



LUMS

Rausing Executive  
Development Centre

# FRANCHISING FOR GROWTH

August 11 - 13, 2025

Suleman Dawood  
School of Business

Franchising is a proven and highly effective business model for achieving rapid growth and expansion. Despite the global popularity of this model, local businesses in Pakistan have yet to fully harness the potential benefits of this promising business opportunity. This focused programme on Franchising for Growth aims to empower Pakistani entrepreneurs with the knowledge and tools necessary to leverage franchising as a means for expanding their businesses.

The programme's primary objective is to offer participants a comprehensive understanding of the franchise business model and its key drivers of success. Through engaging lectures, real-life case studies of successful franchises from both local and international markets, group activities, and insightful panel discussions featuring industry leaders, the programme aims to equip participants with the knowledge and skills necessary to excel in the franchising industry.



## BENEFITS

Upon completion of the programme, the participants can expect to have acquired the following:

- Understanding the building blocks of the franchise model for accelerated business growth.
- Mastering the key franchise operations and processes.
- Navigating the challenges faced by both franchisors and franchisees when developing and implementing the franchise business strategy.
- Understanding the financial and legal aspects of the franchise business model.

## WHO SHOULD ATTEND

- Business owners of products and services interested in exploring rapid growth via franchising.
- Potential entrepreneurs (mid-career professionals who want to be their own boss) exploring franchising as a new business opportunity.

**“A unique blend of experiential learning through industry experts and simulations in a highly hospitable, friendly, and collegial environment.”**

**Salman Saeed Qureshi**  
Cakes & Bakes

# PROGRAMME DIRECTORS



**EHSAN-UL-HAQUE**

*Professor Emeritus  
PhD, University of Texas at Arlington*

Research Interests:  
Marketing Management; Business Strategy;  
The Business of Entertainment



**MOEEN NASEER BUTT**

*Assistant Professor  
PhD, Marketing, Ivey Business School,  
Western University*

Research Interests:  
Assessing the impact of Growth, Governance  
and Geography of Franchise Systems on their  
Performance, Franchising, Marketing-Finance  
interface



## APPLICATION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

## PROGRAMME & RESIDENTIAL FEE

The programme fee of PKR 120,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 80,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, extra meals, etc. should be paid on departure. You may check in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

## DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

## PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
  - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140. However, the programme fee can also be paid via bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.



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