

OldTown White Coffee Bags 'International Franchisor of the Year 2011' Award

Well-known Malaysian coffee beverage manufacturer cum café chain, **OldTown White Coffee** was named **International Franchisor of the Year 2011** at the Franchising and Licensing Association Singapore (FLA) Gala Dinner held on September 8 at Marina Mandarin Singapore.

It beat four other finalists – **Mei Yi Jia (China)**, **People Impact (Hong Kong)**, **Goobne Chicken (Korea)**, **MK Restaurants (Thailand)** to clinch the title.

Mr Clarence D' Silva, Executive Director & Chief Operating Officer of Kopitiam Asia Pacific Sdn Bhd (Franchisor for OldTown White Coffee) received the award from **Mr Sam Tan, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports, Ministry of Foreign Affairs & Mayor, Central Singapore District, the Guest of Honour at the Gala Dinner.**

Mr D' Silva said: "We are both humbled and honoured for being recognised as the International Franchisor of the Year by FLA Singapore. Despite being relatively new in the Food and Beverage Industry, we have been able to venture internationally and our success can be attributed to good foresight and excellent support from all our management team members."



Franchise and Licensing Asia (FLAsia) 2011 Saw A Record 180 Brands and 8,000 Visitors



Franchising and Licensing Asia (FLAsia) 2011, the three-day international trade fair held at Marina Bay Sands (8-10 Sept), ended with a **record number of 180 participating brands, a 13 percent increase compared to last year. Some 8,000 visitors from 30 countries visited the exhibition**, which has 1,203 square feet of net exhibit area, up 10 percent increase from 2010.

Dr T. Chandroo, Chairman of FLA, said: "The success of FLA Award 2011 and FLAsia 2011 has pushed Singapore's franchising and licensing industry to a new level. This is the 7th consecutive year that the FLA Award has been held and we are delighted to honour successful foreign franchisors here. FLA will continue its drive to attract more overseas brands to Singapore while constantly assisting its members to grow locally and internationally through the launch of more value-added initiatives such as its latest tie-up with DBS Bank under the FLA Franchise Assist scheme."



Business Social Networking Redefined

Stanley Yap

Casting New Light in Business Making

True. It did not take long before we could start appreciating what the internet can do for us – superb networking enhancer. Unlike conventional ways of doing businesses, direct selling nowadays does not need to involve plenty of knowledge or relentlessly knocking on one's door one after another in order to get a sale for your product. In the advent of technology, businessmen are ever growing smarter by utilising social networking resources. It saves not only time, energy and costs but also manpower to a considerable amount. Hence the title that graced the Malaysian Franchise Association seminar held on 23rd August 2011 "**How New Media and New Technology Can Fuel Your Business Growth!**"

Witnesses of Success

Among the speakers who participated in the two hours event were **Nizran Noordin (Founder and COO of Coupon Houz Sdn. Bhd.)**, **Eu Gene Ang (Founder and Principal Trainer of Click Academy Asia Sdn. Bhd.)**, **Tham Keng Yew (CEO of Social Walk Pte Ltd)**, **Mohandeep Singh, CEO of Soft Solvers Technologies (M) Sdn Bhd** and **Catherine Lee Pey Ling, co-founder of LC Media Marketing Sdn Bhd, who hailed from various working backgrounds. The event was moderated by Sofia Leong Abdullah, CEO of Malaysian Franchise Association (MFA).**

New media, or new technology isn't new to any of us anymore. According to Nizran, his company operates online coupon distribution websites to attract wider audience to his products. He recommended that everyone should leverage on as many social media such as Facebook, LinkedIn, or Twitter to increase their networks as possible. Whilst expanding your business in social networking is vital for growth, Eu Gene Ang and Tham shared their own views in digital marketing, E-consultancy and social marketing of services. They stressed that active participation in trade shows is also another option to give a double-effect to online business marketing that keeps customers coming.

My Take on Social Media

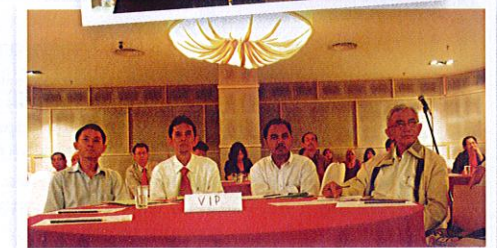
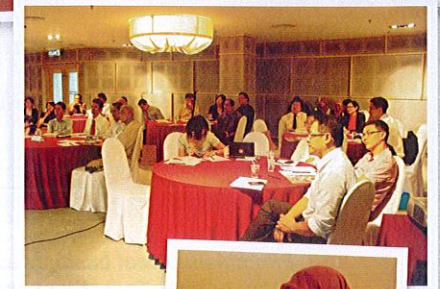
There is absolutely no escape. Many of your customers are most likely active users of social networking sites already



and the same applies for the potential ones that you will meet and acquire along the way. By joining your customers at a more personal level, it depicts you in a different light. Instead of waiting for them to come and join you, take the road less travelled before by proactively bringing in your customers. If you wish to see the results quickly, there is no harm experimenting with social media on a piecemeal basis. It is only worthwhile to the returns getting back to you before more serious steps are taken.

For some businesses, a change is never easy especially if they swear by business symposiums, industry events and chamber mixers. They are used to such practices where they know of the guaranteed results, giving them no reason to budge from it. No one is asking to stop doing the traditional method but simply add to it. It is as simple as setting up a social network profile or a blog on your company's website. Exactly what I am going to do to my own company's website!

Stanley is the Company Secretary cum Business Developer of CM YAP Management Services (K.L.) Sdn Bhd., a firm that specialises in accounts, tax, company secretarial, franchise and trademark services. More details at www.cmyapmanagement.com or reach Stanley directly at cmyapmanagement@gmail.com or 016-9578 785



News Update

MFA to Host 11th Malaysian Franchise Award

In its continued efforts to encourage local franchise players, the Malaysian Franchise Association (MFA) will organise the 11th Malaysian Franchise Awards 2011, said Datuk Manjit Singh, the chairman of the organising committee at a MFA media briefing on 20th Sept.

The annual event is slated to be held on Nov 23 at the Sunway Resort & Spa in Petaling Jaya.

It will witness awards for the local franchise industry players in 12 categories.

He said that to date the association has received about 60 nominations for the various awards. This number is expected to rise to 100 when nominations closes on 30th Sept.

Datuk Manjit also said Prime Minister Datuk Seri Najib Tun Razak is expected to grace the occasion.



Stan
2011