



PDF II

Policy Development Facility Phase II

Unlocking the Potential of Franchising in Nigeria

11th May 2017

A snap shot of the market place participants





Laure Beaufile, British Deputy High Commissioner (Lagos) taking a tour of the market place

Unlocking the Potential of Franchising in Nigeria was an event that was organised by the UK AID's Policy Development Facility Phase II (PDF II) in collaboration with Franchise Business Development Services (FBDS) on the 11th of May 2017. The event brought together key stakeholders to explore the potential of franchising, which included the role of each stakeholder and how to advance the franchising industry in Nigeria. The event also featured a 'market place' where existing franchisors showcased their franchise business modules to potential franchisees and other participants.

Captured below is a summary of each of businesses showcased.



House of Tara international is an empowerment company with a world class culture that empowers, engages and creates an excitingly beneficial partnership for all her stakeholders

Our philosophy of business is to inspire all our partners through our expertise, superior customer service and genuine care by leaving them with measurable and practical ways to expand and sustain their business. This is done through four basic divisions namely; makeup school, makeup studio and services, Beauty Representative model and franchising.

As the leading beauty company in Africa, we are open to partnership in areas of distribution and empowerment i.e. franchisees. We have engaged two franchisees in the past and are willing to embrace new ones.

Our value-adds to potential franchisees:

- Deploying business enterprise resource management solution for retail operations
- 35 – 45% profit margin
- Partnership opportunity to empower thousands of micro-entrepreneurs
- Opportunity to become another marketing and empowerment channel
- Leverage on the House of Tara brand equity – House of Tara is a household name
- Joint Business Planning
- Learning best practices and standards in sustaining beauty business through periodic guidance
- Marketing, publicity and branding support to include launch plan, media and press coverage

Jackson Etti & Edu is a leading full-service commercial law firm rendering legal services to a broad spectrum of local and international clientele in diverse areas of law.

With over 30 years combined valuable experience, our lawyers have gained extensive experience in advising and acting for clients on a wide range of subject matters.

Jackson Etti & Edu has a strong presence in Nigeria and boasts of three full-fledged and functional offices in Nigeria, strategically located in Victoria Island (the corporate and financial centre of Nigeria), Ikeja and Abuja; as well as an associate office in Accra, Ghana. The firm employs over 100 legal, paralegal and support staff.

Our firm is recognised for professional legal services of the highest calibre. We draw on our unique knowledge of the African business environment, and in-depth understanding of the economic and socio-political climate in advising clients on a wide range of legal issues.

Beyond our legal expertise, we devote time and resources in understanding the dynamics prevalent in the relevant sectors in which our clients operate and this enables us to provide clients with commercially expedient legal services that meet our clients' needs. We have earned the confidence of our clients who confidently entrust us with their business issues.

The Firm is structured as eight main Practice Groups – **Intellectual Property, Corporate Commercial, Banking & Finance, Commercial**

Dispute Resolution, Immigration, Real Estate, and Regulatory & Compliance – each with several composite practice areas. These Practice Groups reflect the Firm's areas of specialization and expertise, and work in seamless synergy to achieve success on every project undertaken on behalf of clients.



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Avis Nigeria is part of the international brand “AVIS BUDGET GROUP”. Our ‘pioneering spirit’ philosophy means we put the customer satisfaction first and that we constantly strive to find ways to improve both our products and services.

AVIS’ truly international network ensures that no matter where you are in the world the chances are that there is an Avis operator nearby to provide you with top quality cars, fast, efficient and friendly service.

AVIS BUDGET GROUP

- We are a leading global rental company
- We have over 10,000 rental locations in approximately 175 countries
- We are committed to the highest standard of safety
- Our cars are carefully maintained and checked between each rental
- For over 60 years, we have enjoyed an outstanding reputation for service and have over 150 customer service departments worldwide

Turtles Car Service Limited an ingenious Nigeria car rental company that commenced operations in 2005 was issued a license to operate the Avis Rent A Car, fleet management and truck services for the territory of Nigeria in the year 2006 and has so far won several awards and recognition as the best car rental Company in Nigeria.

Our Value proposition mainly centers on who we are and what we do, because at Avis "We try harder" to make everything about car rentals as simple and transparent as possible.



AVIS® 

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The Brain Training and Development Centre acquired the BrainRx Franchise from LearningRx Inc, Colorado Springs USA in March 2013. The aim was to bring to Nigeria this revolutionary product that helps people (children and adults) with learning challenges as well as others who want to get smarter through cognitive skills enhancement and brain exercises.



BrainRx™

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In the four years of existence, we have expanded from one Centre to four with Centres in Abuja, Calabar, Ikeja and Lekki. Each of these Centres is independent and self-accounting but under the operational management of BrainRx Nigeria.

Who Benefits? Cognitive Testing and Training can benefit:

- Preschoolers – Good mental skills virtually guarantee your preschooler's success!
- "Slow learner" "ADD/ADHD" "LD" and Dyslexia – labels shouldn't stick for life!
- Struggling Students – Higher performance is possible! Unlock their potential.
- High School Students – Universities look for the best! Expand your choices and opportunities!
- Professionals – Gain an edge on life's demands and on your competition!
- Senior Adults – Maintain mental sharpness and enjoy life! Stroke rehabilitation/dementia prevention and intervention.



Employment Creation

Each BrainRx Centre has minimum staff strength of 6 and a maximum of 15. Many of these are at graduate and post-graduate level.

Financial Requirements:

There is a statutory License Fee of US\$10,000 for the first two years and subsequent renewals are dependent on the level of business generated in the first two years. The BEP is projected at 5 - 8 students and ROI is projected to be above 25% per annum. Other setup costs are minimal depending on demand for the services.



Clarion Events has been **producing** and delivering **innovative** and **market-leading events** since 1947. Our 500 employees based in our nine offices worldwide specialise in delivering first class marketing, networking, and information solutions in high value sectors, both in mature and emerging geographies. We are market leaders in providing connectivity and business-critical insight across communities of buyers and sellers.

Clarion Events West Africa resides in Lagos, Nigeria and benefits from Clarion Group global network, including Spintelligent, who is a specialist provider of face-to-face business platforms, integrated digital media and industry publications for the emerging markets of sub-Saharan Africa. With 17 years' experience of building relationships and a proven track record of success across Africa, our key organisational focus lies in engaging with the industry sectors core to Africa's social and economic development.

We pride ourselves on delivering the highest quality of service and satisfaction to our clients to support their investment in Africa. By delivering innovative, educational and proven solutions, we connect professionals at every level of the value chain with leading global suppliers, industry experts and a wealth of knowledge.

Our business is powered by our employees, whose passion and dedication resonate in everything we do. It is their industry knowledge, creativity and constant drive to succeed that has given rise to a portfolio of award-winning events, industry leading publications and a world class business training programme.



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Curves International is the largest fitness franchise in the world, with over 7,000 outlets in 94 countries, catering to over 4million women. Founded in Texas, USA, in 1992, Curves entered the Guinness Book of World Records in 2005 as the fastest growing franchise in business history, beating famous brands like McDonalds and Subway.

Uniqueness of Curves Fitness Centers:

- Curves offers a 30-minute full body workout that helps ladies reach their weight loss and fitness goals quickly and effectively. Always in comfortable and supportive ladies-only environments.
- All Curves coaches are women.
- The Curves circuit combines cardio and strength training, working every major muscle group in just 30minutes. It is designed not only to help lose weight and increase energy levels, but also to firm and tone, as well as rev up the metabolism!
- The Curves Workout can help burn up to 500 calories in just 30 minutes, with equipment that are specifically designed for women.
- All Curves machines are hydraulic resistance, and focus on every major muscle group, working at least two muscle groups at a time!
- During the Curves unique Fitness Assessment that every member undergoes, the coaches get a firm appreciation of members' fitness needs, so as to provide adequate support and guidance to achieve desired goals.
- The Curves Workout is safe and effective for women of any age and fitness level.
- A member of Curves in Nigeria is a member world-wide.

Franchisees Wanted

- With the success of the three outlets already opened, Curves wants to roll out to all parts of Nigeria.

Current Outlets:

- Lekki Pase 1: Plot 45 Niyi Okunubi Street (same street as Me Cure) off Admiralty Way.
- Chevron/Ajah: At the gate of Northern Foreshore Estate, Chevron Drive, Lekki Lagos
- Apo, Abuja: 16 J.U. Esuene Street, Apo Legislative Quarters, Zone E, Apo Gudu.



Curves®

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LAGBUS started operations on the 17th of February 2007. LAGBUS was created out of the experience of Lagos state over the years to assist in alleviating the transportation issues in the state. With over 600 buses and 62 routes currently in operation, we operate a prepaid and on-the-bus ticketing service available in different denominations on our different routes.



LAGBUS Asset Management Ltd was founded in a bid to assist in addressing multi-faceted challenges confronting mass transit systems in the state. LAGBUS operates the biggest metropolitan bus service in Lagos, operating across various routes. As a bus service provider, we support the development of more sustainable travel solutions to reduce the growing social, economic and environmental costs associated with current travel patterns.

In a sustainable transport network, safe, quality services attract a wide range of passengers with different travel needs.

It also provides an efficient travel time and encourages a modal shift away from regular car usage.

LAGBUS Vision

To create a safe modern, secure and sustainable bus transportation service designed for the special needs of Lagos.

In achieving our vision, we will use best practices while creating opportunities for all stakeholders and be a model for others.

LAGBUS Mission

To deploy buses in dedicated right of way, with prepaid tickets, select operators and GPS monitoring to create a modern bus transportation system for Lagos.

Our success shall depend on the expertise of our people, a uniform service, high standards and full compliance.

Our Franchise Model

An ideal franchise is a business whose systems are clear and successful enough to be replicated and whose business model is adaptable enough to work in many locations with a variety of business owners. A successful franchise has a strong identity and a healthy profit margin, as well as the capacity to thrive without the hands-on management of its original founder. Although a franchisee should come to his endeavour with business sense, the franchisor should have already done the work of figuring out what the franchisee needs to do to succeed.

Summary of How to Apply for Route Franchise Licence Under LAGBUS

Interested applicants for route franchise are to forward their application letter indicating the route and vehicle type to LAGBUS office at Tisco Plaza, Alausa CBD, and collect an application form from the LAGBUS Legal Department.

The application form will be completed and submitted along with the following:

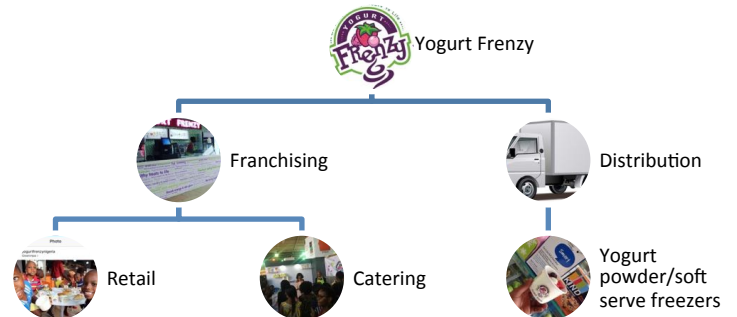
- a. A N50, 000.00 application fee (in form of cheque or bank draft in favour of LAGBUS Asset Management Limited)
- b. Certificate of registration of company or co-operative
- c. Memorandum/Articles of association (MEMART)
- d. Evidence of tax payment by the directors
- e. Income tax returns of the company
- f. Profile of the company
- g. Profile of the technical personnel
- h. Last three years financial report showing annual turnover

The screened application will be passed on to the Transport Committee for consideration.



Yogurt Frenzy Nigeria commenced operations in May 2012. Owned and operated by Uv Transcontinental Co Ltd.

- Obtained NAFDAC & Trademark registration in January 2012
- Commenced distribution of Yogurt Frenzy powdered mixes to Hotels, Restaurants and Lounges
- In 2013, opened our first mini Retail(Walk-in) Location on Karimu Kotun Street, Victoria Island
- Demand for our Freshly blended Smoothies and Frozen Yogurt grew, which led to the opening of our first Franchised Location(second store) also in Victoria Island, December 2014
- Opened our second Franchise Location in March 2015 in Warri, Delta State



FBDS, is the pioneer franchise consulting outfit in Nigeria. We provide end-to-end franchise consulting services primarily to four market categories:

- Companies seeking to franchise a business
- International companies who are already franchising and want to expand to Nigeria/Africa
- Entrepreneurs aspiring to buy a franchise.
- Manufacturers currently selling through dealers or distributors

Our Consultants have over 20 years of cumulative experience and have helped businesses access their franchise potential.

FBDS has helped a number of local franchise brands to re-engineer and operate as franchisees and brokered franchise matchmaking between franchise sellers and buyers. We have undertaken several initiatives towards the development of franchising by supporting several industry stakeholders locally and internally.



Youth Employment Summit – Snap shot of Market Place Participants



Compiled by Policy Development Facility (PDF II)

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