

MAYGER LLC is one of the top Ukraine consulting companies founded in 2000 by Dr. Nickolay Mayger.
Web-site: www.mayger.org

MAYGER LLC is the founder of the group of international professional companies working according to international standards. Members of FinGroup - experts and companies which form project teams aimed to organize and implement investment projects in Ukraine. List of members can be seen if you follow the link www.fingroup.org

MAYGER is the only company in Ukraine which **works all over Ukraine** to meet the demands of our clients. We provide all range of professional services for Business & Projects Development (including "turnkey" projects organization).

More info <http://www.mayger.org/en/business-development-ukraine/> and <http://www.mayger.org/en/consulting-service-ukraine/>

Based on the **fourteen-year experience in Organization and Development of Business in Ukraine**, **MAYGER LLC** can offer such variants of organization of Business, development of Business, Ukrainian market integration, promotion the franchise products:

I. ORGANIZATION OF FRANCHISE BUSINESS

1) Establishment \ Adaptation of the Franchise Package documentation to market conditions and legislative norms of Ukraine

▪ **Assessment of readiness of the company for franchising**

Processing of readiness assessment questionnaires completed by potential or current franchisor.

▪ **Defining goals and objectives for creation or improvement of the complete set of documentation for the franchise network**

Takes place in the form of meeting-brainstorming: - defining the format of the franchise point - defining the anchor points of franchisee to the network - formation of the framework for the franchising package in Ukraine.

▪ **Development \ Adaptation \ Correction of structural, technical and technological documentation of the franchising package (tutorial for opening, tutorial for concept, tutorial for marketing, tutorial for personnel, tutorial for services, tutorial for management, tutorial for working in the network)**

Confidential workbook and other documents of the franchisor, containing description of procedures and standards that must franchisee fulfill to work effectively within the terms of the franchise network.

Typically includes the following sections:

- Concept, corporate identity, products / services
- requirements for the placement, design, equipment arrangement and number of seats
- Technology and Equipment
- operational and job instructions
- quality standards for products and services
- forms and systems of internal control and motivation of personnel
- Marketing and promotion
- Finance
- regulation of the relationship between the franchisor and the franchisee
- Development of the management scheme of franchise network (Contains instructions for the franchise Division on issues of franchisee – monitoring for the points in the network and the network as a whole, the standards of documentation of the franchise division, its communications with other departments)
- translation of the package into English, Ukrainian and Russian

▪ **Adaptation \ Adjustment \ Development of financial scheme of the network**

- Financial plan of the franchisor
- Calculation of entrance payments
- Calculation of periodic payments
- Financial plan of franchisees
- Translation into English, Ukrainian and Russian

▪ Legal implementation of the network according to Ukrainian legislation

Legal package may include three or more contracts from the following list:

- Agreement on Intentions, including confidentiality prior to signing the agreement
- The agreement on commercial concession (franchising)
- Commission agreement, agency agreement, engagement agreement
- License Agreement
- agreement on the first delivery
- agreement on regular supplies
- agreement on sale, mortgage, rent, lease, or use of equipment
- agreement on guarantee or technical maintenance of equipment
- Tenancy agreement, reservations to it
- Agreement on installation and maintenance of software
- Agreement on designer, architect or Merchandiser services
- General contract with network suppliers
- Agreement on training or education
- Translation into English, Ukrainian and Russian

▪ Development of the website - presentation of the franchise, the internal site of the network for franchisees, organization of the corporate mail, internal Web documents circulation.

Development of the separate site of the network, oriented at business partners, with a covered sitting area for existing franchisees; corporate e-mail with online access from anywhere in the world for all franchisees, in the domain will be the name of your company, internal document circulation with the possibility to collaborate and share documents

▪ Preparation of presentation materials of the franchise network

To communicate effectively with candidates the profile of the potential franchisee will be developed, text of presentation for the website, presentation text for the Catalogue of franchises, electronic presentation for classroom presentations, flyer and brochure for distribution.

- translation into English, Ukrainian and Russian

Available for a separate fee – development of the script and shooting the selling movie - a movie about your business and your franchise with duration of 5 min.

2) Legal Services

▪ Registration of the trademark/brand

- Trademark Registration in Ukraine
- Registration of the trademark on the international level according to the Madrid System.

(All countries of the Madrid system are included. This system does not require separate applications to each country and bringing patent agents in each country).

▪ Registration of the Company in Ukraine

3) Market Analysis

- Market Analysis
- Analysis of potential franchise buyers
- Analysis of potential consumers
- Developing the marketing plan of the franchise promotion (Includes assessment of the company's position on the market for the product / format and the price of the franchise, description of major channels of promoting the franchise on the market, recommendations on the budget of advertising campaign for 2 years, the marketing strategy of the franchise and its pledge of success)
- And other possibilities, according to the plan, which will be worked out in detail

II. DEVELOPMENT OF THE NETWORK, PROMOTION OF FRANCHISE BUSINESS

4) Sale of the franchise package

- appointment of the personal manager;
- negotiations with potential buyers of the franchise package;
- selection of the franchisee on the basis of the finished franchisor package;
- support for the exchange of information - profiles \ presentations between the franchisor and the franchisee;
- conduction of presentations;

- negotiations with potential franchisees about the conditions of the agreement, including the financial terms;
- approval of the payment schedule - the entry fee, the purchase of goods, equipment, etc.;
- conducting the final negotiations on signing of the agreement;
- formation of the services package for maintenance of the franchising package, in accordance with the individual program.

5) Buying of the franchise package

- selection of Ukrainian or foreign franchises for sale in Ukraine;
(searching the franchise according to criteria of the customer; preliminary negotiations with the franchisors; recommendations of the specialist concerning franchises interesting for the customer)
- evaluation of the franchise;
(estimation of the franchise attractiveness; estimation of competitiveness of the franchise in the relevant market sector; estimation of attractiveness of this business; stability assessment of the franchise and the franchisor, franchisor site evaluation; presence of contradictions in the promises of the franchisor; Information about bankrupt franchisee-partners; confidential Information; presence of trials, lost and won cases; conflicts with partners and franchisees; complaints from franchisees, information on founders, informal hosts, sources of financing, national and criminal features etc.; company history, including the history of owners, both nominal and real)
- selection of a foreign franchise, which has no representation in Ukraine

6) Promotion of franchise package on the market of Ukraine

- Participation in specialized exhibitions held in the Ukraine;
- Promotion of information in specialized media;
- Conducting specialized presentations to potential customers;
- Advertising on specialized websites;
- Creating the Ukrainian company website;
- Creating a video of image nature, their promotion;
- Sponsorship of mass sporting and cultural events.

III. MAINTENANCE AND MANAGEMENT OF FRANCHISE BUSINESS

7) After-START services

- update of the Financial Plan of franchisee - Feasibility Study
- update \ relevance of the market analysis - all Ukraine or separately regions
- Independent Monitoring
- FranMapping
- Network Management
- Consulting

TERMS OF PERFORMANCE AND COST IS CALCULATED AFTER MUTUAL ADJUSTMENTS AND \ OR AMENDMENTS.

With respect and hope for success-oriented and fruitful cooperation,

The team of MAYGER!