

Improving Business Skills

Is it a Zee or a Zor Question?

Miguel Antonio S. Lindo

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Who we are in the Philippines



To provide sustainable sexual and reproductive health services of the highest quality to Filipinos Nationwide



Successful Franchisees Lead to Family Planning



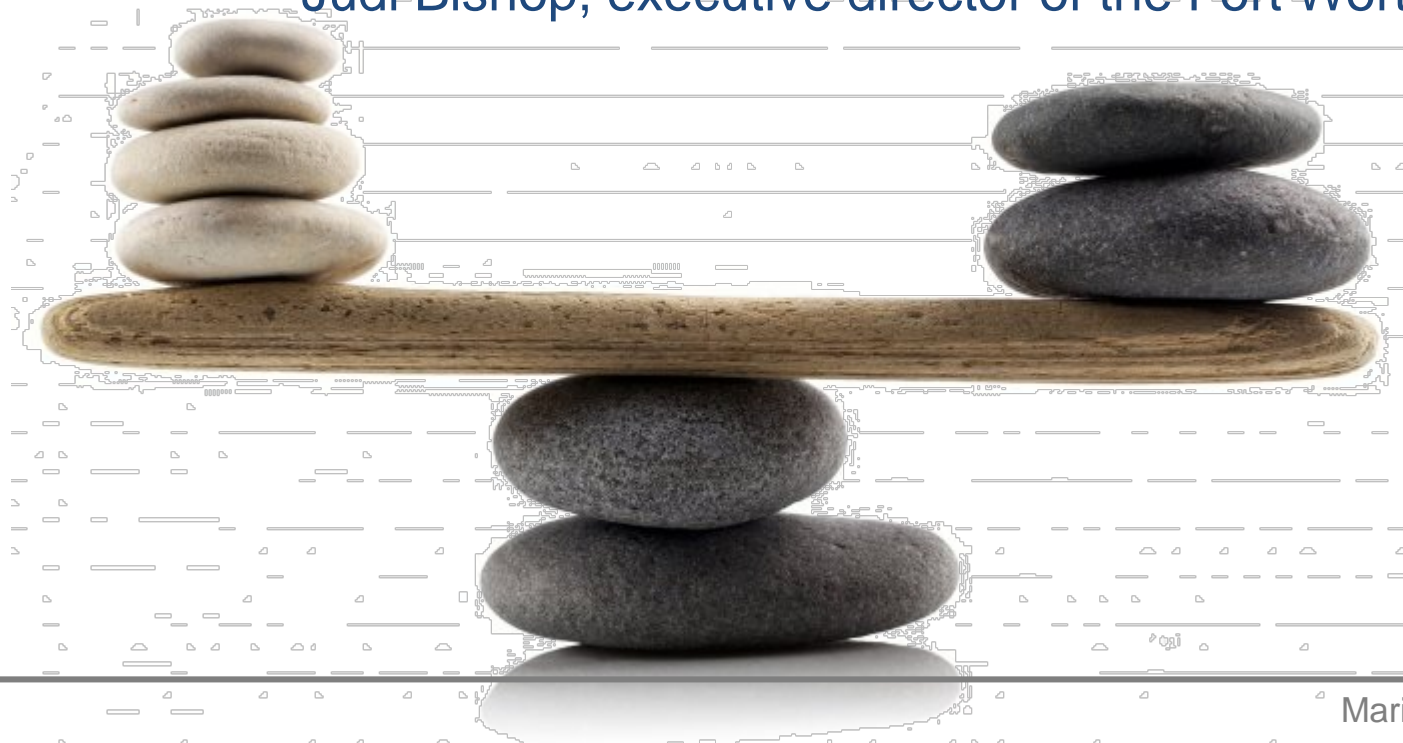
The challenge of managing two bottom lines

“[We] must effectively manage two bottom lines when operating a social franchise; mission results and financial results.”

Benjamin C. Litalien, CFE

“[The manager] must be committed to the mission of the nonprofit and motivated to control cost of goods, provide good training and supervision for employees and constantly monitor and market sales.”

Judi Bishop, executive director of the Fort Worth YWCA



Understanding our client – the franchisee



Graduate of a 2 year course
Primarily a Service Provider
Ages between 40-60 years old
Before BlueStar either called for home service
Assistants of Doctors in Maternity Hospitals
No established professional fees
Earned by daily wage or by tips
Mothers and Home Makers
No formal graduate or post graduate education
Computer skills limited to Facebook and Facetime

Deliver babies according Philippine DOH Standards
Provide FP according to Philippine and MSI Standards
Manage employees (DOLE), facilities (PHIC), and supplies
Engage with Governing Bodies (LGU, DOH, PHIC, BIR, Bank)
Reportorial Duties of Data Validation, QTA, MDT, and others
Run a business that should gross \$ 20,000.00 annually

Demand Generation
Behavior Modification
Cooking
Cleaning
Rearing Children
Husband-Wife Duties

Three Simple Tools to Improve Business Skills

The Franchise E-Factor

- Model developed by Greg Nathan of the Franchise Relationships Institute (Australia) to help franchisees and franchisors better understand their relationship.
- Explains why dealings become strained and how both parties might use this tension to enhance the relationship.

The Franchise E-Factor

AVOID:

Reckless optimism

Confusion

Fear

Revenge

Greed

COMMUNICATE:

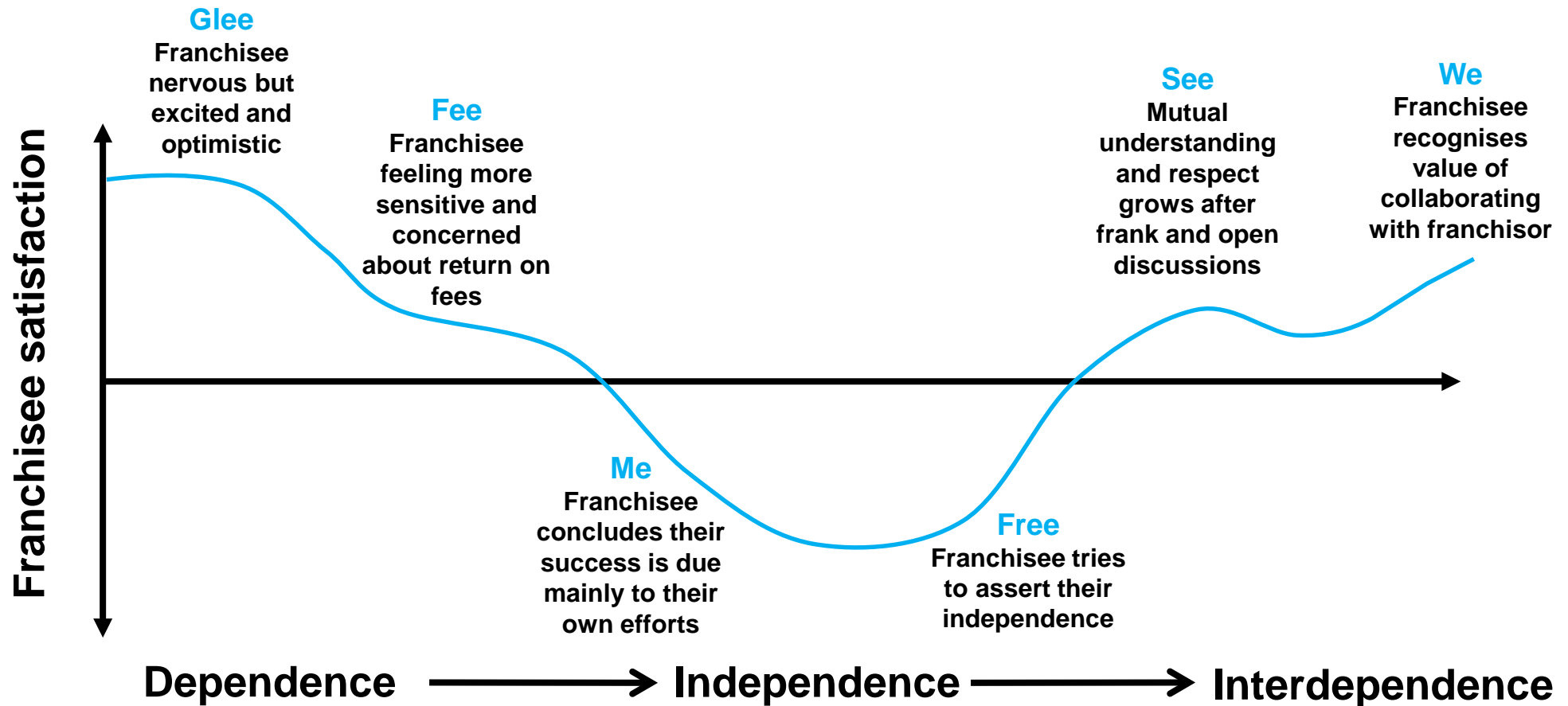
Cautious optimism

Clarity

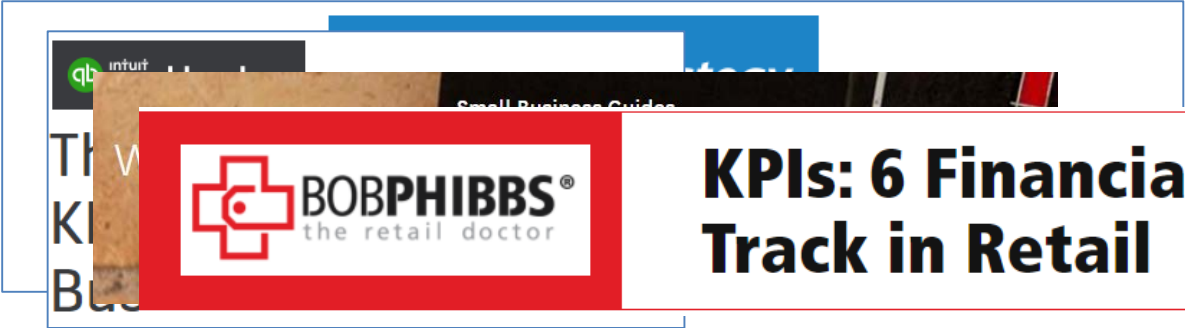
Confidence and value

Empathy

Commitment



Establishing basic financial KPI's



KPIs: 6 Financial Results You Must Track in Retail



- Sales
- Expenses
- Total Operating Expenses
- Net Profit
- Net Sales

- MCP Clients
- IUD Clients
- Implant Clients
- PSP Clients

- MCP 79:21
- If with PPIUD 65:35
- Interval IUD 30:70
- Implant 22:78
- Pap Smear 27:73

- MCP 80:20
- FP 60:40

- Separating Clinic Money from Personal Money
- Post Dated Check
- Giving oneself a salary
- Schedule of Payments

Continued education



**INSTITUTE OF CERTIFIED
FRANCHISE EXECUTIVES**

The Certified Franchise Executive Program (CFE) is a career development program offered by the Institute of Certified Franchise Executives (ICFE) of the International Franchise Association (IFA) Education Foundation. It offers franchise professionals the opportunity to learn, grow professionally and reach a recognized standard of excellence in the franchise community.

Franchise Asia Philippines is Asia's biggest international Franchise Conference loaded with powerhouse international and local experts and speakers discussing Global Best Practices, Latest Trends, and Innovations and Disruptive Strategies. It presents unparalleled educational, professional development, and networking opportunities



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