

Welcome to IF Consulting's weekly e-mail newsletter

October 3, 2003

Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

This newsletter is also available as a PDF on our Website (<http://www.i-f.com/E-comLinks02.htm>) if you want to download a version for your hard copy file.

When franchisors fail their franchisees

Franchisors often fail because they do not develop and maintain effective marketing strategies. Regardless of the franchisor's business, the marketing strategy is crucial. Leading franchisors know that franchisees rely on them to provide marketing systems to enable their individual businesses to grow.

Franchisors need to know that their main responsibilities are analyzing and working through the company's strengths, weaknesses, opportunities and any threats, leaving franchisees to concentrate on developing local marketing/advertising plans. Good franchisors assist franchisees in developing specific marketing plans that allows them to focus on local business.

Franchising's great strength is that not only are franchisees relieved of the responsibility of strategic planning, it also allows them to focus on local business. Nevertheless, after three or four years, franchisees sometimes begin to doubt the value of franchisors – a situation often the result of failure by the franchisor to implement an effective marketing strategy or reinforce the real value of franchising.

<http://www.bizjournals.com/denver/stories/2003/09/22/focus3.html>

IF Comment

Franchisees buy a well-known brand and image which has been created and publicized through brand promotion and national advertising. These promotional efforts are paid for by franchisees through an advertising levy.

A key franchisor responsibility is to consistently develop and implement group marketing and operational strategies. Failing to do so creates franchisee unrest and devalues the entire franchise system.

That being said, franchisees should help their own business through local promotion and public relations. It can range from sponsoring local sporting teams to raising money for charities. A franchise that continually engages in effective marketing and promotional activities creates interest and top of mind awareness in potential customers.



Marketing Channel
Strategy Consultants
Maximizing shareholder value
through creating the best route
to market

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Snippets

After listening to concerns from its marketing channel partners, Hewlett-Packard has postponed the starting date for its enhanced HP Integrator Partner (HIP) Program until next year. When the new program was unveiled, channel partners said it would be difficult for HP to implement the changes in such a short period.

http://www.crn.com/sections/News/Top_news.asp?ArticleID=44792

The proposed alliance between Air France and KLM is on hold with question marks over regulatory approval hindering negotiations. If a deal can be reached to allow KLM's entry into SkyTeam, the landscape of global airline alliances will be radically altered. The competitive strength of SkyTeam would be significantly increased against the two largest global airline groupings, Star Alliance and the Oneworld franchise.

<http://www.datamonitor.com/-e86f8a752a6a409fbee74bbdba07ba95-/automotive/news/product.asp?pid=396D05DC-5BFF-4011-87D5-7EA8CAF59E49>

(Due to the length of this URL, you may need to cut and paste it into the address bar of your browser)

A beta version of Napster, the brand synonymous with music piracy, will be launched next week. According to Napster, customers will now be able to purchase individual tracks or albums, which can be seamlessly transferred to portable devices and burned to CDs. The company is also offering a premium version of the service, with access to unlimited listening and downloading, plus radio and community features.

<http://www.ecommercetimes.com/perl/story/31744.html>

Share the Knowledge.

If you have colleagues who would be interested in receiving our weekly email please forward this e-mail to them.

IF Consulting publishes "Our View", a quarterly review of topical marketing channel issues. Samples are available on our website. To receive "Our View", please return this email with your address details.

To unsubscribe, please reply with "unsubscribe" AND a copy of the email address to be removed.

IF Consulting is a leading international marketing channel strategy consulting firm with over 30 years experience in a vast number of industry sectors. See our website for further information.

<http://www.i-f.com>