

**PNS**

# Charting *New Path* In Franchising



[www.pns.com.my](http://www.pns.com.my)

**PNS**  
PERBADANAN NASIONAL BERHAD

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Your Franchise Business Partner  
An Agency Under



Ministry of Domestic Trade, Cooperatives and Consumerism

PERBADANAN NASIONAL BERHAD



**PERBADANAN NASIONAL BERHAD (PNS) is an agency with the mandate to lead the development of the franchise industry in Malaysia. PNS also provides financial assistance and advisory services to franchisees. With experience in franchise development, operations and financing. We welcome franchise partner into Malaysia.**

#### **VISION**

To be the leading corporation in providing Total Franchise Solutions.

#### **MISSION**

Strive to develop world class franchisepreneurs through superior delivery of integrated services and comprehensive products.

#### **ROLES OF PERBADANAN NASIONAL BERHAD ( PNS )**

The Franchise Development Programme implemented since 1992 is one of the Government's efforts to develop the Malaysian franchise sector. The implementation on this programme is now undertaken by PNS with primary focus in :

1. FRANCHISE INVESTMENTS
2. PROMOTIONAL ACTIVITIES
3. FINANCING
4. TRAINING
5. FRANCHISE DEVELOPMENT
6. NETWORKING
7. RESEARCH



#### **1. FRANCHISE INVESTMENTS**

PNS invest in the development of local and foreign franchise brands in Malaysia in order to offer consumers a wider choice of high quality products and services. PNS plays an important role in identifying and acquiring foreign franchise brands and launching them in Malaysia.

#### **2. PROMOTIONAL ACTIVITIES**

PNS has participated in and led the Malaysian franchisors in various domestic and international exhibitions. Overseas trade missions extend to Dubai, New Delhi, Cairo, Beijing, London, Manila, Jakarta and Melbourne.

#### **3. FINANCING**

PNS offers financing schemes to franchise entrepreneurs. This is for the purpose of acquiring equipment, renovation of business premises and working capital injection.

#### **4. TRAINING**

PNS continuously collaborates the Malaysian Franchise Association (MFA) to provide extensive training and guidance to potential franchisors and franchisees. The key objective is to generate more competent and business savvy franchise entrepreneurs.

#### **5. FRANCHISE DEVELOPMENT**

PNS identifies established and suitable local businesses with potential to be converted into franchise businesses.

#### **6. NETWORKING**

PNS facilitates and promotes cooperation between the key industry players such as franchisors, franchisees, business associations, consultants, academicians and industry specialists.

#### **7. RESEARCH**

Research is primarily focused at enhancing the effectiveness of the Programmes. Observations are compiled to serve as guidelines to further enhance the programme contents to make them more strategic and effective.

