

FRANCHISE SOLUTION

The franchise industry has had little success with the Internet. Virtually all solutions presented to date have failed; franchisers have traditionally wanted to control Internet developments centrally while individual franchisees see franchising as territorial any want some form of control over their Internet presence.

Prime Web Solutions are proud to introduce the Franchise Portal, a cutting edge solution bringing together franchiser, franchisee and Information communication Technology.

The Franchise Portal offers a comprehensive Internet and Extranet portal providing franchise businesses an effective tool for franchisees to penetrate the Internet market, provide franchisees an immediate additional revenue stream, cut central franchise promotional material distribution costs, and increase brand awareness.

'Franchise Portal' is a completely new concept in on-line retailing, which has been designed from the outset to benefit all sectors of franchise business. In development for over two years, the concept is now being launched with accessories-checklist.com, a web based travel accessories franchise.

The team who developed The Franchise Portal have many years' experience both in on-line retailing, and product distribution. They have combined their talents to offer a simple 'one stop' Internet marketing tool, so that any franchisee can select a wide range of products from the Franchise Portal site. The franchisee then customises the integrated sub site from the central Franchise Portal.

Because the portal is web-based, extra products, services, language capabilities and logistical services of portal can be provided almost instantly, at no cost, and with no additional drain on resources for the franchisor.

Not only does Prime support all aspects of customising franchisee sub websites from the main portal, but we also provide a full ongoing support service.

Franchise Portal Features:

- Central franchisor site
- Self-customisable franchisee sub sites
- Unlimited language expansion feature
- Speaking website options
- Multi-currency
- Special offers and promotions
- Secure ordering and payment processing
- Regional order allocation from the central site to franchisee to town level
- Integration with Sage accounting software at all levels
- Secure portal web based administration panel
- Central franchisee sales account statements
- Secure franchisee sub site web based administration panel
- Individual franchisee sub site statistics
- Provide franchisees access to central franchise marketing material
- Provide franchisees access to email management and distribution systems

The Franchise Portal offers off the shelf technology turnaround periods and pricing whilst benefiting from bespoke development opportunities.

For more information please contact info@primews.com or call us on +44 (0)1932 58 44 88