

# Entrepreneur 101 Nationwide Franchise Roadshow 2.0

Date : 30 July 2013 (Tuesday)

Time : 8:30 am – 2:00 pm

Venue: GRAND PARAGON HOTEL JOHOR BAHRU, Ballroom 2, Level 2



**You are cordially invited** to attend the MALAYSIA SME® Biz Networking & Seminars, entitled Entrepreneur 101 Nationwide Franchise Roadshow 2.0 with your business partners.

Franchising is one of the fastest ways to create entrepreneurs and increase the number of middle-class entrepreneurs. Being one of the important sectors for the growth of economy output, many of our home-grown franchise brands have emerged strongly from the domestic and foreign markets.

As you might be looking for a chance of picking a vibrant franchise brand with great potential, this seminar will provide you a profitable business model and essential thinking patterns to manage a franchise business.

In this seminar, you will also be benefiting from the speakers about the effective ways of managing business growth and understanding the potential of converting your business into a franchise.

Admission is free. Please **RSVP by 26 July 2013 (Friday)** as seats are limited.

## Agenda

- 8:30 am Registration & Welcome Coffee
- 9:30 am Welcome Address
- 9:35 am "Basics in Franchising" by Saharudin Sahad, Principal Franchise Advisor, Smart Franchise Partner
- 10:20 am Presentation by Celcom Axiata Berhad
- 10:35 am Presentation by Franchise Brands – Part I
- 10:55 am Presentation by Commerce Access Sdn Bhd
- 11:10 am Coffee Break
- 11:25 am "Introduction of MSME Community Membership" by Chin Wai Res, Business Head of MALAYSIA SME® Community
- 11:45 am "Brand Humanity" by Matthew Chong, CEO, Big Ideas Branding Group Sdn Bhd
- 12:15 pm "Converting Your Business into a Franchise" by Saharudin Sahad, Principal Franchise Advisor, Smart Franchise Partner
- 1:00 pm Presentation by Franchise Brands – Part II
- 1:20 pm Networking lunch
- 2:00 pm End

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**\* Be the 1st 100 participants to present this reply slip to redeem a mystery gift from Celcom booth on the event day.**

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Yes, I would like to participate with \_\_\_\_\_ partner(s).

Name : \_\_\_\_\_ Designation : \_\_\_\_\_

Company Name & Add : \_\_\_\_\_

Tel : \_\_\_\_\_ Mobile : \_\_\_\_\_ Email : \_\_\_\_\_