

FRANCHISE COMPETENCY FRAMEWORK



The Franchise Competency Framework (FCF) was developed to assess the “Franchise Readiness” of a brand. Commence your first step towards international franchise recognition via a complimentary Franchise Diagnostic Assessment (FDA).

FRANCHISE DIAGNOSTIC ASSESSMENT

The FRANCHISE DIAGNOSTIC ASSESSMENT (FDA) was created to evaluate franchise readiness and capabilities of a company. The toolkit enables a company to identify competency gaps in their franchise system and areas of improvement.

It is a tiered framework with criteria and phases that allows a progressive elevation when competency areas have been worked on.



The FRANCHISE DIAGNOSTIC ASSESSMENT (FDA) 5 areas of competence

- 1 Track Record**
Tangible outcomes that the company derives from its franchising / licensing activities
- 2 Strategy**
Importance for companies to have clear strategies for essential components relevant to franchise / license initiatives
- 3 System**
How the company develops and put in place essential know-how transfer and business control systems relevant to the franchise / license
- 4 Branding & Marketing**
How the company builds and protects the brand and how it assists the franchisees / licensees to do so as well in its territory
- 5 Relationship & Communications**
How the company supports, communicates, resolves conflict and builds a win-win relationship with the franchisee / licensee

Supported By: **Enterprise
Singapore**

To register your interest in Franchise Diagnostic Assessment (FDA), please contact Thomas at +65 97680834. You can also email to thomas@flasingapore.org for more enquiries.

Course Code: TGS-2018503170

WSQ ESSENTIALS OF FRANCHISE MANAGEMENT (EFM)

(SYNCHRONOUS E-LEARNING) (22.5 HOURS)

Refer to email for course registration details.

For any further enquiries or questions, please contact us at junjia@flasingapore.org

COURSE DATE

- | | |
|---|--|
| <p>1</p> <p> VIRTUAL CLASS</p> <p>21-25 March 2022,
Mon-Fri
[Closing Date: 28 February 2022]</p> | <p>2</p> <p> VIRTUAL CLASS</p> <p>30 May-3 June 2022,
Mon-Fri
[Closing Date: 9 May 2022]</p> |
| <p>3</p> <p> VIRTUAL CLASS</p> <p>19-23 September 2022
Mon-Fri
[Closing Date: 29 August 2022]</p> | <p>4</p> <p> VIRTUAL CLASS</p> <p>5-9 December 2022
Mon-Fri
[Closing Date: 14 November 2022]</p> |

*min. 75% course attendance and full completion of assessment is required.

FRANCHISE MODELS & STRUCTURES:

Learn what's the difference between Single Unit Franchise, Area Franchise, Master Franchise, Management Franchise and Equity Franchise.

FINANCIAL, LEGAL & COMMERCIAL FRAMEWORK:

Learn the fundamentals to price and package your franchise, what are the obligations of franchisor vs franchisee. Are there franchise laws that may hinder my expansion plans?



▶ KEY TOPICS

IP PROTECTION & FRANCHISE AUDIT:

What's Intellectual Property and what's the purpose of a franchise audit?

FRANCHISE MANUAL:

What should be documented and how?

FRANCHISE MANAGEMENT:

What can make or break a franchise relationship?

FRANCHISE MARKETING & RECRUITMENT:

How can I recruit my first franchisee?
What criteria should I look for in a potential franchisee?

SCHEME A	SCHEME B	SCHEME C
SME, Non-SME, Individual ≥ 40 years old	Non-SME, Individual [Singaporean 21-39 years old]	Non-Singaporean, Non-Singapore PR
SME [Singaporean 21-39 years old]	Non-SME [Singapore PR ≥ 21 years old]	
SME [Singapore PR ≥ 21 years old]		

Amount Payable **\$399.60** Amount Payable **\$615.60** Amount Payable **\$1,155.60**

Note:

- All fees are before GST and applicable absentee payroll support.
- Individuals may utilise SkillsFuture Credit to offset part of the course fee.
- Full course fee (S\$1,080 before GST) is payable to training provider if the training grant application is unsuccessful or not approved by SSG.
- 75% minimum course attendance and full completion of assessment is required.
- Current Funding Validity Period: 25 Jan 2018 – 20 Oct 2022.

▶ OUR PAST PARTICIPANTS INCLUDE

- Business Owner & Entrepreneur
- Senior Management & Business Development Personnel
- Franchise Managers & Executives
- Support Personnel involved in Franchise Operations e.g. Finance, Marketing, Purchasing
- Current & Aspiring Franchisee

“

This is a very useful course for those wanting to do franchising as the contents covered are relevant and practical. The trainer was very helpful to make sure the trainees understood the topic and repeated the contents if needed.

- Francis Low,
Director of SH F&K

”

“

The course was extremely insightful and in depth.

- Gim Thiam,
Director of Herald Learning Centre

”

“

The trainer was patient and had a good load of knowledge that was paced out quite well and I have definitely learnt something from this course.

- Emile,
Director of The Posture Lab

”

“

This is a very comprehensive "starter-kit" for anyone who is keen to embark on licensing and franchising for their business. It is also a great platform to network with similar industry partners.

- Wei Peng,
Director of Learning Sprouts

”



CALENDAR 2022

Courses

18 - 20 Jan

WSQ Franchise & Business Ownership

Career Conversion Programme (CCP)

Course training starts 9 Feb

Deadline for new hire application: 7 Jan (official job commencement)

Deadline for redeployment application: 17 Dec 2021

21 - 25 Mar

WSQ Essential Franchise Management

10 -12 May

WSQ Franchise & Business Ownership

30 May - 3 Jun

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 27 Jul

Deadline for new hire application: 1 Jul (official job commencement)

Deadline for redeployment application: 3 Jun

19 - 23 Sept

WSQ Essential Franchise Management

11 - 13 Oct

WSQ Franchise & Business Ownership

8 - 10 Nov

[New] Branding and Franchising

5 - 9 Dec

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 8 Feb 2023

Deadline for new hire application: 2 Jan 2023 (official job commencement)

Deadline for redeployment application: 16 Dec



Webinars/Workshops/Networking Sessions

10 Mar

Grow the Franchise Value of Your Business

24 Mar

AGM



13 Apr

Is Franchising the Right Strategy for Your Business & Career

28 Apr

China (Market Insights & Franchise Potentials)

30 Jun

Grow the Franchise Value of Your Business

27 Jul

Vietnam (Market Insights & Franchise Potentials)

25 Aug

Is Franchising the Right Strategy for Your Business & Career

28 Oct

Japan (Market Insights & Franchise Potentials)

Business Matching/Tradeshows/Events



April

FLA Awards Nomination



5 - 7 Aug

China Franchise Expo Shanghai

27 - 29 Oct

FLAsia & FLA Gala Dinner



3 - 5 Nov

Vietnam International Retail and Franchise (VIETRF) Show

* More events to be announced.

* Details subjected to changes.



CAREER CONVERSION PROGRAMME (CCP) FOR PROFESSIONAL EXECUTIVES – FRANCHISING & LICENSING TRACK

Reskilling & Redeploying PME Talent to support business recovery and growth post COVID-19

A timely and direct manpower support by Workforce Singapore to reskill, redeploy and create jobs as companies recover from COVID-19 crisis.

Businesses have transformed significantly; new business formats and operation procedures will need to be transferred to both local & overseas partners to ensure brand consistency.

This programme is administered by the Singapore National Employers Federation with training provided by the Franchising and Licensing Association (Singapore).

Target participants

- Existing PMET staff (current jobs made redundant)
- New hire (PMETs)

Job roles

- Franchise-brand/operation manager (placed within local or overseas market; in SG owned or overseas franchisees' operations)

Participants will go through 12 days or 96 hours of synchronous e-learning for 6 compulsory modules (conducted by FLA) & 3 months structured On-the-job training provided by employers.

Target Industries



Enrolment:

Singapore registered companies intending to reskill, redeploy and/or hire new staff for franchise related roles, do email tricia@flasingapore.org to indicate interest / check availability as there are limited placements available.

Our next intake in June is open!

**New hires joining companies from March 2022 to end May 2022 should fit within the quarter intake batch*

**Redeployment applications to be provided to FLA from March 2022 to mid May 2022*

**Subject to changes*

Training Grant and Salary Support

S/N	WSG's Funding to Employers	Standard Rate	Enhanced Rate
1.	Course Fee Grant	Up to 70% course fee funding	Up to 90% course fee funding (20% course fee top-up is funded by SkillsFuture Singapore for SME-sponsored SCs/PRs trainees under the Enhanced Training Support for SME or mature SC trainees aged 40 years and above under the Mid-Career Enhanced Subsidy).
2.	Salary Support	Up to 70% of monthly salary for CCP training duration (capped at \$4,000 per month)	Up to 90% of monthly salary for CCP training duration (capped at \$6,000 per month). For SC trainees who are unemployed and actively seeking employment for six months or more, and/or SC trainees aged 40 years and above in the year of commencement of CCP.

The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:

For Employers

- Registered or incorporated in Singapore with a valid Unique Entity Number (UEN) with Accounting and Corporate Regulatory Authority (ACRA);
- Offer a full-time PMET position related to a job role which the CCP is for, with a minimum fixed monthly salary of \$2,500 or more, and at least a 12-month employment contract;
- Must have the knowledge and capacity to provide structured on-the-job training for the candidate;
- Ensure that new hires cannot be:
 - A shareholder of the CCP company, or its related companies;
 - Related to the owner(s) of the company; and
 - Immediate ex-staff of the company or its related companies.
- Commit to CCP training arrangements for the trainees.

For New Hires

- Be a Singapore Citizen (SC) or Permanent Resident (PR) aged 21 years and above;
- New hires must have graduated or completed NS, whichever is later, at least two years at the point of application;
- Must be a newly hired PMET (i.e. not more than one (1) month from date of employment), and nominated by an eligible company for the CCP;
- Must not have prior working experience or in a similar job role in previous employment;
- Must not be a shareholder of the participating company, or its related companies;
- Must not be related to the owner(s) of the participating company; and
- Must not be immediate ex-staff of participating company and its related companies.

For Redeployment of Existing Staff

- The full-time job role must be at-risk of redundancy;
- Redeployed job role must be in franchising-related job roles;
- Be a Singapore Citizen or Permanent Resident aged 21 years and above;
- Must have graduated or completed NS, whichever is later, for at least two years prior at the point of application;
- Must not have prior working experience or be in a similar job role in previous employment;
- Must not be a shareholder of the CCP company, or its related companies;
- Must not be related to the owner(s) of the CCP company;
- Must be hired for at least one year at the company.

Please contact tricia@flasingapore.org or whatsapp 84484341 for enquiries on programme fee and curriculum/course details.

Programme Administrator

SNEF

Email: ccp@snef.org.sg Contact: 68276977