

Statements on the co-operation with Syncon

Although we have learned "to stand on our own feet" already long ago, we obtain our know-how from Syncon for individual fields – such as training – as even the most elaborated concept is not "alive", if it is not accepted by the people in the system.

Mr. Martin Hollweg, Franchise manager Com-Franchise-System

With constant coaching by SYNCON International Franchise Consultants the "how to do it" of the EFM-Franchise-System was given a structure and brought into a clear and homogenous form, existing gaps were filled and decisions long under consideration were reached.

Mr. Josef Graf, Franchisor EFM-Franchise-System

What did it cost me? € 2,500.00 was the price for the strategy workshop and prior to the workshop I was not wholly convinced whether this single day would be worth so much money – but now I am convinced. Today – in my 6th year as a franchisor – I am certain that this strategy workshop was worth twice the price!

I am familiar with all the requirements of a successful kitchen studio. And owing to a sound concept consultation my team and I are consequently translating this together with our franchisees.

Mr. Wolfgang Allgäuer, Franchisor olina-Franchise-System

Based on the motto "we cannot determine the wind, but we may make good use of it by a correct setting of sails" I instructed SYNCON International Franchise Consultants with a neutral moderation and mediation of this conflicting situation aiming at reaching a degree of consensus between the unsatisfied franchisees and myself (as franchisor).

Our goal was to establish a diversity of opinions, not a conformity directed at reaching a common goal – economic success for all partners in the system – a goal we accomplished.

Mr. Wolfgang Obermüller, Franchisor Tiroler Bauernstandl AG

The answers to the questions were given by SYNCON International Franchise Consultants.

The idea of the Stiegl's Weizz-Franchise-System was further developed into a franchise basis concept by Syncon and coached during the realization stage.

A beginning has been made: we have already realized a testing project. And the coaching by Syncon still continues – as many more Stiegl's Weizz restaurants will be opened in several cities!

Mr. Matthias Kalks, Franchise manager Stiegl's Weizz-Franchise-System

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**There is one thing stronger
than all the armies in the world,
and that is an idea
whose time has come.**

(Victor Marie Hugo)

From A to Z. The Syncon performance modules



Franchise design
Franchise management
Franchise tools
Associated specialists

Well-designed know-how.

The Syncon performance modules.

The performance spectrum of SYNCON International Franchise Consultants is subdivided into 14 main topics, comprising all relevant levels and stages of development of a franchise system.

It includes everything from the franchise strategy for the organization of a system, the planning and calculation of economic efficiency to system expansion and system regeneration of established franchise systems.

The individual topics are again subdivided into

- levels of "thinking", which we label franchise design,
- levels of "doing", the franchise management and
- "tools", the so-called franchise tools.

In addition, the Syncon associated specialists support the experts of the Syncon Group with their specialized knowledge in the various fields, ranging from information technologies to psychological resolution of conflicts.

For better and faster differentiation this partition of the Syncon performance modules was fitted with graphic symbols:



Franchise design – with the "square" symbol, constituting the basis and foundations of a franchise system.



Franchise management – with the "wheel" symbol, to express the keeping in motion.



Franchise tools – with the "rhombus" symbol, signifying the appropriate tool for accurate support.



Associated specialists – with the "triangle" symbol, to visualize the visible tip of the iceberg with the highly specialized expert knowledge.

The Syncon performance modules.

01. Franchise strategy

- Franchise qualification analysis
- Strategy workshop
- Franchise qualification check
- Manual franchise design
- Live chat protocols
- Publications

02. Franchise concept

- Franchise basic concept
- Concept management
- Concept coaching
- Syncon workshop "concept"

03. Profitability

- Economic model franchisor
- Economic model franchisee
- Software franchisor profit
- Software franchisee profit

04. Know-how documentation

- Manual check
- Manual optimization
- Manual complete
- Manual online
- Manual module standardized
- Manual module individualized

05. Training

- Training concept
- Training of franchisees
- Training of system headquarters team
- Procuring of experts

06. e-communications

- Concept e-communications
- e-communications services
- Software solutions for franchisors
- Procuring of experts

07. System controlling

- Concept system controlling
- Controlling services
- Software FS control
- Procuring of experts

08. Franchise agreement

- Set of rules
- Procuring of experts

09. System headquarters

- Process workshop

- Organizational concept for system headquarters
- Concept partner advisory board
- Franchise management for time
- Acquisition of franchise manager
- Qualitative annual planning
- Advisory board seats
- Job description for system headquarters
- Performance description of system headquarters
- Partner management protocol
- Set of transparencies franchising

10. System financing

- Business plan
- Procurement of venture capital
- Bank folders for franchisees
- Procuring of experts

11. System expansion

- Recruiting concept
- Recruiting of franchisees
- Internationalization
- Recruiting instruments
- Franchise application
- System documentation
- Data sheet "franchisee file"
- Recruiting website
- Analysis of potential of future franchisees
- Procuring of experts
- Franchise platforms

12. Relationship management

- Concept partnership balance
- Analysis workshop
- Partnership balance
- Optimization workshop
- Conflict coaching
- Mediation
- Procuring of experts

13. Franchise meeting

- Organization of meetings
- Moderation of meetings
- Lectures during meetings
- Procuring of experts

14. System regeneration

- System check
- Concept system regeneration
- Procuring of experts