

CONSULTANCY SERVICES AT FIRST HAND

Are you looking to establish a franchise system in the German market? Are you in need of some basic information and an appropriate assessment? Make use of the practice-based consultancy services of the German Franchise Institute, a 100 percent-owned subsidiary of the German Franchise Association. You can choose between two options and levels of detail:

CONSULTANCY SESSION: Establishing a franchise system in Germany (approx. 90 min.):

- The steps required for successful expansion into the German market - building blocks and factors for success
- **Development** of an initial approach for your strategy for entering the market (e.g. master franchise, direct franchise, joint ventures)
- **The pilot phase.** What factors need to be considered?
- Developing and employing a strong brand in the German market
- **Acquiring**, giving guidance to and linking up with partners
- **Franchise law in Germany** - a broad field
- **Discussion** on the guidelines of the German Franchise Association
- **Membership** of the quality community of the German Franchise Association

COST 279 EUR PLUS VAT

Yes, I agree to receive consulting from the German Franchise Institute.

Date

Signature

Company

Last name

Surname

Street, Number

Postcode, City

Telephone number

E-Mail

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STRATEGY WORKSHOP: Establishing a franchise system in Germany (approx. 4 hours.):

- The steps required for successful expansion into the German market - building blocks and factors for success
- **Development** of an initial approach for your strategy for entering the market (e.g. master franchise, direct franchise, joint ventures)
- **The pilot phase.** What factors need to be considered?
- Developing and employing a strong brand in the German market
- **Joint analysis** of the franchise partner's market
- **Acquiring**, giving guidance to and linking up with partners
- **Franchise law in Germany** - a broad field
- **Discussion** on the guidelines of the German Franchise Association
- **Membership** of the quality community of the German Franchise Association

COST 789 EUR PLUS VAT

Date	Signature
Company	
Last name	Surname
Street, Number	Postcode, City
Telephone number	E-Mail