



BREAKFAST SESSION

President Hotel, Bloemfontein | 08:00 - 11:00

Discover how to fund, grow and protect your franchise - straight from the people who make it happen.

PROGRAMME SCHEDULE

TIME	SESSION	FOCUS
07:00 - 08:00	Arrival & Registration	Arrive, settle in and enjoy a full plated breakfast while connecting with fellow franchisees, franchisors and industry leaders before the morning begins.
08:00 - 08:20	Freddy Makgato, CEO, FASA <i>Opening Address</i>	"The State of Franchising in South Africa" - a candid look at where the sector stands, where it's heading, and the opportunities opening up in the Free State.
08:20 - 08:40	Lethu Mazibuko, National Business Development Manager, Absa <i>Funding Your Franchise Ambitions</i>	Practical financing solutions for franchisees - what banks look for, and how to position your application for approval.
08:40 - 08:55	Grace Tu, DESTEA <i>Provincial Support for Franchise Growth</i>	How the Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs is backing local entrepreneurs through provincial programmes and incentives.
08:55 - 09:10	SEDFA Representative <i>Growing SMEs Through Enterprise Development</i>	SEDFA unpacks its SME-focused initiatives - mentorship, business support, training and market access programmes that help franchisees grow sustainably.
09:10 - 09:25	Bokang Baletsema, Legends Barbershop <i>From One Chair to a Franchise Empire</i>	The real story behind scaling a single barbershop into a national franchise brand, and the lessons learned along the way.
09:25 - 09:40	Stuart Cameron, Cash Converters <i>Inside a Proven Franchise Model</i>	How the Cash Converters business model works, what makes it franchise-ready, and what it takes to become part of the brand.
09:40 - 10:00	Ricky Walton, Sheerguard <i>The Power of FASA Membership</i>	Sheerguard shares its FASA membership journey - why belonging to a recognised association protects your brand, your franchisees and your investment.
10:00 - 10:45	Open Q&A / Panel Discussion	Your turn - put your questions directly to every speaker on stage in an open, interactive panel conversation.
10:45 - 11:00	Closing Remarks & Networking	Final thoughts, key takeaways, and an invitation to keep the conversation going over coffee.

