

# SUPPLY A FRANCHISE

# HOT Perspectives



## AGENDA

- INTRO
- DEFINING BRAND POSITION
- DETERMINE IDEAL CLIENT (FZR/FZEE)
- FINDING OPPORTUNITIES
- RESOURCE GUIDES & TIPS

# ABOUT ME

- ✓ 15+ years of leadership experience in HR, Operations & Training (HOT)
- ✓ Successfully onboarded over 50 Franchise Partners, opened 50 locations across 6 brands
- ✓ Business Coach for over 200 restaurant locations, helping grow sales and profits.
- ✓ Certified Diversity, Equity & Inclusion Practitioner, championing courageous conversations.



# OUR VALUES

**WE LIKE IT**  
**HOT HERE!**

**H**

Honesty with Yourself & Others

**O**

Open Minds, Open Hearts

**T**

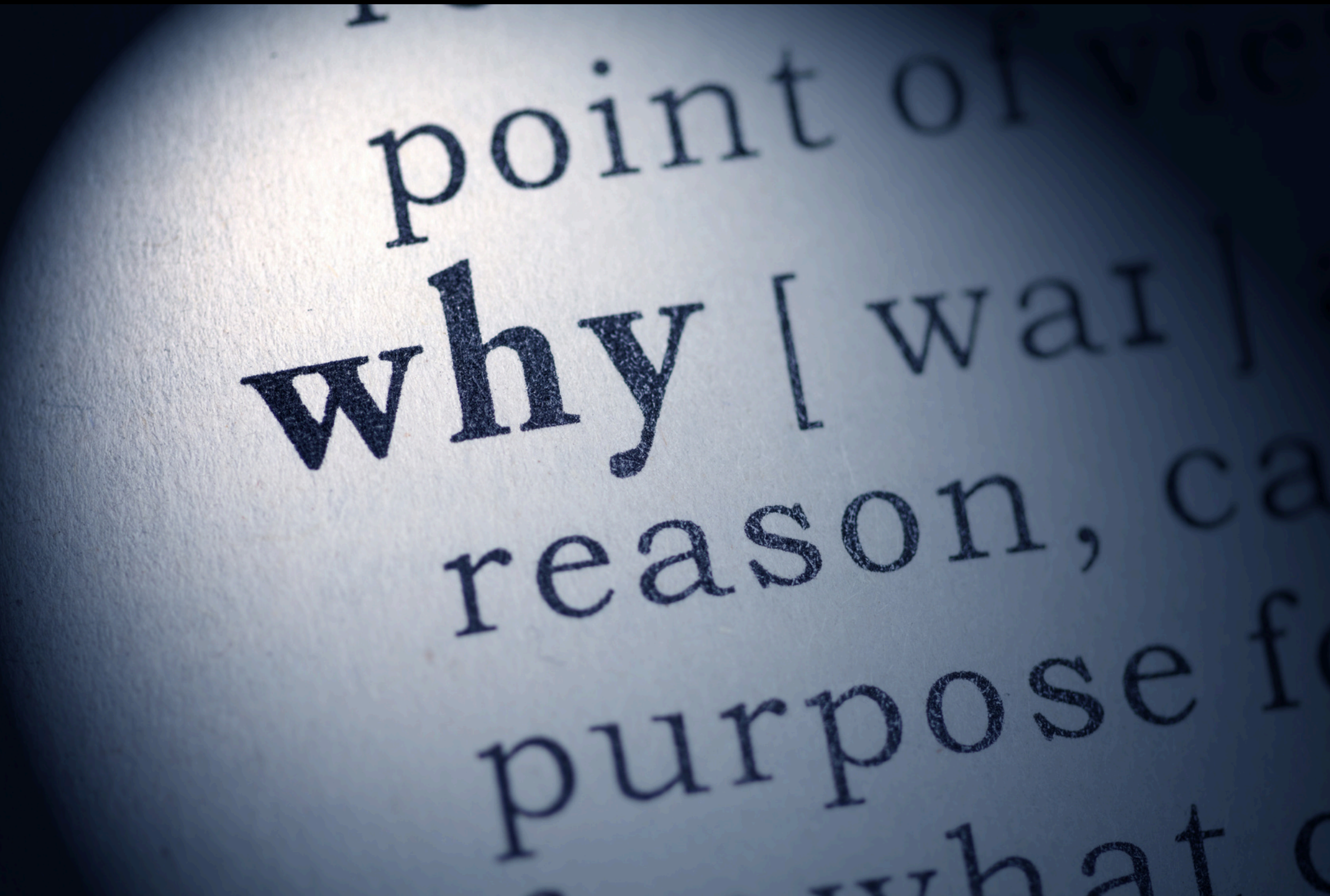
Trust Through Transparency

*“Courageous conversations that help you go from looking better, to being better.”*





# KNOW YOUR **WHY**...AND **WHO**...AND **WHAT**



***What inspired you to start?***

***Who does your business  
serve?***

***What makes your brand  
unique?***



# WHY **Values** Matter



- *Franchising can be a long-term commitment; alignment matters*
- *Brands with strong values are seen as more trustworthy = sustainable*
- *Values define brand culture and connection*
- *Reputation is everything!*





# It's a **Relationship**

*Franchising is a Business.*

*Relationships Matter in  
Business.*

*Relationships Matter in Life.*





# What is a Franchise?

*A business model where an individual (**Franchisee**) buys the right to use an established brand's name, products and systems from owner (**Franchisor**) in exchange for fees.*



# FRANCHISE ECOSYSTEM







What kind of  
businesses supply the  
Franchising industry?

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*These!*



Accounting/Bookkeeping  
Tax Services  
Advertising/Graphics  
Marketing/Promotional  
Services Alternative Dispute  
Resolution  
Banks/Financial Services  
Building & Design Services  
Business Consultants/Training





Computer/Software/Internet  
Digital  
Marketing/Web Design  
Education/Training/Coaching  
Event Planning  
Executive Search  
Lead Generation  
Health & Safety/Environmental



*...And These!*

*...YES AND...  
These!*



Insurance

Legal

Magazine/Publishing

Music Supply

Payroll/HR Services

Public Relations

Real Estate

Restaurant Design/Supply

Security Systems/Services







# THINK B-I-G!

## A SCALABILITY MINDSET

- What volume does my business do today?
- What volume COULD my business do today?
- What changes are needed for my business to  
DO IT B-I-G?

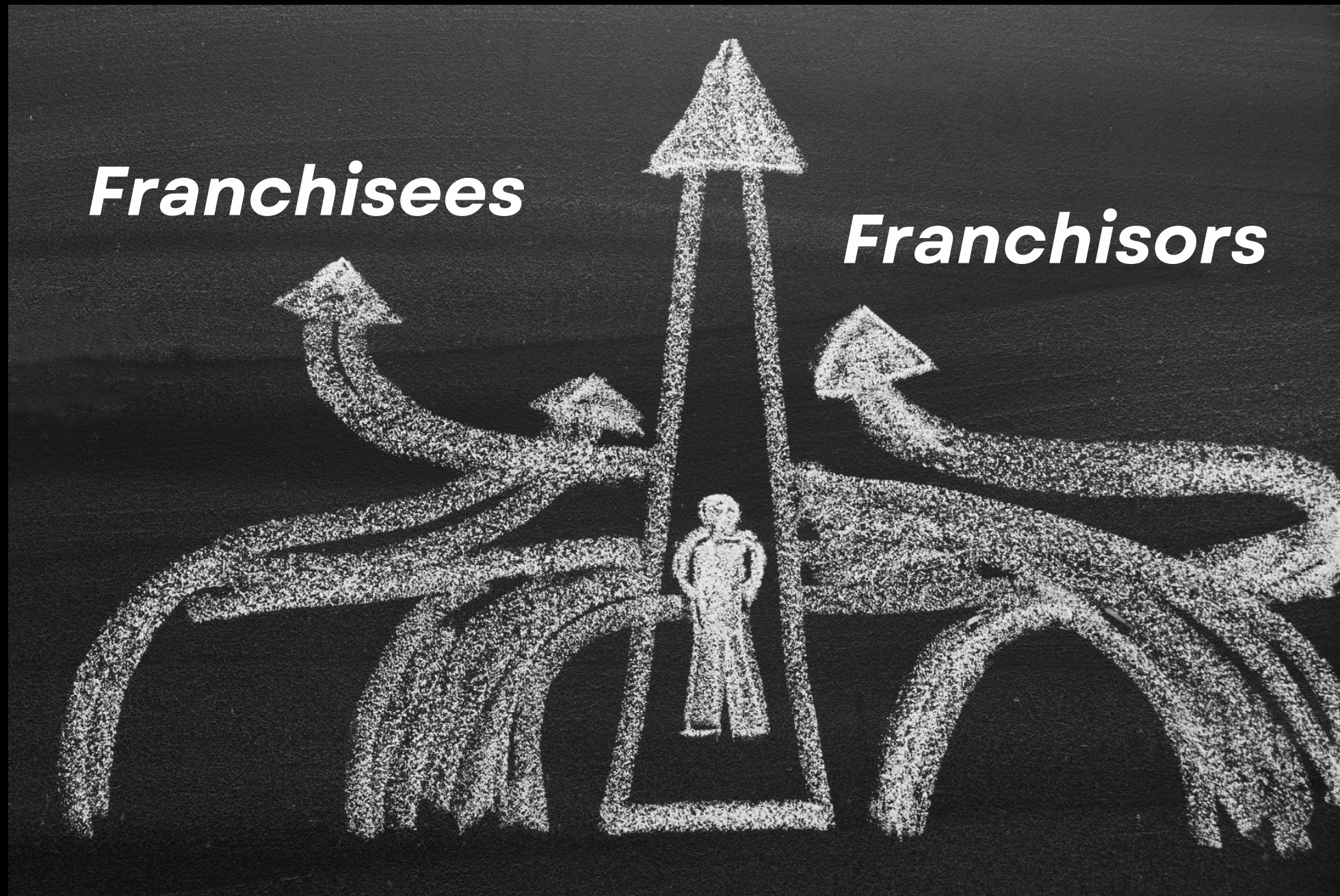
- Information
- Operations
- People
- Resources/Time





# DEFINE YOUR BRAND...

## FIND YOUR CUSTOMER



What **NEED** does your  
product/service **FULFILL**?

What **PROBLEM** does your  
product/service **SOLVE**?

How does your **BRAND** talk  
about that **STORY**?



# WHERE TO CONNECT



***NETWORKING EVENTS***

***FRANCHISE SHOWS***

***CANADIAN FRANCHISE  
ASSOCIATION EVENTS  
(ONLINE/LIVE)***



***EVENTS FOR  
ENTREPRENEURS***

***SOCIAL MEDIA  
LINKEDIN  
INSTAGRAM***



# Questions to Consider

## Brand Alignment/Values

- *What are the core brand values? How do they align with my brand?*
- *What is the brand's mission, and how does it compliment my brands?*
- *How does the brand approach Diversity & Inclusion?*



### **HOT TIP:**

Do some research. What are people saying about the brand?



# Questions to Consider

## Audience & Market Fit

- *Who is the target audience, how does it overlap?*
- *How do you engage with your customer*
- *What are the most effective channels?*



### **HOT TIP:**

Do some research. What is the competition doing?



# Questions to Consider

## Partnership Goals & Expectations

- *What are your goals for the partnership?*
- *How do you define success?*
- *How do you envision us working together? (co-brand, events, content collaborations)*
- *What resources or support will you provide to ensure mutual success?*



### **HOT TIP:**

Do some research. Ask the questions that get you CLARITY.



# KEY CONSIDERATIONS



## ***KEYS TO SUCCESS***

- Defining your Brand
- Aligning Values/Partnership
- Structuring Business for Scale
- Identifying Franchise needs
- Building Relationships with Stakeholders





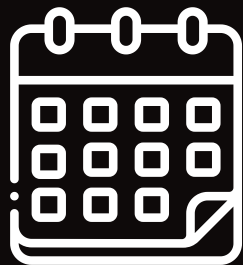


**THANK  
YOU!**



# FRANCHISE SUPPORT

Helping you navigate the  
Franchise landscape



GET STARTED

**FREE 30 min Discovery**  
**CLICK TO**  
**BOOK NOW**

- 1-1 Coaching
- Consulting Packages
- Speaking Engagements

**COACH**  
**MALIESA CADOGAN**



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