011)	Regular Fee:
FLA Member :	SGD450 nett	SGD490 nett
Non-FLA Member :	SGD550 nett	SGD590 nett

*Note:- No refund for no-show registrants. Any postponement requests should be communicated in writing to FLA within 7 days before the course commences.*

#### REGISTRATION / ENQUIRIES

Please complete this registration segment and return this page by fax to: +65-6333 0962:

Are you a member of FLA (Singapore)? Yes  No

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_ Designation: \_\_\_\_\_

Mobile: \_\_\_\_\_ Office: \_\_\_\_\_

Cheque: # \_\_\_\_\_ Amt: SGD \_\_\_\_\_

\*\*\*Cheque should be made payable to 'FLA (Singapore)' and mail to the following address:

Franchising and Licensing Association (Singapore)  
32 Maxwell Road, #02-14 Maxwell Chambers, Singapore 069115  
Ms Jase Loh Tel: +65-6333 0292 / Fax: +65-6333 0962 / Email: [jase@flasingapore.org](mailto:jase@flasingapore.org)

**“I think FFM Course gives a good view of all aspects of franchising management. I find the course very practical and useful. There are many interactions between lecturers and students and allowed much learning from each other experiences”** **INFORMATICS HOLDINGS LTD**