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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**