

Franchise Site Selection & Territory Planning

Develop and refine selection processes to maximize outlet and marketing performance.

2011 Dates:

Melbourne: May 9, October 24

Sydney: May 11, October 27

Brisbane: May 12, October 26

(CBD venues in each location.)

Limited spaces available in each seminar.
Please book early to avoid disappointment.

Aim of the Seminar/Learning Objectives:

Overview of the Site Selection process, including:

- Understanding what data is available and how to analyse it;
- Impulse vs Destination – Understanding your business drivers;
- Site selection for service vs retail concepts.
- What is the most suitable method of analysis for selecting your sites;
- How to create an ongoing site selection process;
- How to create territories or Preferred Marketing Areas (PMA's) with similar demand.

Why is site selection so important?

The cost to franchisors and franchisees of the wrong site can be enormous. Franchisors can suffer reduced royalty income, missed opportunities for additional franchises, customer complaints, market-share lost to competitors, and worst of all, conflict with franchisees. The cost to franchisees of selecting the wrong site could mean the loss of their business altogether. With average start-up costs for mobile and home based franchises at \$49,000 and at \$234,000 for retail franchises, the risks in selecting the wrong site are substantial. (Source: Franchising Australia 2006 survey)

The Franchising Australia 2006 survey revealed that up to a third of all franchise disputes are caused by misrepresentation and site or territory issues, indicating that improved site and territory planning will lead to enhanced business sustainability and reduced conflict.

Who should attend?

This seminar is essential training and reinforcement for franchise system territory planners, leasing consultants, recruitment managers, area developers, master franchisees, property managers and CEO's.

Seminar Outline (9am-5pm)

Impulse vs Destination purchase

Group discussion of site selection problem

How do we learn the Drivers of the business and their importance?

- Opinion and gut feeling – necessary in early development or small chains
- Statistical Analysis

Data available for undertaking analysis

- Census data and Business count data
- Mapping and distances (Spatial measurements)
- Generators of business
- Physical survey of existing locations
- Traffic counts, pedestrian estimates & volumes
- Shopping Centre data
- GLAR & MAT
- Main tenants and competition within Centre

Methods of analysis

- Gut feeling
- Low level analysis – checkchart
- High level analysis – statistical modelling – regression modelling
- Very high level analysis – extremely expensive (eg. MPSI, NeuroLocator in international oil industry)

Target Market Index

- Used for looking for most suitable areas for a retail location
- Combination of Census and business data

Territory Planning

- Use for establishing territories of similar potential
- Can be for franchising or marketing areas.
- Some analysis of How Many Territories required
- Evaluate each area (postcode) using TMI
- Create "Units of Demand" for each area
- Aggregate into territories

Data Packs

Demographic summary

- Business Demographic summary
- Various mapping options

Summary of the Day's information

Seminar Presenter

The seminar is presented by Peter Buckingham, Australia's leading authority on franchise site selection and territory planning



Peter Buckingham FFCA CMC Managing Director, Spectrum Analysis

Peter co-founded Spectrum Analysis in the mid '90's following 20 years experience in the oil industry, in a multitude of roles. These included various levels of management and specialised work in Strategic Planning and Network Development.

Working in Caltex Australia Ltd., his experiences included Manager of Western Australia, Country Sales Manager in three states, and Property Manager for Victoria. Peter has international experience working in the design and implementation of the sales prediction modelling for Caltex International, now used also by Chevron and Texaco internationally.

Peter is an active, hands-on specialist in site selection whose services are used by many leading franchise brands. He has spoken at many franchise conferences in Australia and his articles have been published in the Franchise Review and other Retail and Franchising magazines.

Registration

Please photocopy and complete this form for each delegate from your organisation who will be attending the workshop. Mail or fax to the address below, with your payment to Franchise Advisory Centre.

Title: (please circle) Mr Mrs Ms Miss Dr Prof

Name:

Position:

Organisation:

Postal Address:

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Suburb: Postcode:

Phone:

Fax: Mobile:

Email:

Special Requirements (eg dietary etc):

Registration Fees

Per single participant \$445 Per multiple participant* \$395

(*Discount applies to 2 or more registering from the same organisation booked and paid together). Prices incl. GST

Melbourne: May 9 October 24 Sydney: May 11 October 27

Brisbane: May 12 October 26

Method of payment (please tick): A Tax Invoice/Receipt will be sent

Cheque (payable to Franchise Advisory Centre)

EFT - Please credit: Franchise Advisory Centre. BSB:034 000 Acct: 150 522

Reference: SSTP (course date) & (your company name)

Mastercard Visa Amex

Card No.: Expiry Date:/.....

Cardholder's Name:

Cardholder's Signature:

Delegate's Signature:

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Seminar benefits

- > Understanding the factors to consider when selecting sites;
- > Accessing relevant data;
- > Document and refine your selection process with confidence
- > Improve site selection skills and future system performance.

What Peter's clients say:

The initial evaluation Spectrum undertook on the complete Brumby's network has given us a clear indication of what characteristics make our stores successful and this has in turn clarified what we should be looking for when assessing new locations. We can now advise potential franchisees that we do undertake extensive independent analysis of new sites with who I believe to be the market leaders. - Dean Batchelor, Retail Sales & Leasing Manager, Brumby's Bakeries

Spectrum Analysis has enabled us to develop primary marketing areas nationally for our franchise business, based on both statistical facts and specific to Fernwood's individual requirements. This mapping has allowed us to determine both the exact number of primary marketing areas, and of what geographical size that we could profitably support. It has allowed us to fully manage expectations with our franchisees - both existing and new - in relation to where there are new franchise opportunities and where their future neighbours might be.

- Bec Lollback, Franchise Development Manager, Fernwood Women's Health Clubs

Kwik Kopy Australia use Spectrum Analysis to prepare and review the Principal Trade Areas (PTA's) of our franchisees. This ensures that the PTA's are of sufficient size to support a franchise and at the same time allow room for system growth. Using Spectrum Analysis has ensured that we target the right areas to expand our network of centres. This information provided certainly assists us with the sale process to potential franchisees. - Graham England, Franchise Sales Manager, Kwik Kopy

For further information, contact the organisers:

Franchise Advisory Centre Ph: 07 3716 0400

Fx: 07 3716 0300 em: admin@franchiseadvice.com.au

www.franchiseadvice.com.au

Inclusions: Catering and workshop notes.

Confirmation: Registrations without payment will not be processed. All paid registrations will receive a tax invoice receipt and participant confirmation.

Travel & General: Minimum numbers apply for workshops to proceed. Participants are recommended to contact the organisers prior to making any travel arrangements if attending an event away from their home base. The organisers accept no liability for any loss or damage arising from the cancellation of any event. All details shown are correct as at the time of printing, but subject to change. All prices are shown in Australian dollars.

Cancellations: Cancellations must be advised in writing at least 7 days prior to seminar commencement, and fees will be refunded less a \$75 administration fee. No refunds will be made after this date, but substitute delegates are welcome with advice of changed details.

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