



Learn franchising tips from former Brumby's CEO

THE man who started the Brumby's Bakeries franchise is hosting a Franchise Growth Master Class in Brisbane in June.

Griffith Business School's Asia-Pacific Centre for Franchising Excellence will host

the second master class featuring Michael Sherlock, on June 5.

As well as being a former CEO of Brumby's, he is also Adjunct Professor at the Asia-Pacific Centre for Franchising Excellence.

He will reveal the framework, structure and processes that saw him transform Brumby's from an ailing set of bakery shops into one of the largest and most successful bakery franchise systems in Australasia.

He will show how the eight-step process that saw Brumby's double its share price annually from 56c to nearly \$3.60 in just three years, before selling to Retail Food Group for \$46 million in 2007, can be

applied to any business to accelerate franchise growth and value.

Attendees will receive an action plan plus a two-hour follow-up consultation. Tickets cost \$895, www.franchise.edu.au