



The Franchise Association of South Africa proudly presents

The 2010 FASA Awards for Excellence in Franchising

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2010 FASA Awards for Excellence in Franchising Banquet	

Category	Winners to date	
Franchisor - Leading Developer Of Emerging Entrepreneurs	1993 – KFC 1994 – Poolside Products 1995 – Mr Rooster's Group 1996 – GlowGetters 1997 – GlowGetters 1998 – Multiserv 1999 – Nizams 2000 – GlowGetters	2001 – Butterfield 2002 – Skonkwane 2003 – Butterfield 2004 – Butterfield 2005 – Butterfield 2006 – Hot Dog Cafe 2007 - Hot Dog Café 2008 – Date of Awards was moved to 2009 2009 – Captain DoRego's
Brand Builder of the Year	1992 – Kardlcor 1993 – Steers 1994 – First National Bank 1995 – Nando's Chickenland 1996 – Futurekids 1997 – Debonair's Pizza 1998 – BP Express 1999 – Debonair's Pizza 2000 – Something Fishy	2001 – Vodashop 2002 – Scooters Pizza 2003 – Mugg & Bean 2004 – Wimpy 2005 – Scooters Pizza 2006 – King Pie 2007- Scooter's Pizza 2008 – Date of Awards was moved to 2009 2009 – Vodacom 4U
Newcomer Franchisor of the Year	1991 – Pest Control 1992 – Rug Doctor Pro 1993 – The Drain Surgeon 1994 – Coverall of SA 1995 – Peter News Agency 1996 – GlowGetters 1997 – Furniture Factory Warehouse 1998 – Multiserv 1999 – Butterfield 2000 – Mugg & Bean	2001 – Scooters Pizza 2002 – Fontana Famous Roastery 2003 – Hot Dog Café 2004 – NWJ 2005 – Sasol 2006 – Vodacom 4 U 2007 – Roman's Pizza 2008 – Date of Awards was moved to 2009 2009 – Placécol
Franchisee of the Year	1990 – Wimpy , Harrismith 1991 – Steers, Springs 1992 – Midas, Witbank 1993 – Milky Lane, Eastgate 1994 – Academy of Learning, Boksburg 1995 – Coverall, Sandton 1996 – Academy of Learning, Pietersburg 1997 – GlowGetters, Rivonia 1998 – Speedheat, George 1999 – Something Fishy, Witbank 2000 – Speedheat, George	2001 – Master Maths, Athlone 2002 – Mochachos, Sun City 2003 – Mugg & Bean, Canal Walk 2004 – Vodashop, Menlyn Park, Pretoria 2005 – Ocean Basket, Montecasino 2006- Woolworths, Tzaneen 2007 – Dulce Cafe, Somerset West 2008 – Date of Awards was moved to 2009 2009 – Captain DoRego's
Franchisor of the Year	1990 – KFC 1991 – Mike's Kitchen 1992 – Academy of Learning 1993 – Steers 1994 – Steers 1995 – Wimpy 1996 – 7 Eleven 1997 – O'Hagan's 1998 – Debonairs Pizza 1999 – Spec Savers	2001 – PostNet 2002 – Wimpy 2003 – Re/Max 2004 – Vodashop 2005 – Butterfield 2006 – King Pie 2007 - King Pie 2008 – Date of Awards was moved to 2009 2009 – Pick n Pay

	2000 – Debonair’s Pizza	
Franchise Personality of the Year (Now Hall of Fame)	1995 – Eric Parker 1996 – Bendeta Gordon 1997 – Ivor Benn 1998 – Noel O’Connor 1999 – Freek Potgieter 2000 – Brenda Macqueen	2001 – Christo Calitz 2002 – None 2003 – None 2004 – None 2005 – Kobus Oosthuizen 2006 – None 2007 – Craig Mckenzie 2008 – Date of Awards was moved to 2009 2009 - Derek Smith

Most Promising Female Franchisee of the Year

2009 - Alinda Fouche (Placécol Beauty Centre – Richardsbay)

Most Promising Black Franchisee of the Year

2009 - Clara Makara & Pule Makgoe (Woolworths – Ladybrand)

FASA Entrepreneur of the Year

2009 - John Billing (Fruit & Veg City Food Lover’s Market – Somerset West)

INTRODUCTION

From the early days when a handful of franchisors got together to lay down the ethics that we today so proudly hold dear, they have been honouring their own with the FASA awards. Today, after 31 years, FASA's annual awards are the highlight of the year's endeavours. As business methods become more sophisticated, the criteria for judging the FASA Awards for Excellence in Franchising also gets tightened up. Judges have been chosen for their absolute objectivity and neutrality. This continual raising of the bar indicates a healthy business sector that is continually striving to improve and we should all welcome it. The FASA Award criteria have been structured in such a way that they embrace all levels of franchise companies – from the multi-million rand operation to the start-up ventures. The FASA Annual Awards for Excellence in Franchising continue to form the benchmark for excellence and highlight the brands that have achieved market recognition and peer acceptance. Our Annual Awards have become our industry's pinnacle and the vehicle through which we show the world how successful franchising can be.

AWARD CATEGORIES

Most of the categories in the Annual FASA Awards for Excellence in Franchising are well known to us all but there are some exciting new awards this year!

Category 1: Franchisor of the Year

The most prestigious of the FASA awards honours the franchisor that has made a significant impact in the marketplace and who has, through effective business management and marketing, achieved outstanding financial results and a significant growth in its sector. The Franchisor of the Year enjoys the accolade and prestige of being the best of the best and gets to bask in the spotlight for an entire year.

Category 2: Franchisee of the Year

FRANCHISEE OF THE YEAR honours those hard working owner-operators who make up the back bone of every franchise success story. Franchisees are often the unsung heroes who make up the backbone of their franchise and are the public face of the brand. While many of the franchisees that are entered have won top awards within their own groups we also encourage franchisee entrants who have succeeded against all the odds, who go beyond the call of duty to make a success of their businesses.

Category 3: Franchisor - Leading Developer of Emerging Entrepreneurs

This category is without doubt the most relevant for the future of the country's economy as it focuses on the need to empower the small business sector and encourages the franchise ethic in our emerging market. Whilst the general franchise community should be justifiably proud of their contribution to empowerment, skills transfer and job creation, there are a few of our members who are going the extra mile in giving opportunities to BEE candidates.

Category 4: Newcomer Franchisor of the Year

NEWCOMER FRANCHISOR OF THE YEAR honours the innovative entrepreneurship of newcomers and is often a good indicator of future trends in franchising. With South Africa having only 17 different business sectors that franchise compared to around 70 in the United States, we have barely scratched the surface in establishing new franchise concepts. Franchise companies who have shown unprecedented growth during the start-up period and Who can prove that the franchise system was tantamount to their success should submit entries in this category.

Category 5: Brand Builder of the Year

BRAND BUILDER OF THE YEAR honours those companies who have, through advertising, promotional campaigns and consumer awareness, taken their brands to new heights. It is the category that is measured by the effectiveness of its advertising and promotional campaigns during the year and the popularity with the public and where franchise companies go head-to-head to see who has the brand with the best idea, the cleverest concept and the deepest market penetration that hits the mark and gets people flocking to their stores.

Category 6: Most Promising Female Franchisee of the Year

With women playing a significant role in franchising, this award honours individual women, (rather than companies) who have made a valuable contribution to franchising in South Africa. Franchisors, franchisees or affiliate members can be nominated.

Category 7: Most Promising Black Franchisee of the Year

With many public and private BEE initiatives in place to encourage entrepreneurship amongst the emerging market this award recognises the most promising black franchisees who have made their mark as successful business people.

Category 8: FASA Entrepreneur 2010

With entrepreneurship at the heart of franchising, the Entrepreneur of the Year Award honours franchisors and franchisees who show exceptional entrepreneurial skills, vision and passion to make a difference.

Category 9: Hall of Fame (Previously Personality of the Year)

This award, which in the past recognized a particular individual's contribution to franchising has been expanded into a Hall of Fame Award which recognizes a range of contributors (individuals and companies) that have contributed to the success of franchising in South Africa.

Panel of Judges

The panel of judges will consist of four externally selected businessmen/businesswomen who are not in any way linked to FASA or any of its members. Total impartiality is therefore ensured. The finalists as decided by the judges will be forwarded to the independent auditor to ensure transparency and good corporate governance. The co-ordinating judge is Dr Johan Louw.

Confidentiality

Maximum confidentiality is ensured for all entries.

Ease of Entry

Entry forms are simple, making it easy to enter. All the entries received will be processed by the Panel of Judges for each and every category. Additional information may be required by the Panel of Judges in order to arrive at the selection of the finalists.

Important Dates

Closing date: Friday, 16h30 on 31 March 2010

FASA Awards for Excellence in Franchising: Saturday, 8 May 2010

Venue: Sandton Convention Centre
Maude Street
Sandton

Important Addresses**Address for entries:**

Mail and Hand Delivery	Postal Deliveries
For attention: Rishon and Lenor Flight Specials Centurion Shop 5 Southlake Centre Heuwel st (opposite The Godfather Restaurant) CENTURION 012 6636565	For attention: Dr Johan Louw PostNet Suite 195 Private Bag X10 ELARDUSPARK 0047

FASA COMPETITION: CATEGORY 3 FRANCHISOR OF THE YEAR

Enquiries: Dr Johan Louw 082 855 6510 or e-mail to johan.louw@university-africa.com or Rishon 076 729 1128 for general enquiries and arrangements to drop off competition documents

CONDITIONS OF ENTRY

These general conditions of entry apply to ALL categories:

1. The Awards are open to all franchisor and affiliate members of the Franchise Association of Southern

Africa and to all franchisees who are part of a franchise system operated by a franchisor member of FASA.

2. Entries should not be submitted in the name of a group but separate entries for each brand will be welcome.

3. Please note that every entry will be considered in its entirety. It will be to your advantage to complete every question as fully as possible, and provide all the required enclosures.

However, should you be unable to do so regarding one particular aspect, your entry will not be disqualified.

4. Each entrant must complete the relevant entry forms and submit them to:

For attention:

Dr Johan Louw

PostNet Suite 195

Private Bag X10

ELARDUSPARK

0047

Deadline: 16h30 on 31 March 2009

5. The Panel of Judges will meet in a closed session to select the finalists using a transparent scoring system. The three finalists in each category will be forwarded for independent auditing.

6. At the sole discretion of the Panel of Judges:-

6.1 Finalists may be asked to provide additional written information.

6.2 Finalists may be requested to attend an interview with the Panel of Judges.

6.3 The Panel of Judges or their representatives may arrange to visit entrants or nominees at their respective place(s) of business to conduct supportive interviews and/or to inspect documentation relevant to information and facilitate supporting interviews upon request by the Panel of Judges.

7 The finalists will be invited to attend the FASA Awards for Excellence in Franchising Awards Banquet in Johannesburg at their own expense, where the winners will be announced.

8 The winner in each category will receive a floating trophy and a framed certificate. All finalists will receive a framed certificate. Duplicates of the certificates will be available at a nominal charge. Damage to trophies will be repaired at the cost of the recipient.

9 FASA is not responsible for any expenses incurred by entrants or finalists in connection with the Awards.

10 Decisions arrived at by the Panel of Judges are final and binding upon all entrants and no correspondence will be entered into in this regard. The Panel of Judges reserves the right to withhold any one award if they deem this to be appropriate.

11 Whilst entries will be treated in the strictest confidence by the Panel of Judges, neither FASA nor its office bearers can accept responsibility for any loss or damage resulting from disclosure or information related to an entry.

12 FASA reserves the right, prior and subsequent to the Awards presentation, to publish non-confidential details of companies/individuals qualifying as finalists or winners.

13 To enable FASA to negotiate the maximum publicity for all winners and finalists - specifically newspaper features - members and their PR Consultants must not disseminate information of the finalists or winners to the media prior to Monday, 10 May 2010

14 Winners acknowledge that the floating trophies are and will remain the property of FASA. Winners are entitled to keep the trophy for a period of eleven months from the date of the awards presentation. During this period and until the trophy is returned safely and in good condition to the FASA secretariat, the winners are responsible for any damage to the trophies. The winner of any trophy will also be liable for the cost of repair or to replace the trophy if, in the opinion of the FASA secretariat, repair or replacement is necessary.

DECLARATION

(Please complete in full and submit copies as the title page to all your entries.)

The 2010 FASA Awards for Excellence in Franchising

I have pleasure in submitting the following entries:

Details		Please Tick
Details of Franchisor		Compulsory
Category 1:	Franchisor - Leading Developer of Emerging Entrepreneurs	
Category 2:	Brand Builder of the Year	
Category 3:	Franchisor of the Year	
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Category 9:	Hall of Fame (Previously Personality of the Year)	

To the best of my knowledge, the information in the enclosed entry forms is correct. I agree to abide by the conditions of the entry document.

Name of Company:

Address:

Tel No: Fax No:

Name: Date:.....

Signature:.....

Designation:.....