



## PRESS RELEASE

### ***Franchising in South Africa - the real story***

**By Eric Parker & Kurt Illetschko**

Franchising occupies around 12% of South Africa's retail and services market. For those individuals wishing to embark into this sector, this is good news, as franchising in South Africa operates from a solid base with excellent untapped potential and growth opportunities.

*Franchising in South Africa - the real story*, takes you behind the scenes of this franchising world. This book reveals the realities of franchising through the experiences of actual franchisors and franchisees. Household names form the focus of this fascinating study, as you learn the secrets of the internal workings of successful business like Steers, Spur, Nando's, Reliable Music, Jetline, Pick 'n Pay and Mugg & Bean. A brief discussion of franchise networks that have gone sour provides advance knowledge of where things can go wrong.

Franchising's slogan is "To be in business for yourself, but not by yourself." As such, *Franchising in South Africa* offers a realistic alternative to starting up a company from scratch. The combination of a proven concept, established brand and support from the franchisor, if correctly implemented, can offer readers a recipe for business success. As passionate supporters of the industry, the authors are able to place it in its legal, historical and ethical context as well as offer possibilities for BEE initiatives and international expansion.

Parker and Illetschko teach valuable lessons gleaned from others' experience, discussing the extensive possibilities this business model presents. Their book would not only interest people in franchising, but anyone with a finger on the pulse of South Africa's business environment.

#### **About the authors**

Eric Parker is a widely sought-after strategist and speaker on business renewal, motivation and expansion. He first became involved in franchising in the 1980s, holding senior positions with KFC and later Interfare/Squire's Holdings. He was a founding member of Nando's and established Deloitte and Touche's franchise division. Eric is a past chairman of the Franchise Association of Southern Africa (FASA) and was named FASA Franchise Personality of the Year in 1995.

Kurt Illetschko is a franchise expert with over 30 years' experience in this field. He was instrumental in putting the Franchise Association of Southern Africa (FASA) on the map and was named a life member of this organisation. Kurt lectured widely on franchising in the past and is a widely-published author on all aspects related to franchising and small business. He authored the bulk of expert publications disseminated by FASA and recently completed *Teach Yourself Franchising*, published by Hodder in the UK.

***Franchising in South Africa - the real story* is available from Fronrunner Publishing. It can be purchased from major booksellers from March 2007 at a recommended retail price of R150.**

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