



Franchise Consulting

— Asia's Leading Franchise Specialists —

**Need Qualified Master or
Area Franchisees in Asia?**

GET THE VF ADVANTAGE!

**Want To Make Your
Business Franchisable?**

 **EMAIL**

info@vffranchiseconsulting.com

 **WEBSITE**

vffranchiseconsulting.com





VISION

LEADER

VF Franchise Consulting is the leading, most trusted, and "Go-To" franchise and licensing consultancy in Asia.

FOCUS

VF Franchise Consulting targets a select few brands that are highly adaptable to Asian markets. These brands are proven and successful with strong growth potential in Asia.

WHY US?

- We are a uniquely experienced management team with franchise operational and development experience throughout Asia. We focus only on a select number of clients that have the best potential for successful franchising growth in this fast-growth region.
- Our proactive approach in organizing our highly popular VF Franchise Business Matching (VFBM) events in Asia is people, time, and resource intensive. We do the things that are difficult to do, and that's why we continue to have many loyal and satisfied clients.
- With offices at the center of ASIA, we are positioned to assist our clients expand successfully through franchising, licensing, distribution, and Joint Venture partnerships.

SERVICES

Franchise & Business Consulting

- 5-Year Franchise/ Business Strategy & Development Plan
- Operations Audits & Reviews
- Drafting Operations Manuals
- Franchise Agreement Templates
- Franchise / Investor Sales Kits
- Provide Ongoing Operational & Training Support
- Special Projects

Franchise Sales & Marketing Services

- Plan, organize, and execute on VF Franchise Business Matching (VFBM) events throughout Asia
- Determine key franchise and business terms & conditions appropriate for targeted countries
- Identify ideal Investor Profile
- Provide high level franchise and business expansion strategy
- Provide general checklist of required franchise documents needed
- Provide standard franchise and business NDA and Franchise Application templates
- Review existing franchise sales materials and provide feedback
- Local language translation provided where needed

Franchise Operations & Training

- Buying a Franchise. How To Do It Right
- Why You Need to Franchise Your Business and How?
- Fundamentals of Franchising
- Etc.

FRANCHISE & BUSINESS CONSULTING

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FRANCHISE SALES & MARKETING SERVICES

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FRANCHISE OPERATIONS & TRAINING

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OTHER SERVICES

Other Services

- Limited “due diligence” on franchise and business partners
- Feasibility Studies
- Market Entry Studies
- Market Research
- Competitor Analysis
- Project Management Services
- Location Intelligence Services
- Special Projects

CLIENTS

F&B



Education



Other



LEADERSHIP TEAM



**(MR.) SEAN T. NGO, MBA
CEO AND CO-FOUNDER**

35 YEARS++

Of franchising, project management, business development, real estate, and finance experience.

- Bi-lingual Vietnamese-American working in Asia for nearly 20 years
- MBA, University of San Francisco, USA.
- Developed and operated Carl's Jr. Charbroiled Hamburger in Vietnam (1st American Burger Chain in Vietnam)
- Former Co-Founder of Vietnamese IT startup
- Speaker at franchising events organized by governments and industries throughout Asia, the US, and Europe
- Contributing Writer to Inside Retail Asia
- MBA Adjunct Professor in Franchising, Entrepreneurship, Project Management, Strategic Management, International Business
- Formerly Registered Real Estate Professional® in the USA
- Former Accredited Buyer's Representative (ABR®) in the USA
- Formerly Certified Project Management Professional (PMP®)

20 YEARS++

In management, business development, sales & marketing and management

**(MS.) HOANG KIM PHUONG, BA
CO-FOUNDER, MANAGING DIRECTOR
OF VIETNAM OFFICE**



- Bi-lingual in Vietnamese and English
- Bachelor Degree of Hanoi Foreign Trade University (#1 University in Vietnam)
- Licensed in real estate and stock brokering
- Highly experienced and successful working with clients who are C-level executives and decision makers
- Over 20 years in senior management, sales & marketing, and business development in Asia
- Proven and successful in Sales & Marketing with global companies such as Superstar Global Logistics, Allianz Insurance, Piaggio Motor International Company



**(MR.) KHOO TECK KIM, MBA
CO-FOUNDER, MANAGING DIRECTOR
OF SINGAPORE OFFICE**

40 YEARS++

Of strategic planning, franchising, business development, marketing, and operations experience throughout Asia and Australia with McDonald's, KFC, Dellfrance, Kenny Rogers Roasters, Shakey's Pizza, Burger King, The Body Shop, Dentsu, Young & Rubicam.

- MBA, University of Hull, United Kingdom.
- An Honorary Aide-De-Camp to 3 Presidents of Singapore.
- Master Franchisee of The Edge Learning Centre in Singapore.
- A successful CEO in retail franchise industry.

40 YEARS++

of sales, marketing, and franchise consulting experience in Korea and Asia

**(MR.) SEUNG CHEUNG, MBA
VF PARTNER - KOREA**



- Seung Cheung grew up in Korea and earlier in his extensive career was an OE sales manager at Michelin Korea, an assistant product manager at Kellogg Korea, and a merchandising manager at 7-Eleven Korea.
- Seung started his own business in 2002 and is our point man in Korea. His 'Franchise Korea' focus is key to success in this diverse, mature, and competitive franchise market.
- Seung has Master of International Management from the Thunderbird School of Global Management and a Bachelor of Science in Marketing from State University of New York at Brockport. He was an adjunct professor of management and marketing at various colleges in Seoul.

STRATEGIC PARTNERS



VNFRANCHISE.VN is ranked the #1 franchise portal by Google

Vietnam's #1 Franchising Portal

- Visit: 250,000+ Month
- Unique Users: 15,000+ Month
- Time On Site: 4-5 Minutes
- Total Inquiries: 500+ Month

Why Vietnam?

- Over 105 million people
- GDP/Capita (PPP) of US\$ 12,600
- 60% of the population under 30yrs old
- Fastest growing GDP/Capita within Southeast Asian Tiger countries
- Fast-growing franchise market with top franchises already present, including KFC, Pizza Hut, Starbucks, McDonald's, and more!



GapMaps
YOU'RE IN THE RIGHT PLACE



GapMaps Live is a cloud-based platform that provides location intelligence to help brands make confident decisions with reduced risk. It allows teams to visualize their own data combined with the latest demographic data, enabling them to make accurate location decisions across multiple industry sectors.

INTERNATIONAL FRANCHISE DEVELOPMENT IN ASIA



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VFFRANCHISECONSULTING.COM is Asia's Leading Franchise Portal



6,600+

Unique Users
Per Month



10,000+

Page
Views



9,200+

Facebook
Followers



26,000+

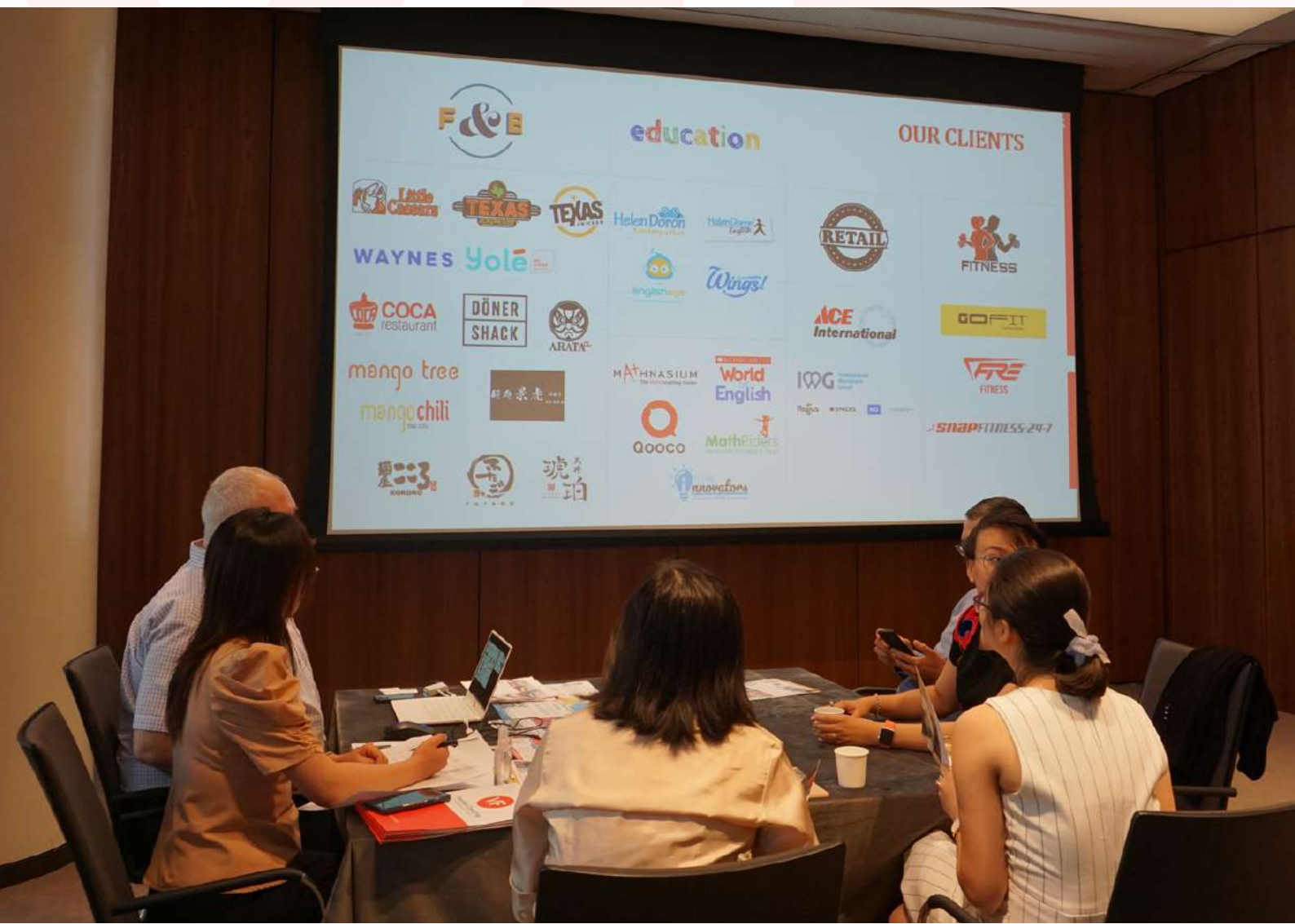
Email
Database

Why Franchise in Asia?

- With over 4.6 billion people, Asia represents a significant customer base with diverse consumer preferences.
- 60% of the Asian population is under 30 years old, indicating a large market of young and potential customers.
- Asia's combined GDP accounts for approximately 35% of the global GDP.
- Asian countries such as China, India, and Indonesia have witnessed significant improvements in GDP per capita
- In 2020, the franchise industry in Asia was valued at approximately \$474 billion
- The franchise industry in Asia is projected to reach \$572 billion by 2025
- Asia accounts for approximately 45% of the global franchise market
- In 2020, the franchise sector in Asia employed over 34 million individuals
- Many global franchise brands have successfully expanded into Asian markets.

RECENT SUCCESSES

- Texas Chicken: Indonesia, Thailand, Cambodia, Laos, Qatar
- Little Caesars Pizza: Philippines, Singapore, Cambodia
- Logiscool: Thailand, Vietnam, Myanmar
- Mango Tree: Vietnam
- GapMaps: Indonesia, Thailand, Vietnam
- The Boiling Crab: Philippines
- Denny's: Philippines
- Presotea: Philippines
- PJ's Coffee: Vietnam
- The Edge Learning Centre: Singapore
- Sureclean: Thailand
- Mosquito Squad: Indonesia
- Rocky Mountain Chocolate Factory: Vietnam



TESTIMONIALS



...Mr. Khoo was fully responsible for the total development of the Kenny Rogers Roasters (KRR) brand name in the Asia Pacific region. He has been instrumental towards the growth of the franchise from its initial units in Malaysia, Philippines, China, Singapore and Indonesia...Mr. Khoo has extensive experience in the franchise restaurant business and I would not hesitate to recommend him for senior executive position in a related field.

Tan Sri Dato' Seri Vincent Tan, Chairman & CEO,
Berjaya Group Berhad Malaysia

I have been working with Sean for many years in my capacity as head of Global Development for Church's/Texas Chicken. Sean has proven to be a great asset not only to me in my Development Role but to the Church's Texas Brand as well.

Bill Schreiber,
Vice President Worldwide Business Development Church's/Texas Chicken

Sean has always provided us with "well qualified and top rate" franchise candidates. We have strongly benefited from Sean's ability to properly communicate our needs to help recruit and introduce best in country area developer candidate(s).

Doug Wong, Senior Director of Global Franchise Recruitment Denny's

Sean is a real expert on the commercial aspects of the Vietnam cross-border franchising marketplace. His knowledge of US and international franchising practices, combined with his intimate knowledge of the Vietnam franchise scene, has made him a first point of contact for any international brand looking to franchise in Vietnam. He is always a pleasure to work with.

Fred Burke, Managing Partner - Vietnam at Baker & McKenzie LLC
Owner at Baker & McKenzie

Teck Kim is reliable, hard-working and conscientious. He has initiative and drive and contributed in no small way to rebuilding the KFC business in Singapore to its highly profitable chain today.

Thomas Chong Teck Fook, Vice Chairman
Kentucky Fried Management PTE Ltd





RECENT PRESS

- UNLOCK YOUR FUTURE AS A LOGISCOOL FRANCHISE PARTNER: JOIN THE DIGITAL EDUCATION REVOLUTION TODAY, VF FRANCHISE, 03/2023
- LOGISCOOL IS A PIONEERING EDUCATION, VF FRANCHISE, 03/2023
- THE REVOLUTION HAS BEGUN, VF FRANCHISE, 03/2023
- THE STEPS TO BECOMING A RESTAURANT FRANCHISE OWNER, VF FRANCHISE, 03/2023
- HOW TO START THE ALTERNATIVE BOARDS FRANCHISE IN YOUR AREA, VF FRANCHISE, 02/2023
- THE FUTURE OF CODING FRANCHISES: TRENDS AND OPPORTUNITIES TO WATCH, VF FRANCHISE, 02/2023
- HOW A CODING FRANCHISE CAN HELP YOU BUILD A SUCCESSFUL BUSINESS, VF FRANCHISE, 02/2023
- WHY INVEST IN THE ALTERNATIVE BOARDS FRANCHISE, VF FRANCHISE, 02/2023
- WHY INVESTING IN A CODING FRANCHISE IS A SMART BUSINESS DECISION, VF FRANCHISE, 02/2023
- WHAT IS THE ALTERNATIVE BOARDS FRANCHISE AND HOW DOES IT WORK? AN IN-DEPTH GUIDE, VF FRANCHISE, 02/2023
- GAPMAPS: TO BE ON THE CUSTOMER'S RADAR – ONE NEEDS A GOOD MAP, VF FRANCHISE, 02/2023
- WHAT TO EXPECT WHEN OWNING A CODING FRANCHISE: A COMPREHENSIVE GUIDE, VF FRANCHISE, 02/2023
- NURTURING THE FUTURE WORKFORCE WITH CODERS LAB: GET JOB-READY FOR THE IT INDUSTRY!, VF FRANCHISE, 02/2023
- FRANCHISE WITH THE LEADING CODING BOOTCAMP: A GUIDE TO CODERS LAB, VF FRANCHISE, 02/2023
- THE ALTERNATIVE BOARD: DRIVING BUSINESS GROWTH THROUGH SUPPORT AND GUIDANCE, VF FRANCHISE, 02/2023
- NAVIGATING THE FRANCHISE BROKERAGE PROCESS: A STEP-BY-STEP GUIDE TO FINDING YOUR PERFECT FRANCHISE OPPORTUNITY, VF FRANCHISE, 02/2023
- DISCOVER THE ADVANTAGES OF WORKING WITH A FRANCHISE BROKERAGE: FROM FRANCHISE MATCHING TO NEGOTIATIONS SUPPORT, VF FRANCHISE, 02/2023
- HOW TO CHOOSE THE RIGHT FRANCHISE BROKER FOR YOUR FRANCHISE INVESTMENT, VF FRANCHISE, 02/2023
- THE BENEFITS OF WORKING WITH A FRANCHISE BROKER FOR POTENTIAL FRANCHISEES, VF FRANCHISE, 01/2023
- MAXIMIZING YOUR FRANCHISE INVESTMENT: THE BENEFITS OF WORKING WITH A FRANCHISE BROKER, VF FRANCHISE, 01/2023
- WHAT "ESSENTIAL" TERMS SHOULD A FRANCHISE AGREEMENT HAVE?, VF FRANCHISE, 11/2022
- FRANCHISE STORIES FROM ASIA: SANONDAF AND ITS MISSION TO KEEP PEOPLE SAFE THROUGH DISINFECTION AND DECONTAMINATION SERVICES, VF FRANCHISE, 11/2022
- FRANCHISE STORIES FROM ASIA: RGIS AND HOW IT HAS BECOME THE MOST TRUSTED STOCKTAKING SERVICE PROVIDER GLOBALLY, VF FRANCHISE, 11/2022
- THE THREE BEST CODING LANGUAGES FOR CHILDREN, VF FRANCHISE, 11/2022
- THESE AMERICAN AND OTHER INTERNATIONAL F&B FRANCHISORS ARE RETURNING TO THE PHILIPPINES, ESQUIREMAG, 06/2022
- THESE EDUCATION AND SERVICES FRANCHISES ARE SUNSHINE INDUSTRIES, ESQUIREMAG, 06/2022
- CAMBODIA CONTINUES TO DRAW INTEREST OF GLOBAL FRANCHISES, KHMER POST, 05/2021
- EXPANDING FAST FOOD OUTLETS PLACE STRAIN ON OBESITY WORRY, VIETNAMNET, 05/2021
- INTERNATIONAL BUSINESS LOOKING FOR FRANCHISEE IN INDONESIA, TOPFRANCHISE.COM, 04/2021
- TAKING TO THE STREET, VIETNAM ECONOMIC TIMES, 01/2021



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followers



16240
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15,980
views per month

RECENT KEY EVENTS



- [FRANCHISE CONNECT: PERSONALIZED 1-ON-1 MEETINGS FOR SUCCESS | THAILAND | JUNE 21, 2023](#)
- [MEET YOUR PERFECT MATCH FOR FRANCHISE SUCCESS | MALAYSIA & SINGAPORE | MAY 15 & 17, 2023](#)
- [BECOME A PART OF THE THRIVING ASIAN FRANCHISING MARKET AT IFS 2023](#)
- [FRANCHISING FOR THE FUTURE: INNOVATE, SCALE, SUCCEED | MAR 29 – 30, 2023](#)
- [USA FRANCHISE ROADSHOW – AUSTIN, TEXAS | JAN 30 – FEB 03](#)
- [VF INTERNATIONAL FRANCHISE BUSINESS MATCHING: NEXT STOP – CAMBODIA | NOV 23 & 24, 2022](#)
- [VF INTERNATIONAL FRANCHISE BUSINESS MATCHING: NEXT STOP – VIETNAM | NOV 03-05, 2022](#)
- [VF INTERNATIONAL FRANCHISE BUSINESS MATCHING: NEXT STOP – THAILAND | SEP 29 & 30, 2022](#)
- [VF Business Matching – Next Stop: INDONESIA | 2022 AUG 30](#)
- [SEIZE TOP SINGAPORE FRANCHISE OPPORTUNITIES NOW! | 2022 JULY 28 & 29](#)
- [VF Business Matching – Next Stop: PHILIPPINES | 2022 JUNE 22 & 23](#)
- [VF Business Matching – Next Stop: MALAYSIA | 2022 May 26 & 27](#)
- [VF Business Matching – Next Stop: VIETNAM | 2022 April 20 & 21](#)
- [InXpress Vietnam Discovery Day | 2022 April 20 & 21](#)
- [International Franchise Show \(@ London, UK | 2022 April 8 & 9](#)
- [VF Virtual Int'l INDONESIA Franchise Business Matching | 2022 Mar 17 & 18](#)
- [VF Virtual Int'l THAILAND Franchise Business Matching | 2022 Feb 16 & 17](#)
- [VF Virtual Int'l CAMBODIA – LAOS – MYANMAR Franchise Business Matching | 2022 Jan 20 & 21](#)
- [VF Int'l VIETNAM Franchise Business Matching | 2021 Nov 24 & 25](#)
- [\[Webinar\] Bricks 4 Kidz – Fun & Profitable STEM Education | 2021 Oct 21](#)
- [VF Virtual PHILIPPINES Franchise Business Matching | 2021 Oct 13 & 14](#)
- [VF Virtual INDONESIA Franchise Business Matching | 2021 Sept 15 – 16](#)
- [Franchising 101: The Ultimate Guide on How to Buy & Sell Franchises in Asia | 2021 August 25](#)
- [VF VIRTUAL SINGAPORE – MALAYSIA FRANCHISE BUSINESS MATCHING – JULY 15 & 16TH, 2021](#)
- [THAI RESTAURANTS – THE SPICIEST TREND IN ASIA! – June 30, 2021](#)
- [VF VIRTUAL KOREA FRANCHISE BUSINESS MATCHING – JUNE 24 & 25TH, 2021](#)
- [CHOOSE FROM 11 POPULAR FRANCHISE BRANDS FOR CAMBODIA AND OPEN THE FIRST UNIT IN 2022, May 27 – 28, 2021](#)
- [ENTERING F&B SECTOR SUCCESSFULLY WITH WAYNES COFFEE, May 20, 2021](#)
- [VF INTERNATIONAL FRANCHISE BUSINESS MATCHING – HO CHI MINH, VIETNAM – April 15, 2021](#)
- [\[Webinar\] GRAB A SLICE OF THE \\$132 BILLION PIZZA INDUSTRY, March 31, 2021](#)
- [ACE HARDWARE FRANCHISE ROADSHOW: NEXT STOP – TAIWAN & SINGAPORE – March 10, 2021](#)
- [\[Webinar\] “WINGS – MODERN CHILDREN’S EDUCATION” – February 24, 2021](#)
- [Franchising Success with Mathnasium! – January 20, 2021](#)



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Want To Make Your Business Franchisable?

HEADQUARTERS

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