

## Why Franchising ?

*Franchising is big business and have employed over millions of people around the globe. Franchising assures fast and easier expansion and has been selected as one of the best and most favorable method of growth and distribution in the world.*

*In a franchising relationship, the franchisees shares the risk of expanding the market share of the franchisors by committing their capital and their resources to the business format and system. Franchising also allows the following :*

- *Operation efficiency and economies of scale*
- *Building brand equity*
- *Fast market penetration at lower capital investment*
- *Building brand loyalty*
- *Allows motivated and committed owner or operators in your franchise.*
- *Increase market share and effective replication of business.*

## Other Services by Intellect

*Full Franchise Development*

*Franchise Feasibility Studies*

*Franchise Brand Development*

*Licensing & Development*

*IP Agreements (Franchising & Licensing)*

*Business Plans*

*Marketing Plan*

*Business Process Improvement*

*Trademark Search & Registration*

*Patent Search, Drafting & Registration*

*Industrial Design Search & Registration*

*Brand Development & Management*

# Franchising

*Expansion Without  
Boundaries*



## What you should know about Franchising ?

*Franchising is one favourite ultimatum for business owners to expand their business. Franchising have been used by many successful business as one powerful tool to leverage their business and to penetrate the market with lesser capital investment and effort.*

*The most renowned part in franchising is that business owners are able to broaden their network and penetrate their business without having to worry about whether the business will be able to run smoothly. This is due to the fact that franchising uses a system which are able to replicate the business to another investor. In addition to this, franchising also allows good control and management of all the franchises through the system and together, building a stronger and powerful business empire through the consistency of the business.*

*Most franchises in the industry are well recognized as this shows that franchising allows brand building and also simultaneously creates customer and brand loyalty due to the widespread of outlet.*

## Requirements

*Not every business in the industry may franchise their business. There are a few pre-requisites before you are able to register your franchise with the Franchise Registrar according to the Franchise Act 1998. Criteria to franchising:*

- 1. Proven business track record*
- 2. Obtained a registered trade mark for your brand.*
- 3. Own more than one prototype outlet*
- 4. An established private limited company for at least 3 years (Sdn Bhd)*
- 5. An initial capital to set up the franchise*

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*At Intellect, we help business owners to turn their business into a franchise concept and helps develop the whole franchise system.*

*Intellect uses a customized and unique system to convert your business into a franchise system. Our consultancy shall include advising clients from their current business and assist to manage and develop their business until obtaining their franchise status. The programme shall include the following:*

- 1) Feasibility Study*
- 2) Preparation of Franchise Concept*
- 3) Preparation of Prototype Outlet*
- 4) Analysis and Preparation of Franchise Package*
- 5) Filing of Application to Franchise Registrar*
- 6) Existence of Franchise with Outlet*

## Our Services

*At Intellect, we assist business owners to identify the suitable expansion method which is required for the success of the Organization and in the development of the businesses prototypes and management system. Intellect comprises of experienced professionals who are able to assist you in mapping out the prototype and business concepts of success*

*Such services are being offered at an affordable fee to cater to the needs of busy businessmen who are taken up with their work and requires professional experts and assistance in their planning and alignment of their business.*

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**Minimum Duration : FOUR (4) to SIX (6) months**

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### Common Misconceptions of Franchising:

- 1. That no registration is required. Essentially, a franchise is legitimate only if it is registered*
- 2. Franchising exists only in the restaurant and retail industry*

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Registered with:



PERBENDAHARAAN  
MALAYSIA



MDTCC



PERBADANAN NASIONAL BERHAD  
(1997-A)



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