

Welcome to IF Consulting's weekly e-mail newsletter

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

Keeping the faith in franchising

It seems that the national chains have every Western consumer want or need covered – the physical, the material and, now, the spiritual. Organizers of many local church services have seen the advantages associated with the consistent offerings within all the large franchises such as McDonald's, Target, Bed Bath & Beyond and Starbucks.

One group of churches, started by Naperville, Ill., pastor Dave Ferguson, delivers services that are virtually identical in music, sermon, video and skits at ten locations throughout the country. Ferguson said that the Community Christian Church was one of about ten nationally that had adopted a multi-site approach by 1998. Just six years later, more than 1,000 churches have embraced the movement.

Although reluctant to apply the business term 'franchising' to their approach, the multi-site church is based on the same successful principle: providing consistent quality and service wherever you go.

<http://www.kansascity.com/mld/kansascity/living/10818413.htm?1c>

(Free registration required)

IF Comment

Modern franchising started with the Singer Sewing Machine Company after the American Civil War. It expanded through motor vehicle dealers, service stations and hotels.

After the 2nd World War, franchising found its growth through many varied food outlets – pizza, chicken, hamburgers and ethnic food. It was inevitable that other types of businesses would be franchised. Today, we have franchised accounting services, tax preparation services, executive coaching and training. American gangs such as the Crips and Hell's Angels even franchise their brands.

That a growing church is operating on a franchised type arrangement is not surprising. Religious observance and church attendance has been declining in the Western World. People involve themselves in events that give them pleasure. With a church, they also look for spirituality. The Community Christian Church seems to have developed a reproducible format that provides its congregants with a pleasurable spiritual experience.

While most readers understand marketing channels and franchising in a commercial context, the Community Christian Church's experience demonstrates that commercial techniques can be used for good works.



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

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Snippets

Enhancements to American Power Conversion's marketing channel programs are aimed at boosting channel partners' profitability. The new approach reward channel partners with additional discounts for the presales investment associated with securing new and incremental business.

<http://www.channelbusiness.com/>

New Datamonitor research shows ScottishPower should cultivate its online customer base. A recent study undertaken by Datamonitor indicates that multi-utility company ScottishPower should cultivate its online customer base. While customers on standard tariffs suffered three price rises in 2004, customers on its online tariff continued to benefit from one of the cheapest rates on the market. In response to ScottishPower Online's recent price hikes, Datamonitor has investigated the cost savings online accounts potentially offer suppliers.

<http://www.datamonitor.com/~5c111ae23b684958be9c58a7aaed8a5e~/industries/news/article/?pid=2B62BCEC-07C8-4F0F-8BEC-2A8D79291893&type=CommentWire>

Managing partner at Shanghai-based wine distributor Summergate, Brendan O'Toole, has his work cut out for him. His task is to convince a nation of 1.3 billion Chinese hooked on sweet, strong, and cheap grain alcohol into switching to *grand crus* from Bordeaux and other fine vintages from around the world. It's a big call, but Summergate and its rivals seem to be having some luck in their pioneering efforts to import and distribute foreign-bottled wines.

http://www.businessweek.com/bwdaily/dnflash/feb2005/nf20050210_9814_db053.htm

Share the Knowledge

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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>