

ROADMAP TO FRANCHISE & FRANCHISE OPERATIONS MANAGEMENT

BUILD, SYSTEMISE AND SCALE YOUR BUSINESS

EXPAND
SYSTEMISE
EMPOWER
SUSTAIN

IDEAS
SYSTEMS
PEOPLE
GROWTH

PROGRAMME HIGHLIGHTS



FRANCHISE
FUNDAMENTALS



BUSINESS
PROCESSES



PEOPLE
MANAGEMENT



PERFORMANCE &
COMPLIANCE

PROGRAMME STRUCTURE

01 DAY 1

 29 SEPTEMBER 2026

ROADMAP TO FRANCHISE

- Fundamentals of Franchising
- How the Franchise System Works
- Franchisor vs Franchisee
- Navigating the Franchise Buying Process
- Legacy of Success – Inspiration from Pernas Entrepreneurs



02 DAY 2

 30 SEPTEMBER 2026

FRANCHISE OPERATIONS MANAGEMENT

- Business Processes, Structure & Governance
- Employee Management & Retention
- Performance KPIs, Crisis Management & Discipline
- Digital Business Special Session
- Delivery Workforce & Sales Tax Awareness



2-DAY INTENSIVE TRAINING

9:00 AM – 5:00 PM



BREAKFAST, LUNCH &
AFTERNOON TEA PROVIDED



STANFORD TRAINING ROOM

LEVEL 3A, MENARA PERNAS, TOWER 7
AVENUE 7, BANGSAR SOUTH CITY
NO. 8, JALAN KERINCHI, 59200 KUALA LUMPUR