

International Franchise & Entrepreneurial Expo opens in May

The International Franchise & Entrepreneurial Expo, run by the Franchise Association of South Africa (FASA), will be held at the Sandton Convention Centre from 9-11 May 2013, offering multiple franchise opportunities and the chance to win two full franchises.

Despite the economic recession still holding its grip on business growth, franchise companies in South Africa seem to be following the international trend of being far more resilient than other business sectors and showing good signs of growth and recovery. According to Vera Valasis, executive director of FASA, this is a strong indication that the franchise sector is heading for a full recovery.

"Consistent with its entrepreneurial character, franchising simply won't be held back. What we are seeing are established franchise brands forging ahead with expansion plans and many new business opportunities breaking into the market. People, tired of the recession and affected by downsizing, forced early retirement or the lack of jobs in the formal sector, are keen to take control of their own futures and start their own businesses."

The expo promises to be another success for franchising and for the association. According to Derek Smith, the association's new chairman, franchising, is poised to play a significant role in growing the economy through training and job creation. The Consumer Protection Act also now governs it, in terms of disclosure and what is required of a business system to call itself a franchise.

"Government, through initiatives such as the Jobs Fund supported by the development banks, has recognised the franchising industry as the one area where creating new sustainable jobs can be achieved quickly and effectively. This new approach will change the face of franchising and give a much-needed boost to small business development.

"Franchising can be the low-risk, high-reward route to owning your own business. It allows you to be your own boss, to build your business as far as your talent and ambition allows and beyond and it allows you to reap the profits personally. If you choose wisely, it also gives you the back-up of an established franchisor with a known brand and a proven business system, a roadmap to success that's been travelled many times before. While a high proportion of independent start-up companies quickly fall by the wayside (the percentage of failures can be as high as 90% as opposed to under 10% in franchising), figures show that franchises have a significantly higher success rate."

Prizes

A highlight of the 2013 IFE expo will be the chance for visitors to win a number of prizes, including two dynamic franchises:

- Boost Juice Bar is giving away a brand new, fully constructed and workable franchise and R10 000 worth of initial marketing for the outlet. Nedbank as the funding partner will arrange working capital for the winner account and credit card facilities etc.
- Sandwich Baron franchise can be won with an outlet fitted with the essential fixtures, fittings and furniture that meet the franchise's minimum shop specifications, food stock to the value of R25 000 and one month's training. ABSA is the funding partner providing working capital for the winner, account and credit card facilities etc.

Expo lineup

A Speakers Corner will have a line-up of speakers, including specialists, franchisors and franchisees to educate the public on all aspects of business and franchising.

Some of the sectors and the business opportunities offered at IFE will include:

- Automotive products & services
- Building, office and home services
- Business to business services
- Education, childcare & training
- Entertainment, health & beauty sectors
- Food franchises
- Real estate services sector
- Retail franchises
- Service providers

For more information, go to www.ife.co.za.

For more, visit: <https://www.bizcommunity.com>