

MIDDLE EAST AND NORTH AFRICA FRANCHISE ASSOCIATION – MENAFA



MEMBERSHIP BENEFITS

Although there are numerous benefits of being a MENAFA member, the one that stands out is the recognition of credibility and standards in franchising. The range of benefits that you can gain as a member – whether you are looking to grow your business, increase your profile or gain new levels of insight and expertise – are set out below.



GROWTH & SUPPORT

Gain free franchisee and client enquiries through your listing on MENAFA website, which receives over 21,000 unique hits every year.

Access discounted exhibition space at the MENAFA Franchise Expo and other affiliated events.

Gain eligibility for the MENAFA Franchisor of the Year Awards and Franchisee of the Year Awards, providing high-profile PR and huge industry recognition

Access cost-effective dispute resolution procedures

Benefit from membership support via the MENAFA office and a dedicated director



MARKET PROFILE

Access MENAFA events for new networking opportunities

Be considered for speaking opportunities across the MENA Region.

Upload news stories and case studies to MENAFA website for the public and media to see

Gain profile and opportunities through association with MENAFA PR activities



KNOWLEDGE & SKILLS

Receive free subscription to MENAFA monthly newsletter

Access valuable knowledge sharing and guidance through the MENAFA forums

Gain regular updates on news and events direct to your desktop

Receive regular franchise technical bulletins on best practice and guidance for your business

Access to exclusive MENAFA training programmes and seminars on core franchising subjects

Benefiting your franchisees

In addition to the benefits above for the franchisor, membership to the MENAFA also has a number of intrinsic benefits for your franchisees. For a start, being a member will help your franchisees get finance (subject to background checks) in the first place, as the specialist SME banks in the industry will look positively on your franchisee's application.

These benefits will then continue through the life of the franchisee and even at the point at which a franchisee may want to sell the business. For a franchisee who is looking to sell their business, being part of MENAFA means that potential buyers will have more confidence and in many cases a better sale can be achieved.