

# MEMBERS BENEFIT

Franchising is an effective way to grow your business, and the benefits of becoming a member of MFA, opens the door to a world of unique possibilities for everyone from experienced business leaders to up-and-coming franchisees. MFA does not only protect, enhance and promote your success but we offer plethora of benefits as below

NO	PARTICULARS	CATEGORIES													
		ORDINARY						ASSOCIATE							Student
		Franchisor	Master Franchisee	Support Institution	Franchisee	International Members (ROF)	Lifetime Member (Company)	Would Be Franchisor	Would Be Master Franchisee	Support Institution	Would Be Franchisee	International Members (Non ROF)	Lifetime Members (Individu)	Affiliate Members	
1	<b>Accreditation</b> Recognised as a member of reputable franchise association. MFA is the only franchise association in Malaysia recognised by World Franchise Council (WFC) and Asia Pacific Franchise Confederation.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	<b>Address Your Concerns</b> MFA is the working partner for various projects in line with franchising such as Ministry of Domestic Trade and Consumer Affairs, MEDAC, MyIPO, SSM, MATRADE, MPC, SMEcorp. We will channel all your grouses and complaints to the right channel.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	<b>Networking Opportunity</b> The opportunity to build network and interaction within franchise stakeholder locally and internationally inclusive of ministry, government agencies, franchise companies, potential investors, international franchise association, NGO's, media agencies as well as others franchise supply-chain businesses.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	<b>Education &amp; Development</b> Continuing education and professional development with comprehensive schedule of franchise training program with the latest information in franchising.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	<b>Sharing best practice</b> Meeting with established franchisors or business expert with learn from their franchising experiences and mistakes.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	<b>Resource Centre</b> Access to an abundance of information through our market research papers, franchise industry information, publications, books, and journals.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	<b>Latest info</b> Get the latest industry news and information continuously.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	<b>Exclusive Discount</b> Enjoy exclusive discount in all program organised by MFA including event, training program, advertising, or other professional and support services.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	<b>Free advertising and promotion</b> Receive free advertising and promotion through MFA's intensive marketing and promotional program i.e. international franchise expo, trade missions, road shows, website, newsletter, training and education programme.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
10	<b>Business Directory Listing *</b> Showcasing business profile in MFA website and Franchise Mind Newsletters that will increase your brand visibility and built brand awareness.	✓	✓	✓	✓	✓	✓								
11	<b>Industry Recognition *</b> Opportunity to be an award winner as the year's best franchise player in Malaysia Franchise Award. This would increase the visibility of your brand and your franchise offering.	✓	✓	✓	✓	✓	✓								
12	<b>Support Services *</b> Assistance when you need most, at any stage of your business lifecycle.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	<b>Support Services *</b> Assistance when you need most, at any stage of your business lifecycle.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14	<b>Member's Right</b>														
	To be elected as a Main Committee Members	✓	✓	✓	✓		✓								
	To propose and to give his/her views in the Annual General Meeting	✓	✓	✓	✓	✓	✓								
	To be appointed as a Sub-Committees Members.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Entitled to use MFA's corporate logo for promotional and business advertising purposes	✓	✓	✓	✓	✓	✓								
	Entitled to use all facilities provided by the Association.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

\*\* MFA has reserves the right to changes the list of benefit at any time without prior notice.