

FRANCHISE  
TRAINING PROGRAM

# Basic: Why Franchising



Learning & Development arm of Pernas



# ABOUT THE COURSE

*Why Franchising* is designed to provide general information for potential franchisors and franchisees on the structure of franchise system.

## LEARNING OUTCOME

Upon completion of this course, you will be able to:

- Understand about the franchise system and the keys terms in franchising.
- Explain the key terms in franchising.
- Understand the evolution of franchising and franchise business in malaysia.
- Define the type and category of franchise.
- Understand franchisor and franchisee obligations and responsibilities.

## DURATION

- 2 Days

## TRAINER

- Course is delivered by Pernas Certified Trainers.

## LEARNING METHODOLOGY

- Classroom - based lecture
- Interactive group discussion
- Presentation

## WHO SHOULD ATTEND

- Public who are into franchise business.
- Potential franchisors.
- Potential franchisees.
- Business owners.
- Graduates who are keen to venture into entrepreneurship.
- Retirees with entrepreneurship in mind.

## SIGN UP NOW!

Visit <https://franchiseinstitute.my> or contact us at :

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