

WOMAN BUSINESS

FEMALES IN FRANCHISING

“Women are brilliant at starting up”

INTERVIEW: EMMA JONES,
CEO, ENTERPRISE NATION

Entrepreneur's
handbook:
ESSENTIAL GUIDE
TO FRANCHISING

100

INFLUENTIAL WOMEN
IN FRANCHISING

Meet the class
of 2020



Introducing the hottest lifestyle franchise of the year

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From the publisher of

What Franchise

Global Franchise

Plus: The rise of 'Zutors' • 3 big reasons small businesses fail • Start-up tips from female founders

ZEYNEP UYGUN*Manager Director and Master Franchisee, Snap Fitness Turkey*

In the past year, Zeynep opened the second Snap Fitness Turkey location. During the COVID-19 crisis, she built customer loyalty and emotional commitment to the brand by contacting every member, asking how they were and encouraging them to use Snap Fitness' free FitnessOnDemand workout video library.

She also launched the Snap Fitness MOVE Challenge app,

which gave members a way to stay active while bricks-and-mortar gyms were closed.

Laurel Peabody, global senior marketing strategist at Lift Brands, says: "She's assisted in bringing Snap Fitness to Turkey and has successfully opened two Snap Fitness clubs there. Snap Fitness Turkey wouldn't be what it is today without the support of Zeynep."

TAMRA KENNEDY*Multi-unit Operator, Taco John's*

Tamra earned her franchising stripes while working as a secretary for a franchisee of Burger King and Taco John's. While she only earned \$4.05 during her time in the role, she learnt a lot, especially when it came to working with numbers and data.

17 years of learning - not to mention working night shifts in order to gain experience working in the operations side of the job - has paid dividends, with Tamra going on to build a portfolio comprising nine Taco John's locations.

Since then, she has gone on to build a Taco John's empire, primarily in rural areas across Minnesota and Iowa.

ILDIKÓ LAVOTHA*Master Franchisee, High-Care***AMY POPAT***Franchisee, Right at Home*

Previously an optometrist, Amy decided to invest in her own at-home care franchise with her accountant husband Kev while at a franchise exhibition, with the pair's main incentive being to start their own business which was in an unfamiliar industry in order to offer them some variety.

It's fair to say that they haven't looked back since. They've now grown their Right at Home Solent branch into a million-pound-turnover business, scooping a prestigious Franchisee of the Year 2019 at the British Franchise Association awards along the way.

"Being able to help our clients remain at home, safely, while adding a huge amount of value to their lives is the most rewarding job in the world," the pair has stated.

President of the Hungarian Franchise Association (HFA) for several years, Ildikó currently serves as the vice president. She has been the master franchisee of the High-Care brand for 27 years and has developed the largest beauty salon franchise network in the whole of Hungary.

"Ildikó a key figure in the Hungarian franchise society," explains Katalin Mandel, CEO of the Hungarian Franchise Association. "Her work is essential to the functioning of the association."



According to the HFA, 20 per cent of all franchise companies in the country are members of the association.

CARABETH MOORE*Franchisee, Pizza Inn and Pie Five Pizza*

CaraBeth Moore owns and operates three Pizza Inn locations in New Mexico and Pie Five Pizza in Lubbock, Texas, along with her husband Michael.



The team was named Pizza Inn's franchisee of the year for innovative thought leadership and for the creation of a SmartCar delivery program, increasing sales by 24 per cent.

CaraBeth is known for being a very active owner, involved in daily operations, as well as heading up social media and local store marketing.

BEATRICE CORRADINI*Franchisee, Mail Boxes Etc.*

Beatrice Corradini runs five Mail Boxes Etc. centers in Italy, managing a team of around 40 people, many of whom are women. Before owning her own businesses, Beatrice worked in the transportation and logistics sector, but the pull of being an entrepreneur and business owner proved too strong, and she eventually invested in her own Mail Boxes Etc. franchise.

"Beatrice is a great entrepreneur with natural

leadership, and she has an extraordinary ability to motivate staff - she is a born leader," explains Barbara Maccarrone from Mail Boxes Etc. "She transmits a great passion to everyone."





Mail Boxes Etc. Italia

11.992 follower

1m • Modificato •

Con grande orgoglio annunciamo la presenza di **Beatrice Corradini**, Imprenditrice e titolare di 5 Centri MBE, nella lista "100 Influential Women In Franchising 2020". Beatrice è un grande esempio per tutte le donne e tutte le persone che vogliono fare impresa. Determinazione, passione, impegno e una grandissima capacità di motivare il suo team, sono elementi che hanno permesso a Beatrice di aggiudicarsi un riconoscimento nella categoria Rockstar Franchisees. Congratulazioni a Beatrice Corradini e a tutte le 100 donne protagoniste in lista!



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Beatrice Corradini

FRANCHISEE, MAIL BOXES ETC.