

Date : 22 December 2011 (Thursday)
 Time : 9:00am - 2:00pm
 Venue : Grand Paragon Hotel Johor Bahru , Ballroom 1 & 2 (Level 2)

ENTREPRENEUR 101 NATIONWIDE FRANCHISE ROADSHOW 2011/2012

Investing in a franchise can provide a swift path towards becoming a successful entrepreneur without having to build a business from the ground up. A franchise is a profitable and working business model that enables the would-be entrepreneur to tap into something with a proven track record.

The seminar will focus on the benefits for franchisors and franchisees from an entrepreneurship point of view as well as the support given by the government and relevant associations to promote the development of the franchise industry. The specially targeted event will also focus on the essential thinking patterns needed to survive in a competitive business environment, proactive entrepreneurship, and an increase in workforce efficiency.

You will also have ample opportunities to renew ties and build new networks with fellow entrepreneurs in order to exchange ideas and build business relationships.

>> Programme

8:00 am	: Registration & Welcome Coffee
9:00 am	: Welcome Address by Emcee
9:10 am	: "The Roadmap to Franchise Your Business" by Mr. Saharudin Sahad , Principal Franchise Advisor of Smart Franchise Partner
9:55 am	: "Takaful mySME - A product for SMEs" by Syarikat Takaful Malaysia Berhad
10:10 am	: "Enabling SME Competitiveness" by Celcom Axiata Berhad
10:30 am	: Tea Break
10:50 am	: "The New Meeting Solution" by Ms. Margaret Mo , Marketing Manager of RICOH Malaysia
11:10 am	: "Qualitative Assessment on The Potential Franchisor (A Viewpoint of Franchisees)" by Dr. Moha Asri Abdullah , Professor at Department of Economics, Faculty of Economics and Management Sciences, International Islamic University of Malaysia
11:55 am	: Presentation by OldTown White Coffee
12:10 pm	: "PNS Roles in Developing Franchise Industry in Malaysia" by Perbadanan Nasional Berhad (PNS)
1:00 pm	: After Event Networking Lunch
2:00 pm	: End

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Yes, I would like to participate.

Name : _____ Designation : _____

Company Name & Add : _____

Tel : _____ Mobile : _____ Email : _____

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