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# The Franchise Model

The decision to operate a retail chain using the franchise model was based on thorough deliberations where many factors were considered.

As a results, the chain operates in the necessary professional manner:

- In the field of chain store operations
- In accordance with the relevant manpower operating in the field
- With the type of franchising the chain decided to operate

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## **The Franchise Model**

**The franchise model, when managed through a series of careful and smart decisions, can execute the operations of hundreds of stores in a relatively short time frame and in a saturated market, so that it is often necessary to manage existing points of sale through agents or franchisees.**

# **cofix** Advantages and Disadvantages

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**In order to operate correctly in a franchise, we must first  
acknowledge the advantages and disadvantages of the model.**

**Main advantages:**

- **Potentially quick distribution of points of sale**
- **Relatively low administrative costs**
- **The great interest a franchisee shows in the business as an owner**

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## **Advantages and Disadvantages**

**These advantages allow us:**

**To establish a retail chain quickly and with relatively low costs,  
while allocating financial and human resources to excelling in  
marketing and purchasing activities**

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## **Advantages and Disadvantages**

### **Main disadvantage:**

- **Risk of losing the retail chain identity in the points of sale**

**In pricing policies**

**In service**

**And in branch visibility**

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## Advantages and Disadvantages

**Managing these risks:**

**Through ongoing professional supervision in the field and  
through a combination of unrelenting monitoring system  
through contracts and assurances.**

# **cofix** The Principles of Franchise Marketing

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**The correct state of franchise management is achieved through three integrated principles:**

**Each one prevents the entire concept from collapse:**

- 1. Mutual respect**
- 2. Discipline and clear basic rules**
- 3. The allure of the business for the franchisee: both as a source of income and as a business which increases in value and reputation on an annual basis**

**These are the essence of a successful franchise!**

**Franchising can operate through one of the following three options:**

- 1. Franchising one of the existing Cofix branches operating today**
- 2. The chain retains locations with signed leases for branches which are not yet in operation – one can become a franchisee for a branch still in its construction phase**
- 3. If you are in a possession of an owned or leased property, we can convert it into an operating chain branch**