

Franchise Leadership Summit set for Joburg in November

FNB is hosting the 7th Franchise Leadership Summit at Montecasino on Tuesday, 13 November 2018. Themed 'Equipping you to future proof your franchise', the summit encourages discussion amongst high calibre franchisors and industry stakeholders.



The dialogue will include exploring the impact of technology on the franchising industry. To this end, Morne Cronje, head of franchising at FNB Business explains that “the rise in online applications in franchising means we need to find innovative ways on how to continue to grow and improve this new dimension to this already robust industry.”

The *South African Fast Food Landscape Report of 2018* backs the position that Cronje speaks to as it revealed that a growing number of consumers are opting for the convenience of online delivery services when purchasing fast food. This has a far-reaching impact that the Summit will begin to talk to in this year's leg.



Top franchising trends for 2018

30 Jan 2018



Speaker line-up

Cronje says the line-up of industry experts will go beyond the digital discussion and the subsequent challenges it presents; each speaker will offer workable solutions on how to improve and navigate the move to the 4th Industrial Revolution as a business.

The speaker line-up includes: Mike Vacy-Lyle, CEO of FNB Business; Marcel Klaassen, executive head at FNB Business; Mamello Matikinca-Ngwenya, chief economist at FNB; Morne Cronje, head of franchising at FNB Business; Eric Parker, franchising consultant at Franchising Plus; Stephen Walters, GIS specialist and co-founder at Fernridge Consulting; Tony da Fonseca, MD at OBC Chicken; Richard Mulholland, founder of Beware of the Fox; Andy Higgins, founder of Bidorbuy and managing director of uAfrica.com; Dion Chang, trends analyst at Flux Trends; Dr Sarah Britten, independent shopper marketing and social media strategist; and Dr Rosy Ndhlovu, founder of Social Franchising.

“Franchising is a healthy and resilient industry in South Africa. However, we need to continuously improve it and keep adapting to the ever-changing landscape. Therefore, unpacking online applications and trends in franchising is at the centre of this summit amongst other things,” concludes Cronje.

Buy tickets or find out more information on the Summit here: www.franchisesummit.co.za

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