

HOW TO BECOME A CERTIFIED FRANCHISE EXECUTIVE

Becoming a Certified Franchise Executive begins with the strong commitment and desire to develop your expertise and broaden your knowledge base. Once you have made the resolution to acquire this recognized credential, the process is easy.

CFE Program Structure

As a CFE candidate, you build expertise and program credits through participation in ongoing ICFE sponsored educational programs.

These ICFE programs include:

- Seminars covering a variety of franchising topics
- Franchising conferences such as the IFA Annual Convention and the Philippine Annual Franchise Conference (PIFCE)
- IFA sponsored franchising events such as Franchise Business Network
- Legal Roundtables and Franchise Development Seminars

ICFE Certification Requirements

A minimum of 3500 credits is required to earn the Certified Franchise Executive (CFE) designation. CFE candidates earn credits that are applied toward certification. These credits are earned in the following four areas:

1. Core Curriculum
2. Elective Curriculum
3. Participation
4. Experience

1. Core Curriculum (1600 credits minimum)

This area will provide fundamental skills and knowledge that are essential for a franchise executive, CFE candidates attend and earn credits at ICFE approved courses or sessions that build skills and knowledge. CFE candidates must earn a minimum of 200 credits in each of the * Core discipline areas. Participating in ICFE approved courses or sessions in the following areas earn core credits.

- Diversity (DIV)
- Economics, Accounting or Financing (FIN)
- Franchisee Recruitment and Training (RED)
- Franchisor/ Franchisee Relations (RELS)
- Franchise Law Regulations (LEG)
- Human Resource Management (HR)
- Management and Operations (MGMT)
- Marketing (MKTG)

2. Elective Curriculum (900 credits minimum)

This area will provide information and knowledge in areas of special interest to the CFE candidate. CFE candidates attend and earn credits in ICFE approved courses or sessions in special interest in this area. CFE candidates must earn a minimum of 900 credits in this area. Participating in ICFE approved courses or sessions in the following areas earn elective credits:

- Dual Concepts in Franchising (DUCON)
- Franchise Conventions (FRCONV)
- Franchising Trends (FRTRN)
- Insurance (INS)
- International Franchising (INTFR)
- Public Relations/ Communication (PRCOM)
- Real Estate and Site Selection (RESS)
- Resource Management (RESMGMT)
- Technology (TECH)
- Other Interest Areas (OTH)

3. Participation (500 credits maximum)

This area will provide practical experience gained from participation in events conducted by the International Franchise Association (IFA). CFE candidates must attend at least one IFA approved event each year. CFE candidates may earn a maximum of 500 credits by attending the following events:

- Annual Convention (300)
- IFA Franchise Business Network (50)
- IFA Franchise Development Seminars (150)
- Other IFA exhibits, shows and meetings (50)
- Philippine Annual Franchise Conference-PIFCE (300)

4. Experience (500 credits maximum)

This area allows credit for past experience gained through work or training experience in the area of franchising. CFE candidates will earn 100 credits (to a maximum of 500) for each year of work experience in franchising. Participation and completion of approved franchisee training programs earns 250 credits. If a university or college also accredits the approved franchisee training program, 100 additional credits are granted. CFE candidates may earn a maximum of 500 credits for experience in the following areas:

- Career/work experiences as a franchisor, franchisee or other franchising professional
- Approved franchisor-sponsored franchisee training programs

ADMISSION FEES: FOR NEW ENROLLEES

New applicants are required to submit the **ICFE Application Form** together with the Admission Fee of which is a special **Philippine Rate of US\$20** versus the US\$200 rate in the USA, to be considered officially enrolled.

REGISTRATION FEES:

| PFA Members | Early Bird Rates (May 30, 2009) | Regular Rate |
|----------------------------------|------------------------------------|---------------|
| • New Enrollees | Php 36,450.00 | Php 40,500.00 |
| • Old Enrollees | Php 33,500.00 | |
| Non-PFA Members | | |
| • New Enrollees | Php 40,500.00 | Php 44,550.00 |
| International Enrollees | | |
| • New Enrollees | US\$ 795 | US\$ 875 |
| Additional 300 points for | | |
| • PIFCE 2009 Conference | Php 3,000.00 | US\$ 100 |

**Payments can be made through Bank / Wire Transfer
(Net of Bank Charges)**

Dollar Account (For Int'l Enrollees)

Bank of the Philippine Islands (BPI) Emerald Branch, Ortigas Center,
Pasig City, Philippines

**Account Name: Philippine Franchise Association, Inc.
Savings Account No: 9824-0021-31**

Peso Account (For Local Enrollees)

Banco de Oro - Strata 100 Branch Emerald Ave., Ortigas Center,
Pasig City, Philippines

**Account Name: Philippine Franchise Association, Inc.
Savings Account No: 28600-90858**

REPLY FORM

Yes, I will participate.

No, I am not interested.

Name: _____ Designation: _____

Company: _____

Business Address: _____

Telephone: _____ Fax: E-mail: _____ E-mail: _____

**For registration and for more information,
please contact PFA Secretariat**

Unit 701 One Magnificent Mile (OMM - Citra) Building, San Miguel Ave., Ortigas Center, Pasig City

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