

START-UP

NEW CHANNEL TO MARKET

BENDON FRANCHISE – UNITED ARAB EMIRATES

MATT HEAP: RETAIL PROGRAM MANAGER

Bendon entered into a franchise agreement with the Jawad Group in the UAE. After six months of trading Matt lead the review of the set up and integration of the two businesses to ensure the franchise agreement compliance and that the growth plan for the franchise channel was sustainable given the supporting systems and processes.

Working closely with the Bendon retail, logistics and technical teams an operating model was developed that enabled both businesses to grow the channel from 3 stores to 15 stores over a three year period. Having worked in multinational environments, Matt was pivotal in building the operational relationships between the companies ensuring cultural differences were taken into account. During this business integration, appropriate reporting channels were put in place to ensure all key business owners were fully informed.

The Franchise Model was a tremendous success becoming Bendon's highest % contribution channel.