



1st Newsletter

PNS ACADEMY

THE HISTORY... Born on 1st July 2009....

Project Head : Zahilah Zahid
 Project Associate : 1. Nor Azura binti Abdul Wahab
 2. Siti Aminah binti Kasrah
 Aim : To establish, set up and operate PNS Academy in Malaysia for the provision of trainings for franchisors, franchisees, franchise specialist and Malaysian Public on franchising matters and non-franchise training/courses.
 1st Delivery (targeted) : 1st June 2010



Ansa-House "2nd Generation of Franchising Philosophy"

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Date : 17 & 18 August 2009
 Venue : Level 13, PNS
 Participants : 7 of PNS staff
 Speaker : Lene Rudbaek

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What do we learned???

- Explained how the Ansa-House 2nd Generation of Franchising could be different and unique from the normal franchising system by using the recommended business toolbox.
- How the recommended business toolbox could assist in developing and expanding a local franchise business to national & global level.

Seminar - "Experience Sharing on Franchising in Australia"

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Date : 27th October 2009
 Venue : Seri Pacific Hotel
 Participants : 33 of PNS staff from various departments

- Topic discussed :
1. Overview of Franchising in Australia
 2. Success Stories of Franchise Business
 3. Challenges of Franchising

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Lesson from the Legends

Date : 3rd November 2009
 Venue : Ritz Carlton Hotel
 Speaker : Dr. Joseph Michelli

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What do we learned???

- How you take any product or service and build it into an extraordinary experience for customers
- How maintain team cohesion
- Explore the role experience design plays in creating customer loyalty.
- Learn create a playful energetic workplace culture.

