

Recruitment and marketing solutions



FranchiseMatch
Redeeming Potential

WHY FRANCHISEMATCH?

At FranchiseMatch, we are experts in recruiting franchisees. We offer a number of recruitment and marketing solutions to match our customers' individual needs.

Turn our knowledge into your strength!

At FranchiseMatch, we have many years of experience in identifying and recruiting franchisees for the many franchising concepts that we deal with. We possess deep insight and have a wide network in many different segments, and we are always on the lookout for ambitious candidates who want to continue their career as independent traders/franchisees.

That makes us the obvious choice for both new and established franchise candidates in the race to realise their dreams. This could give you the edge.

One size doesn't fit all!

We offer various different solutions to cover your particular needs.

The solutions range from exposure in relevant channels to the complete process, where FranchiseMatch supplies the candidate, the location and a financing solution.

The following pages will give you an overview of the different solutions we can offer.

OUR SOLUTIONS

BASIC	ADVANCED	PREMIUM	SUPERIOR
<p>Recruitment</p> <ul style="list-style-type: none"> · Link to your own website 	<p>Recruitment</p> <ul style="list-style-type: none"> · Recruitment administration 	<p>Recruitment</p> <ul style="list-style-type: none"> · FranchiseMatch handles the recruitment · We find the candidate, and take care of screening and MPA and ACE tests · We provide a financing solution for franchisees 	<p>Recruitment</p> <ul style="list-style-type: none"> · FranchiseMatch handles the recruitment · We find the candidate, and take care of screening and MPA and ACE tests · We provide a financing solution for franchisees · We find the right location for the concept/franchisee
<p>Marketing</p> <ul style="list-style-type: none"> · Company description on FranchiseMatch.dk 	<p>Marketing</p> <ul style="list-style-type: none"> · Company description on FranchiseMatch.dk · Job ad on Jobindex.dk · Detailfolk.dk – including Profiljob and LinkedIn · FranchiseMatch.dk 	<p>Marketing</p> <ul style="list-style-type: none"> · Company description on FranchiseMatch.dk · Job ad on Jobindex.dk · Detailfolk.dk – including Profiljob and LinkedIn · FranchiseMatch.dk, LinkedIn and Facebook 	<p>Marketing</p> <ul style="list-style-type: none"> · Company description on FranchiseMatch.dk · Job ad on Jobindex.dk · Detailfolk.dk – including Profiljob and LinkedIn · FranchiseMatch.dk, LinkedIn and Facebook
<p>Price</p> <p>DKK 4,995 p.a.</p>	<p>Price</p> <p>DKK 14,995</p>	<p>Price</p> <p>Depending on complexity. Contact us for an informal chat</p>	<p>Price</p> <p>Depending on complexity. Contact us for an informal chat</p>

Add-ons: On page 8 you will find the add-on options that go with each solution.



BASIC

Company description on FranchiseMatch.dk with link to your own website.

1

Marketing via FranchiseMatch.dk

We will set up a page for your concept on FranchiseMatch.dk under the menu item “Franchise concepts”. Here, relevant franchise candidates will be able to form an impression of your concept – business area, financing needs and geographical location. The candidate can click forward into your concept and read a description, view your “universe”, read “tips for franchisees” and look at pictures and possibly videos.

By marketing your concept on FranchiseMatch.dk, which has many thousands of visitors, you can ensure that potential franchise candidates do not overlook your concept in chasing their dream of becoming independent franchisees. Our website is a meeting place for franchisors and franchisees, where they can look for franchising opportunities and find useful information.

Link to your own website

We will insert a link to your own website. This could go to a page where visitors can read more or find other information aimed at unsolicited candidates.

DKK 4,995 p.a.



ADVANCED



Company description on [FranchiseMatch.dk](#) and recruitment administration

1

Marketing via FranchiseMatch.dk

In Advanced you get the same online marketing described under Basic.

2

Exposure on Detailfolk.dk, Jobindex.dk and FranchiseMatch.dk

We will ensure that the position is advertised on Jobindex.dk and Detailfolk.dk, which are much visited by relevant franchise candidates. Detailfolk.dk has around 25,000-29,000 unique visits per month, and their LinkedIn page has more than 9,000 followers. Your job ad will also be displayed on our website, FranchiseMatch.dk, with many thousands of visitors. This striking and targeted exposure will guarantee you maximum visibility.

3

Recruitment administration

We draw up the job ad and publish it. We give you access to our e-recruitment system, to make it easy for you to handle and review the applications. The system sends an automatic “Thank-you for your application”, and we ensure that rejections are sent within the agreed time. Needless to say, personal data is stored in compliance with data protection law and automatically deleted after six months. We also share the job ad with our LinkedIn network and provide a link to the ad that you can place on your own website. Our setup relieves you of the administrative burden, provides the candidate with a good professional experience, and of course assures compliance with the GDPR.

DKK 14,995



PREMIUM



Company description on FranchiseMatch.dk, complete recruitment process incl. financing solution for the franchisee.

1

Marketing via FranchiseMatch.dk

In Premium you get the same online marketing described under Basic.

2

Exposure on Detailfolk.dk, Jobindex.dk, FranchiseMatch.dk, and LinkedIn and Facebook.

In Premium you get the same exposure on external websites described under Basic.

You will be displayed on our website, FranchiseMatch.dk, which has thousands of visitors.

Your job ad will also be published and exposed on FranchiseMatch, Facebook and LinkedIn, and thereby shared with around 25,000 relevant candidates.

3

We will handle the recruitment of franchisees

We will work with you to produce an in-depth company and candidate description to match your needs and concept. We will then run a targeted search for potential candidates, who we will introduce to your concept and hold a structured, in-depth interview with. We guarantee you a pool of candidates to match your criteria.

4

Tests and interviews

We carry out a cognitive test (ACE) and produce a master profile analysis (MPA) of the candidates.

We comply with ethical guidelines, and all candidates receive both personal feedback and a written report.

The test results are included in the presentation material we send to you.

5

Help with the financing solution

We help franchisees to find the financing solution that their concept “demands”.



SUPERIOR



Company description on FranchiseMatch.dk, complete recruitment process incl. financing solution for the franchisee and help to find the right location.

1 2

Marketing and exposure on Detailfolk.dk, Jobindex.dk, FranchiseMatch.dk and LinkedIn and Facebook

In Superior you get the same online marketing described under Basic, Advanced and Premium.

3 4

We handle recruitment, testing and interviews of franchisees

In Superior you get the same service described under Premium. In other words, we produce an in-depth company and candidate description to match your needs and concept, then run a targeted search for potential candidates. Then we carry out a cognitive test (ACE) and produce a master profile analysis (MPA) of the candidates, who we also interview. When we have processed, analysed and evaluated the candidates, we present you with a pool of candidates to match your criteria and needs. The whole process assures you of an extremely professional recruitment process, in which our experienced consultants follow through from start to finish.

5

Help with the financing solution

We help franchisees to find the financing solution that their concept “demands”.

6

We find the right location for you.

Our specialists help you to find the best location in the specific area you want for your concept. We have a large database of attractive locations, and we always have a long list of premises available all over the country. We negotiate the contract and make things very easy for you.



ADD-ON OPTIONS

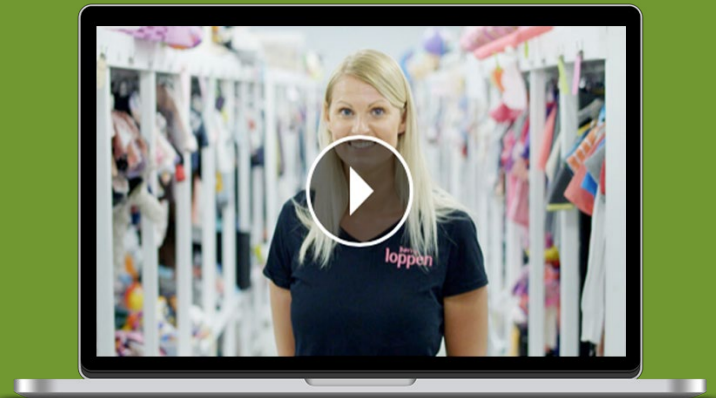
Our experience shows that video catches relevant candidates. So we offer the option of video, where one of your franchisees talks about life with your concept.

Video of your concept

- ✓ We will design and produce the video.
- ✓ We will push the video on relevant channels.

Price DKK 12,995

(Available with all solutions)



MPA and ACE tests

- ✓ We analyse the position and the success criteria for it based on the current business situation.
- ✓ The candidate fills in an MPA (personal profile analysis) and an ACE (cognitive test).
- ✓ We conduct in-depth interviews with selected candidates based on the job description and personal profile.
- ✓ You receive a written report with a match analysis between the job and personal profiles, and a written recommendation from FranchiseMatch
- ✓ All candidates get personal feedback and a written report

Price DKK 8,995 per candidate

(Can be added to Advanced (tests already included in Premium and Superior)

HAPPY AND SATISFIED CUSTOMERS

It is important to us that the whole recruitment process should be professional, smooth and transparent. The aim is always to build a comfortable relationship with both customers and candidates.



They are very good at differentiating their recruitment according to our current needs, and they are good at building a relationship with me, so I am happy to let them recruit for my company.

Malene Norre
HR Manager



WHY CHOOSE US?

THERE ARE MANY GOOD REASONS

We are experts in retail

- ✓ We are not real estate agents or consultants – we are retail experts.
- ✓ We have wide experience, specialised knowledge and in-depth understanding of the business.
- ✓ We have recruited over 100 franchisees.
- ✓ We have over 15 years' experience of recruiting franchisees for various chain concepts.
- ✓ We have procured over 500 locations for more than 100 different retail chains.

Your business is our business

- ✓ We have one goal: To find the best solution for you and your business.
- ✓ We only recommend solutions we are 100% happy with.
- ✓ We maintain full confidentiality.

A concept with one overall solution

- ✓ We ensure that you find the franchisee and the premises and that the financing is in place.
- ✓ We have a database and a very large network in the individual towns and cities, so we can deliver franchisees and locations when you need them.

THE TEAM BEHIND YOU

*FranchiseMatch is made up of experienced and capable operators.
Do contact us for an informal chat about your options.*



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Contact us today

We cover the whole country, with offices in Aarhus, Kolding, Odense and Copenhagen.

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