

The only program in the
Middle East
and North Africa
developed by franchise
experts for
franchise executives.



CERTIFIED **FRANCHISE** **EXECUTIVES PROGRAM** 2011/2012

YOUR CAREER ADVANTAGE

A Business School run by the  **Chambre de commerce
et d'industrie de Paris**

Program organized in collaboration with



**Stéphane
ATTALI**



**Message from the Dean
Director General of ESA**

Since its inception in 2006, the Lebanese Franchise Association has been actively backed by Ecole Supérieure des Affaires, given its dynamic and vital role towards Lebanese entrepreneurship, through fostering and promoting the most professional practices of franchise relationships in Lebanon.

Together with our dear friends in LFA, we realized that most people managing franchising networks in Lebanon do need high-level professional training. Accordingly, hand in hand, we firmly decided to create the certified franchise executives program in Lebanon (Ecole des métiers de la Franchise au Liban), whose main mission is to provide a solid foundation for franchising professionals that help them deal with any issues on a daily basis.

Managing networks professionally is undeniably acquired through practice and experience. It is not an easy task, with several obstacles and pitfalls in the way. It entails multiple skills all the more that it is often performed by one person. Today, the new certified franchise executives program in Lebanon is here to offer high-level training to present and future franchising professionals, where they have the opportunity to meet peers, share experiences, and develop skills to confidently face the challenges ahead.

The developed curriculum will address network managers and leaders in a way that helps them acquire the sound tools and methods especially required to perform their tasks professionally and successfully, focusing on the know-how and interpersonal skills.

Courses are conveniently separated by cyclic breaks. Thus, our gradual learning approach helps participants practice what they have learned within their own network, while attracting regional students from neighboring countries. Reaching the region is our ambition.

By engaging in this project, we are fully committed to supporting and promoting business development in Lebanon, as ESA raison d'être is to be a truly regional academic pole serving women and men working in Lebanon, while supporting businesses located in Lebanon and the whole region.

Today, ESA is more than ever devoted to the development of the Lebanese society through elite challenging actions and further involvement in vital business initiatives.

With all good wishes,

Stéphane ATTALI
Dean - Director General
ESA

**Charles
ARBID**



Message from the President of LFA

Lebanon is proudly one of the leading countries to spread European and American franchises in the MENA region, giving the Lebanese Franchise Association a privileged standing.

In the last few years, LFA has thus been working hard in promoting "Lebanese concepts" all over the world, targeting multiple sectors such as clothing, food and beverage industries.

Recently, the pioneering position of our country in a strongly growing business domain has urged us, along with our peers in the countries of the Mediterranean Basin, to launch the Mediterranean Franchise Federation, bringing together 24 nations from the North and South Mediterranean region.

From the beginning, MFF has been willing to take up the challenge by providing young entrepreneurs with highly professional guidance, helping them exploit a strongly expanding sector that presents boundless opportunities and wide open possibilities.

The truth is that the development of the franchising sector is directly bounded to the level of professionalism and expertise of its people, an integral and fundamental component of a successful franchise system.

In view of that, the experts at MFF has believed in ESA, the leading Grande Ecole of management in the region, to develop a Mediterranean oriented program aiming to build a new generation of enthusiastic specialists, driving franchising relationships in the Federation's countries to new levels.

Sincerely,

Charles ARBID
President
LFA

ECOLE SUPERIEURE DES AFFAIRES, BEIRUT.



Established in 1996, the Ecole Supérieure des Affaires (ESA) is the leading business school in the Middle East designed and managed according to the norms of the best management schools in France and Europe and run by the Chamber of Commerce and Industry of Paris (CCIP).

Thanks to its rigorous and excellent organization, ESA allows students, executives and managerial staff in Lebanon, the Middle East and Europe, to benefit from several training programs in a truly international environment, at the crossroads of one of the richest economic, cultural and linguistic heritage.

ESA is the leading Business School in the Near East, with pioneering educational attributes:

- A privileged partnership with ESCP Europe of which ESA is an associated pole.
- Lectures by the most renowned and competent international teachers.
- Continuous education programs organized either in groups or according to company-specific needs. These programs give companies in the region the opportunity to train their employees on a specific management item.
- Advisory missions of international experts for Lebanese, regional and international companies.
- Seminars and training programs dedicated to managers of Lebanese and Middle Eastern companies. These specific training programs focus on the improvement of their management skills and facilitate the development of international business contacts.

For more information, visit www.esa.edu.lb

A close-up photograph of two men in dark suits shaking hands. They are seated in a dark brown leather chair with tufted details. The man on the left is partially visible, wearing a patterned tie and a white pocket square. The man on the right is also partially visible, wearing a white shirt cuff. The background is dark and out of focus.

CERTIFIED FRANCHISE EXECUTIVES PROGRAM

A Tailor-made program for
Franchise Executives

Do you want to grow professionally and reach a recognized
standard of excellence in franchise management?

WHY THE CERTIFIED Franchise Executives Program (CFEP) ?

The franchise industry in Lebanon and the region has reached a critical point in its development. Major firms, especially in the sectors of food and beverage and clothing, have identified the need to implement their concepts and know-how in the greater MENA region.

In light of this growing trend, the creation of the Certified Franchise Executives Program has become a must to enhance the efficiency of the industry. Through the program, participants will tackle new franchising concepts and acquire practical knowledge through interactive approaches, helping them share ideas and experiences.

Mission and Objectives

- The Certified Franchise Executives Program **aims to improve the professionalism of franchising by certifying the highest standards of quality in training and education.**
- The Certified Franchise Executives Program develops necessary skills for the creation and management of a franchise business.
- The information delivered throughout the program will allow participants to manage and develop their business according to the best advanced management practices.

Franchising relies on the creation and transfer of know-how, for both franchisors and franchisees. The Certified Franchise Executives Program provides franchisees with a professional training allowing them to acquire the appropriate know-how before entering a franchising network. Once franchisees launch their point of sale or agency, the program offers continuous training and expert consultancy to develop their activity.

Through CFEP, continuous training and support of franchisors and franchisees become an effective management tool. CFEP will offer you the tool to measure your business performance, optimize the management of your collaborators, manage and develop your network and determine the strategies to ensure the sustainability of your business.

CFEP is an innovative program, adopting an action-oriented learning method based on concrete situations to learn the decision-making and problem-solving processes in the conception and management of franchise networks.

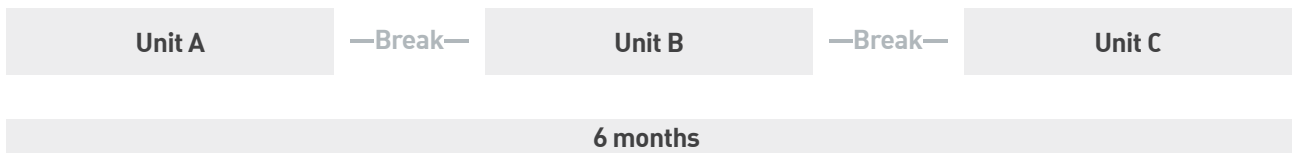
Every module will consist of a series of theoretical concepts, in addition to practical tools developed by experts taking part in the program to share their experiences.

Learning units will be taught by researchers, who have published a number of studies to meet the needs of franchise professionals, experts and franchisors at different development stages.

Today, establishing a network for franchisors and franchisees in the Mediterranean region has become a priority. Seminars, colloquia and roundtables will be organized to help you establish a network, share your experiences and consolidate your knowledge of the franchise concepts.

PROGRAM STRUCTURE

The Program is divided into



- The 3 learning units are separated by a six-week break.
- Each unit is delivered during a three-day seminar.



Candidates will be able to continue their professional activity while following the Certified Franchise Executives Program.

WHO IS ELIGIBLE FOR THE CFE PROGRAM?

Educational Background

Admission Process

Contacts

More
information on

- Franchisors wishing to develop their activity and allow their collaborators to learn and strengthen their managerial skills in franchising.
- Franchisees wishing to invest, develop and manage a franchise business.
- Every entrepreneur keen to launch a franchise in the region.
- Every person willing to become an expert in franchising.

A level equivalent to a bachelor degree is required. The program is suitable for candidates wishing to acquire a global vision of management and business issues in franchising.

- Online registration on www.esa.edu.lb
- Reception of the notification of acceptance.

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