

FASA continues to add new franchises, new directory out

The Franchise Association of South Africa's 2012 franchise directory, out now, has over 20 new franchises that have joined over the past year, representing the highest number of member franchisors in its 33-year history. The book explains the fundamentals of franchising and looks at what makes up a good franchise offer, gives guidance in areas such as financing, operations and viability and lists all its members, detailing their activities, history, opportunities offered and the financial costs of the franchises.



Franchising continues to show its resilience despite four years of recessionary restraints. According to Vera Valasis, executive director of FASA, "The continued growth of new franchise concepts proves that franchising is the entrepreneurial heart of any economy - its growth might be temporarily curbed due to the recent economic recession but it remains the one business sector that is always innovating and has the highest success rate."

Jan Davel, FASA's new chairman and MD of RealNet, is upbeat about the future of franchising. "There is no question that franchising can and is making a marked difference in driving the South African economy. If we consider that in two of the toughest economic years (2008 - 2010), according Bendeta Gordon of Franchise Directions and her Franchise Factor, franchising added more than 2 200 new franchised business outlets, is performing well above the norm and will continue to do so."

Davel believes that on a global front, our changing world is opening up opportunities on the franchise horizon. "As spending patterns change, entrepreneurs will be looking at business sectors where there is an appetite for franchising and flourishing new industries will start to see the light. Niche markets are also offering one-of-a-kind franchises that give one the opportunity to get in on the ground floor of a new franchise trend."

New opportunities

New concepts that have joined FASA include:

- Car Service City
- The Specialists Group
- i-Talk Call Centre Solutions
- UCMAS South Africa
- Anat
- Gloria Jean's
- Corner Bakery
- The Daily Brew
- Toni's Pizza
- Planet Nails
- DIY Depot

- Shave Paints & Décor
- B3 Funeral Services
- Binding Memories
- InSite Transit Advertising
- Laundry Dynamics
- Leverage Global
- Lu by Lolita
- Redfern Print Station
- Rubix Shuttles & Transfers
- Solartech
- Tengizak Personal Services

One of the driving factors of the increased interest in membership is the Consumer Protection Act, which became law in 2011 where companies must comply with the franchise requirements of the Act and its Regulations. FASA hence plays a crucial role in ensuring, through the membership vetting process, that members comply with not only the CPA but with all other legal requirements applicable in South Africa as well as conforming to international franchise standards.

For those considering taking the leap, by either starting a franchise or buying into a franchise, the association runs franchise workshops. For more information, go to www.fasa.co.za.

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