

# Start Building the Value of Your Business Today Franchising Masterclass



THE VALUE BUILDER

## OBJECTIVES

To learn about the factors that determine the profitability, value and saleability of a franchisor business.

To discover the logical, step-by-step process by which you can improve the profits, value and saleability of your business.



## PROGRAMME

- 9.30am **Registration and coffee**
- 10.00am **What determines the value of a franchisor business?**  
What makes a franchisor business saleable?  
How to increase the profits, value and saleability of a franchisor business.
- 11.00am **Coffee**
- 11.15pm **The Value Builder Process in Action**  
A live role-play between two of our consultants demonstrating the process and software used for developing business profits, value and saleability.  
(You will **not** be asked to participate in the role-play or answer any questions about your business.)
- 12.30pm **Selling a Franchisor Business**  
How to prepare, how to go to market and how to achieve the best price
- 1.00pm **Finish**
- 1.15pm **One-to-one consultations for those that have booked**

### Book your private one-to-one consultation.

Starting at 1.15pm, we will be available for a personal chat on a one-to-one basis with delegates. There are only 3 places available, so if you wish to do this, please book now.

Places are limited and allocated on a first-come first-served basis.

# Date tbc

London

To reserve your place call **01904 561598** or  
email **info@thefranchisedevelopmentcentre.co.uk**



# Speaker Biographies



THE VALUE BUILDER



## **Bill Pegram BA DipM**

Bill is a Director of The Franchising Centre and has been in franchising for over twenty years. He is a qualified marketer and after ten years in active franchise consultancy is now responsible for the marketing aspects of the business. Bill built and sold his first business whilst still in his twenties and he has spent almost his entire career working within his own businesses. Bill has used his combined experiences of being an entrepreneur and developing profitable franchise systems to help develop this Masterclass on how to build value into a franchise business.



## **Brian Duckett**

Brian is Chairman of The Franchising Centre. He writes regularly for the UK franchising and business media and has presented at several seminars and workshops, including those arranged for The Institute of Directors, The Confederation of British Industry, The British Franchise Association, The International Franchise Association and British Franchise Exhibitions. Internationally, he writes regular features for franchising magazines in the USA, Europe, Australia and India, and has spoken at several franchise conferences on five continents. He currently has in print "How to Turn Your Business Into The Next Global Brand – Creating and Managing a Franchised Network".



## **Derrick Simpson QFP**

Derrick is a Director of Franchise Resales and has been in franchising since 1988. After an early career with household names such as Selfridges and Blacks Leisure, Derrick joined On Demand Communications which was formed to combine the Kall Kwik and Prontaprint brands. Derrick became Director of Franchise Development and it is here that he established his highly successful systems for franchise resales. Today, Derrick has established himself as the leading UK expert and practitioner in selling franchised businesses.

**Book today**  
places going  
FAST!!!

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