



## Creating the Blueprint for Transforming Businesses into Successful Franchisors

**M**any successful businesses dream of franchising, but becoming a franchisor isn't easy. Legal aspects such as contracts and setting up the business structure can be tricky. Additionally, creating clear instructions, manuals, and a replicable system presents hurdles for those who haven't done it before. These challenges can sow doubt among businesses and hinder their progress towards becoming successful franchisors.

Artemis Franchise is a leading expert in the creation, design, marketing, and support of franchise systems, serving customers from almost all industries and company sizes. It is one of the largest franchise consulting companies serving customers from all over Europe, particularly in Germany, where it specializes in assisting German companies in transitioning into franchisors.

"We are the ideal partner for building franchise systems and the acquisition of franchise partners. Our mission is to accompany customers holistically in the growth of their franchise systems," says Christian Becker, founder, and CEO of Artemis Franchise.

The main objective of the company is to facilitate a smooth transition of a successful business into a franchisor within 90 days. This includes provision of necessary franchise agreements, pre-contractual documentation, manuals, training, and coaching support. When a client signs the contractual documentation, the first step involves setting up a group of three people who will assist them through it. Artemis Franchise's 'done for you' business model streamlines the process for clients by taking care of all activities and gathering necessary details about their figures and company design. After acquiring this information, clients become franchisors in just 90 days.

Assisting customers to find and support marketing for prospective franchisees is also a top priority for the company. Its subsidiary marketing company specializes in

generating leads specifically for franchisors, producing an unparalleled combination of services within this market.



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The company has worked with many businesses across different sectors. For example, there was a successful burger franchise with three stores that contacted Artemis Franchise to help them move towards becoming a franchisor. It provided the client with the required information while improving their processes, structures, as well as manuals. Today, they have expanded to 26 more locations, including franchise sites. This feat shows that it effectively guides its clients to become flourishing franchisors.

Artemis Franchise has one of the biggest and most skilled teams in the industry, and they are equipped to tackle any issue that may come up during their consulting. Becker has 16 years of experience in the market and has acquired a deep understanding that covers any potential questions that may arise. His business partner possesses exceptional expertise in marketing and exclusively handles all social media platforms like TikTok, Instagram, and YouTube. The team has 14 other individuals with diverse backgrounds. One of them is a former banker from a top

bank in Germany who assisted clients with portfolio setup and eventually helped a client transition into becoming a franchisor. The team also comprises specialized video documentation consultants or contract specialists who can take care of virtually every aspect of the consultancy.

Artemis Franchise's team's wide skill set and established track record, along with its efficiency, enable it to confidently guide clients through the intricacies of franchising, achieving remarkable success in record time. **BM**



Christian Becker,  
Founder and CEO