



FLA
awards 2022

WINNERS'
SPECIAL





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Organiser



Supporting Organisations





About FLA (Singapore)

Franchising and Licensing Association (Singapore) was established in 1993 with the mission to nurture and develop Singapore's franchising industry and a vision to be the thought leader of the industry in Singapore.

A founding member of the **World Franchise Council (WFC)** and a member of the **Asia Pacific Franchise Confederation (APFC)**, **FLA (Singapore)** is an essential component of Singapore's knowledge-based economy and aims to contribute to the efforts to make Singapore a regional franchise and license hub. **FLA (Singapore)**'s growing membership currently stands in excess of 140 companies strong, representing more than 250 strong brands.

FLA (Singapore) is led and managed by a dedicated team of advisors, committee members and secretariat; **FLA** aims to create international opportunities for Singapore enterprises and provide the right support for their international development. The Association promotes and facilitates the use of franchising, licensing and branding as a growth strategy for Singapore enterprises. These initiatives include assisting its members in their international development programmes and developing the core competencies of franchisors and master franchisees in Singapore through education and training programmes.



About FLA Awards

The Franchising & Licensing Awards (FLA Awards) was launched in 2005 by the Franchising and Licensing Association (Singapore) to recognise outstanding achievers in the local industry.

In its 16th edition, the Awards continue to provide a formidable platform for successful franchise concepts and businesses to be showcased in the international arena. It also serves as a national benchmark for franchise concepts aspiring to greater heights. Over 280 brands have benefitted from the Awards since its inception for example Ng Ah Sio Bak Kut Teh, Benjamin Barker, Seoul Garden, Anytime Fitness, Dancing Crab, Global Art, Eimaths, Pezzo and many more.

The Awards, made up of both Competitive and Recognition Awards, comprise 11 different categories that recognise and honour the various stakeholders in the franchise and license industry – Franchisors, Licensors and Franchisees.

Under Competitive Awards – Franchisor Category, the Promising Franchisor of the Year Award encourages and recognises the budding franchisors in the local market that has the most promise to succeed while the Franchisor of the Year Award rewards the most thriving franchising businesses in Singapore. To bring these Awards to the world stage, the International Franchisor of the Year Award was introduced to identify successful franchisors, both local and overseas, whom have established strong presence in at least three foreign markets.

For Licensor Category, two Awards – Promising Licensor of the Year and Licensor of the Year were introduced to acknowledge new players in the license industry with impressive accomplishments for the former and companies for establishing a strong license business system for the latter.

Franchisees, the other important stakeholder within the franchise industry, are recognised by the Franchisee of the Year Award for their hard work, drive and entrepreneurial skills.

The Established Franchisor Award provides specific recognition to franchise brands that have achieved remarkable results for the past fifteen years.

The Customer Service Excellence Award recognises the exceptional efforts that both franchisors and franchisees put in to ensure the delivery of a great customer service experience.

The Sustainable Business Award is for businesses that made significant and positive impact on the environment and the society as a whole.

The Innovation Business Award credits companies that use and leverage on available technology and resources to achieve business excellence.

This year, a new Recognition Award category – Commendable International Franchise Partner Award is introduced to recognise the exceptional efforts by franchisees to build up Singapore brands in their respective international domestic markets.



President's Message

Mr Andrew Khoo
President

*Franchising and Licensing Association
(Singapore)*

Since the establishment of the **Franchising and Licensing Association (FLA)** in 1993, it has been our mission to nurture and develop Singapore's franchising and licensing industry.

To recognise and honour their efforts in managing an effective and efficient franchising or licensing system, the FLA Awards was introduced in 2005. It has since grown into one of the most coveted and respected industry awards in Singapore and the region. The Awards recognises the quality of franchise and license concepts and serves as a benchmark for companies, both local and international.

To prepare companies for the FLA Awards, FLA developed a competency framework to strength Singapore brands through appropriate quality accreditation mark. The diagnostic framework and assessment tool will propel Singapore businesses to greater standards as companies progresses through the competency levels.

The FLA Awards serves as a platform to recognise companies that have displayed outstanding management of their franchising or licensing system. The Awards also function as a benchmark to businesses in all industry segments. More details on the various award category can be found in this entry kit.

We strongly urge businesses to leverage on the Awards to enhance your brand value and concepts. We look forward to your participation and wish you all the best.

COMPETITIVE AWARD



FLA
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PROMISING FRANCHISOR OF THE YEAR

kskin
KOREAN EXPRESS FACIAL


matchaya

FRANCHISOR OF THE YEAR


JUMBO 珍宝海鲜
SEAFOOD 鲜

kcuts
10분헤어컷
10min korean style

SUBWAY

INTERNATIONAL FRANCHISOR OF THE YEAR

SUBWAY


JUMBO 珍宝海鲜
SEAFOOD 鲜

PROMISING LICENSOR OF THE YEAR



NG AH SIO
Bak Kut Teh



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RECOGNITION AWARD

ESTABLISHED FRANCHISOR



INNOVATION BUSINESS



NG AH SIO
Bak Kut Teh

CUSTOMER SERVICE EXCELLENCE



COMMENDABLE INTERNATIONAL FRANCHISE PARTNER



COMPETITIVE AWARD



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PROMISING FRANCHISOR OF THE YEAR

The Participant must have:

- Incorporated and registered the organisation in Singapore
- Engaged in franchising as a:-
 1. Franchisor with **at least 1 franchisee** or
 2. Master Franchisee that has appointed **at least 1 franchisee**
- Possess a track record of **not more than 3 years** in franchising



FLA
awards 2022

OVERALL WINNER

Promising Franchisor Of The Year

Kskin

KOREAN EXPRESS FACIAL



Kskin is Singapore's leading brand in Korean Express Facial where it is growing at a rapid pace. One of the reasons behind the extraordinary success of Kskin can be attributed to its unique market positioning of offering a revolutionary "No Package", "No Appointment", "No Hidden Costs", "No Hard Selling" express facial service experience to our customers. Using specially formulated, pharmaceutical grade skin care products coupled with the efficiency of cutting edge skin treatment machine technology, customers are amazed by the results and efficiency of the treatments they have received. Many of them can testify to visible skin condition improvements even after just going through 15 minutes of express facial treatment at Kskin!

Achieve Glowing Skin with Kskin!

Using Korean-themed proprietary skin treatments as well as pharmaceutical grade solutions and serums, Kskin strives to provide our customers with customised skincare treatments that are safe and effective. Our therapists will assess our customers' skincare conditions before recommending the most appropriate treatment to help customers achieve their individual beauty goals.

Kskin prioritises working closely with well-established local pharmacists in Singapore with the highest manufacturing standards, to formulate and to produce our range of products and in-house treatment solutions. Kskin believes in constantly improving our service and product offerings by continuously investing our resources to launch new exciting products and treatments, so as to cater to the ever changing skin concern of our customers.



Tech Enabled Korean Themed Facial Concept

Coupled with the latest in skin care machine technology, we strive to provide our customers with a comfortable facial experience and most importantly, to achieve proven visible results even in a short express facial session. Kskin positions our service to address our customers' need for time efficiency, affordable pricing and location convenience while achieving their non-compromising skincare goals.



A Brand Poised For Exponential Growth

With a well formulated franchise business opportunity that includes a proven business system, convenient customer experience and comprehensive support to our franchisees. Ever since the brand was launched, we have expanded rapidly and Kskin has witnessed the success of our local franchisees in their business. We have a track record of enabling franchisees to grow from a single outlet owner, to owning multiple outlets and enjoying economies of scale. With the benefits of time-proven results and success stories of our franchisees, Kskin is poised to grow from strength to strength. Our committed franchise development management team from Singapore HQ will provide you the expertise and strategic guidance you will need once your business is up and running.

Turn Your Dream Into Reality Now!

Be part of the "K-revolution" to bring Kskin to your country! Join us today on this exciting and profitable entrepreneurial journey as we partner you to bring Kskin, a proven Korean-themed quick facial brand, to your chosen country.

Industry: Beauty & Skincare
Website: www.kskinfacial.com



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RUNNER UP

Promising Franchisor Of The Year



matchaya

The Way of Tea



It all started with a trip to Japan. There we learnt about the traditions and cultures of Chado – The Way of Tea. Our hearts were drawn towards Chado, particularly Matcha.

Back home, the lack of places carrying quality Matcha brought us back to Japan, this time, to source for the various premium ingredients from different prefectures.

The Tea Farmers and Tea Masters we approached influenced our taste buds and creations at Matchaya.

We believe in challenging the norms by innovating flavours and textures, yet retaining the quality and authenticity of the artisanal ingredient at hand.

Matchaya is the way of tea – A uniquely Singaporean company that wants to show the way to the source and provide tea for every occasion. We are a Progressive Tea Bar with an Omni Channel setup that prides itself on artisanal and innovative products.

Matchaya specialises in Matcha and Japanese Tea as its base ingredient. Final products such as drinks, pastries, soft serves and desserts are derivative of the Japan imported ingredients.



Matchaya opened its 1st franchise store in June 2021 and expanded into 3 franchise stores in by June 2022. Our franchises profile include new and experienced franchisees, but they all share a common denominator, the heart and will to make the business work.

Overseas Expansion is the next step as Matchaya has confirmed expansion in Brunei and Indonesia in 2023, with presence in more countries to be confirmed.

Phone: +65 9855 6460

Email: franchise@matchaya.sg

Website: www.matchaya.sg

COMPETITIVE AWARD



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FRANCHISOR OF THE YEAR

The Participant must have:

- Incorporated and registered the organisation in Singapore
- Engaged in franchising as a:-
 1. Franchisor with **at least 1 franchisee** or
 2. Master Franchisee that has appointed **at least 1 franchisee**
- Possess a track record of **at least 3 years** in franchising



FLA
awards 2022

OVERALL WINNER
Franchisor Of The Year



JUMBO Seafood is where it all began, a prominent brand with humble beginnings in 1987. JUMBO Seafood started operating from a single outlet (now our flagship restaurant) in East Coast Seafood Centre. The restaurant soon gained a loyal following, garnering a reputation for serving only the freshest seafood cooked to perfection, with iconic dishes such as the Singapore Chilli Crab and Black Pepper Crab, capturing the hearts of local and overseas gastronomes. As its reputation grew, so did the number of outlets.

In addition to serving its JUMBO Award-winning Chilli Crab, JUMBO Signature Black Pepper Crab, Golden Salted Egg Prawns and Crispy Fried Baby Squid, the chain of restaurants offer other innovative and distinctive menu items, including special seasonal dishes. restaurant arena and is looking for more franchising partners to help the JUMBO brands grow.



Today, JUMBO Seafood comprises multiple restaurants in Singapore, Shanghai, Beijing, Xi'an. Furthermore, we now have 11 JUMBO Seafood franchised outlets across Asia cities such as Taipei, Fuzhou, Xiamen, Seoul, Hanoi, Phnom Penh, Bangkok, and Ho Chi Minh City.



With a team of dedicated and creative professionals who place gastronomic and service excellence at the heart of all they do, JUMBO Seafood has achieved more than 30 culinary and service awards over the years as well as a number of enterprise and industry accolades. These include Singapore Tatler's Best of Singapore 2018, Excellent Service Award 2017, TripAdvisor Certificate of Excellence 2017 and the Ctrip Food Award 2016 [Singapore Choice: JUMBO Seafood (Dempsey Hill)], just to name a few. Underpinning its success is a simple philosophy. JUMBO Seafood thrives on doing what it does best - bringing diners the best seafood cuisine Singapore has to offer.

Today, JUMBO Group is poised to step forth into the global restaurant arena and is looking for more franchising partners to help the JUMBO brands grow.

Industry: Food & Beverages
Website: www.jumboseafood.com.sg



FLA
awards 2022

RUNNER UP
Franchisor Of The Year

kcuts

10분헤어컷

10min korean style



kcuts is Singapore's Number 1 quick hair cut salon chain, with more than 68 outlets islandwide and still growing. Our vision is to bring the kcuts brand out of Singapore, to be present in every major global city in the world. kcuts franchise business opportunity offers you an unparalleled, proven business model to scale and build the brand together with us in your own country.

A Brand You Can Trust

With a focus on training excellence and consistency in service delivery, our customers have come to expect the convenience and quality experience that is synonymous with the Korean themed kcuts brand. kcuts prioritises working closely with our stakeholders and franchisees to ensure a proven business model and an ease of expansion in their business. Our committed franchise development management team from Singapore HQ will provide you the expertise and strategic guidance you will need once your business is up and running.

Stable & Recession Proof Business

With the Korean wave becoming an influential global cultural phenomenon since the start of the 21st century. We bring to our customers a Korean-themed quick cut service experience with the trendiest hairstyles, attractive pricing, no frills, high quality and no appointment services. Being at an affordable price point means everyone can enjoy a hair-cut regularly at kcuts. Data has also proven that during an economic slowdown, the number of kcuts customers will enjoy an upswing, as more customers tighten their belt and skip their regular (more pricey) hair salons to opt for a quick cut service instead to trim their hair. In an urban market where customers lead a fast paced city lifestyle, our island wide outlets are perfectly positioned as they can be easily accessible by customers either near their home or their workplace.



Tech Enabled Korean Themed Quick Cut Concept

kcuts is constantly venturing into new technologies to enhance our customer's experience. To take full advantage of the ongoing digital and cashless market revolution, kcuts has also developed our very own mobile application, "kcutsGo". Customers can now use cashless options to purchase their tickets on their mobile phones, monitoring their queue number while they are "on-the-go", without having to be physically present at our locations. They can now choose the additional options such as selecting their preferred hair stylist, or even purchase an express ticket if they are in a hurry. To encourage repeat customers, kcutsGo users can also accumulate loyalty points and enjoy promotional benefits simply by patronizing the kcuts again and again.

Turn Your Dream Into Reality Now!

Be part of the "K-revolution" to bring kcuts to your country! With a vision to grow the kcuts brand internationally, we are looking for partners who are passionate and excited to bring a proven, no frills Korean-themed quick cut concept to your target market.

Industry: Quick Cuts Hair Salon
Website: franchise.k-cuts.com



Localised wall art in Subway® Indonesia



500th Subway® restaurant in South Korea

The story of the Subway® brand started more than 50 years ago in Bridgeport, Connecticut, when Fred DeLuca, a 17-year-old college freshman, borrowed \$1,000 to start a sandwich business to help pay his tuition.

The concept quickly caught on, and today, Subway® has become one of the world's largest quick-service restaurant brands. Its 37,000 restaurants serve freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests across more than 100 countries daily.

The brand's success is attributed partly to its franchisee model. Subway® restaurants are owned and operated by its franchisees – a network of more than 20,000 dedicated entrepreneurs and small business owners – committed to delivering the best guest experience possible in their local communities.

In the APAC region, Subway® presents to potential business owners lower-cost franchise opportunities, particularly compared to other QSR brands. Capital expenditure for Subway® is significantly lower, with higher ROI and payback, making business ownership more attainable and attractive.

As a well-established F&B brand, the challenge for Subway® has always been to keep its offerings and concept fresh by adapting to the changing market needs. Non-traditional concepts, such as Grab & Go models, vending machines, express kiosks, and even drive-throughs, are examples of concepts that the franchise put in place to continue driving the business even when economies were on lockdown.

Since entering the market, Subway® has opened its 500th restaurant in South Korea. The milestone restaurant is situated along the picturesque Han River, boasting outdoor seating and the new Fresh Forward concept. Elsewhere in Indonesia, Subway® has also started welcoming visitors to its first drive-through restaurant in the region, which opened in October 2022.

The rapid growth in the APAC region, however, does not come with any compromises on Subway®'s focus on quality food, unparalleled service, and environmental sustainability. The brand is now exploring options to move its packaging portfolio towards greener options.

"As we move towards agreements with master franchisees in certain areas across the Asia-Pacific, we're seeking partners with similar values to Subway® and encouraging our partners to adopt best practices when it comes to people and our planet," remarked Eric Foo, Subway® Asia-Pacific's President, in a 2022 interview with The Business Times.

Looking forward, Subway® is set to continue its expansion in the Asia Pacific region as it attracts more franchisees with its proven business model, great training programme and solid franchisee support structure.

Industry: Food & Beverages
Website: subway-franchise.com



Subway® drive-thru in Jakarta, Indonesia

COMPETITIVE AWARD



FLA
awards 2022

INTERNATIONAL FRANCHISOR OF THE YEAR

The Participant must have:

- Incorporated and registered the organisation in Singapore / home country
- Engaged in franchising as a:-
 1. Franchisor with **at least 1 franchisee** or
 2. Master Franchisee that has appointed **at least 1 franchisee**
- Possess a track record of **at least 3 years** in franchising
- Have a presence in **at least 3** foreign markets
- Have direct or indirect presence in Singapore



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Website: subway-franchise.com



Subway® drive-thru in Jakarta, Indonesia



FLA
awards 2022

RUNNER UP

International Franchisor Of The Year



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In addition to serving its JUMBO Award-winning Chilli Crab, JUMBO Signature Black Pepper Crab, Golden Salted Egg Prawns and Crispy Fried Baby Squid, the chain of restaurants offer other innovative and distinctive menu items, including special seasonal dishes.

Today, JUMBO Seafood comprises multiple restaurants in Singapore, Shanghai, Beijing, Xi'an. Furthermore, we now have 11 JUMBO Seafood franchised outlets across Asia cities such as Taipei, Fuzhou, Xiamen, Seoul, Hanoi, Phnom Penh, Bangkok, and Ho Chi Minh City.

With a team of dedicated and creative professionals who place gastronomic and service excellence at the heart of all they do, JUMBO Seafood has achieved more than 30 culinary and service awards over the years as well as a number of enterprise and industry accolades. These include Singapore Tatler's Best of Singapore 2018, Excellent Service Award 2017, TripAdvisor Certificate of Excellence 2017 and the Ctrip Food Award 2016 [Singapore Choice: JUMBO Seafood (Dempsey Hill)], just to name a few. Underpinning its success is a simple philosophy. JUMBO Seafood thrives on doing what it does best - bringing diners the best seafood cuisine Singapore has to offer.

Today, JUMBO Group is poised to step forth into the global restaurant arena and is looking for more franchising partners to help the JUMBO brands grow.

Industry: Food & Beverages

Website: www.jumboseafood.com.sg

COMPETITIVE AWARD



FLA
awards 2022

PROMISING LICENSOR OF THE YEAR

The Participant must have:

- Incorporated and registered the organisation in Singapore
- Engaged in licensing as a:-
 1. Licensor with **at least 1 licensee** or
 2. Master Licensee that has appointed **at least 1 licensee**
- Possess a track record of **not more than 3 years** in licensing



FLA
awards 2022

WINNER

Promising Licensor Of The Year



NG AH SIO
Bak Kut Teh

One of the only few truly Singaporean culinary heritage dishes, Bak Kut Teh remains a firm local favourite. It is believed that it was the early settlers who came to Singapore; young godown workers, who were the first to brew this dish for nourishment and strength.

Mr Ng Ah Sio's father started selling this savoury, pork-based, peppery soup cooked in distinct Teochew style in the 1950s, around the present-day River Valley and Hill Street vicinity. These early servings of the Bak Kut Teh were accompanied by Chinese donuts (You tiao) and a strong brew of Chinese tea.

In December 1977, Mr Ng Ah Sio took over the business after his father's retirement and began serving the crowds at New World Amusement Park (current Kitchener Road) with 7 staff. He named his restaurant NG AH SIO Pork Ribs Soup Eating House. Gradually, his staff strength increased to 18 to cope with the growing number of customers looking to satisfy their cravings for this invigorating dish. The fame of NG AH SIO's Bak Kut Teh spread far and wide and soon political dignitaries, celebrities and corporate bigwigs were joining the queues for a taste of this wonderfully uncomplicated but nourishing dish.

Since moving to Rangoon Road in March 1988, over a million bowls of this classic dish has been served. The NG AH SIO Bak Kut Teh brand has since become synonymous with delicious and authentic pork ribs soup. Served with chilli and dark soya sauce and accompanied by servings of freshly-brewed Kung Fu tea, the dish represents a quintessentially Singaporean meal – simple, wholesome and delicious.



In March 2022, NG AH SIO Bak Kut Teh launched its retail products such as NG AH SIO Bak Kut Teh Instant Noodles, Pepper Chowder Ice Cream Bar, Pepper Milk Tea, NG AH SIO Bak Kut Teh Biscuit in Taiwan through a licensing arrangement.

Industry: Food & Beverages

Website: www.ngahsio.com

RECOGNITION AWARD



FLA
awards 2022

ESTABLISHED FRANCHISOR

The Participant must have:

- Incorporated and registered the organisation in Singapore or based its headquarter in the home country
- Engaged in franchising as Franchisor or Master Franchisee with **at least 2 markets**
- **More than 15 years** of franchising experience
- **More than 30 operating outlets** (self-owned & franchised) globally at the time of application
- An established franchise model by proof of franchise contract, manual and related documents



FLA
awards 2022

PLATINUM WINNER
Established Franchisor



Signarama – the world’s largest sign franchise, is part of a successful system of business-to-business franchises under United Franchise Group. Our award-winning network of sign centers have over 700 locations in 60 countries – truly making us “the way to grow your business.”

It all started in New York in 1986, when Roy and Ray Titus opened the first Signarama store in Farmingdale, New York. After their success locally, the father and son team decided to open a second location in South Florida. In 1987, Signarama began franchising.



For over 35 years, we have been serving communities with quality products and customer service. As the world leader in signage, we still work hard to maintain the localized support and individual attention that made us who we are today.

Our commitment to quality is unmatched in the industry. We know the importance of brand awareness and the affect it has on the bottom line. Signage plays an integral part in the recognition of a brand and therefore quality is imperative.

At Signarama, we believe in going the extra mile to produce more than just quick, standard signage. All Signarama sign center offer full-service signage options. Whether one sign or hundreds, temporary banner, or permanent monument sign, we are committed to providing an exceptional experience for each and every customer, every time.

Industry: Others - Signage

Telephone: 9385 5054

Email: sarcorporate@signarama.com.sg

Website: www.signarama.com.sg





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Industry: Food & Beverages
Website: subway-franchise.com



Subway® drive-thru in Jakarta, Indonesia



FLA
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SILVER WINNER
Established Franchisor



**Global
EduHub**

Established since 1995, Global EduHub is a Singapore-based educational group with over 25 years of track record and industry experience in education. With the vision "Making Today a Strong Foundation for the Future", the group has expanded over the years and currently operates a network of over 70 preschools and student care centres across Singapore, China, Australia and Panama under its 4 portfolio brands.

Global EduHub's franchising journey started in 2014, and the company has since developed robust curriculum, operational and franchisee support systems to aid its growth through franchising. In 2016, Global EduHub won the "Promising Franchisor of the Year" award, and was most recently awarded as "Established Franchisor" at the FLA Awards 2022.



Mulberry Learning – Established in 2006, Mulberry Learning is a premium preschool and infant care brand which nurtures the Future Ready Child across its numerous schools in Singapore, China, Australia and Panama. Mulberry Learning is proud to be the first and only preschool network in the world certified by the USA for Habits of Mind, a framework for intelligent thinking. The award-winning curriculum model is unique and best-in-class, integrating the best of global pedagogies, namely Reggio Emilia, Multiple Intelligences, and the Habits of Mind. It was the only preschool brand to win the "Established Brands" overall category in the Singapore Prestige Brand Award 2020/21, and was awarded as "Best Early Learning Programme (Gold Award)" by parenting portal HoneyKids in 2022.

www.mulberrylearning.com



Little Green House – Since its inception in 2005, young children have enjoyed Little Green House's rich and stimulating educational environment. Little Green House prides itself in creating a literacy-rich and conducive environment where age-appropriate readings, activity books, audio learning stations, and current news clippings abound in reading corners available throughout all centres. In recent years, Little Green House has consistently won numerous awards and accolades, exhibiting its success in nurturing the Literacy Smart Kid!

www.littlegreenhouse.com.sg



NASCANS is Singapore's leading student care and kindergarten care brand with over 30 locations in partner Primary Schools and residential communities, providing students with an Oasis between School and Home. NASCANS has recently been awarded 'Best Student Care Programme in Holistic Development' under the Best Enrichment and Learning Schools 2022/23 category by Parents World Magazine and in 2018, it also achieved the accolade of Singapore's Top Brand for Student Care under the annual Influential Brands® Award.

www.nascans.com

RECOGNITION AWARD



FLA
awards 2022

INNOVATION BUSINESS

The Participant must have:

- Incorporated and registered the organisation in Singapore.
- **At least 5** customer testimonials or supporting documents showing how technology and innovation contributed to your business's success, the success of your franchisees, and people.



FLA
awards 2022

WINNER
Innovation Business



NG AH SIO
Bak Kut Teh

One of the only few truly Singaporean culinary heritage dishes, Bak Kut Teh remains a firm local favourite. It is believed that it was the early settlers who came to Singapore; young godown workers, who were the first to brew this dish for nourishment and strength.

Mr Ng Ah Sio's father started selling this savoury, pork-based, peppery soup cooked in distinct Teochew style in the 1950s, around the present-day River Valley and Hill Street vicinity. These early servings of the Bak Kut Teh were accompanied by Chinese donuts (You tiao) and a strong brew of Chinese tea.

In December 1977, Mr Ng Ah Sio took over the business after his father's retirement and began serving the crowds at New World Amusement Park (current Kitchener Road) with 7 staff. He named his restaurant NG AH SIO Pork Ribs Soup Eating House. Gradually, his staff strength increased to 18 to cope with the growing number of customers looking to satisfy their cravings for this invigorating dish. The fame of NG AH SIO's Bak Kut Teh spread far and wide and soon political dignitaries, celebrities and corporate bigwigs were joining the queues for a taste of this wonderfully uncomplicated but nourishing dish.

Since moving to Rangoon Road in March 1988, over a million bowls of this classic dish has been served. The NG AH SIO Bak Kut Teh brand has since become synonymous with delicious and authentic pork ribs soup. Served with chilli and dark soya sauce and accompanied by servings of freshly-brewed Kung Fu tea, the dish represents a quintessentially Singaporean meal – simple, wholesome and delicious.



In March 2022, NG AH SIO Bak Kut Teh launched its retail products such as NG AH SIO Bak Kut Teh Instant Noodles, Pepper Chowder Ice Cream Bar, Pepper Milk Tea, NG AH SIO Bak Kut Teh Biscuit in Taiwan through a licensing arrangement.

Industry: Food & Beverages
Website: www.ngahsio.com

RECOGNITION AWARD



FLA
awards 2022

CUSTOMER SERVICE EXCELLENCE

The Participant must have:

- Incorporated and registered the organisation in Singapore.
- **At least 5** customer testimonials or supporting documents showing exceptional customer service provided by the outlet.



FLA
awards 2022

WINNER
Customer Service Excellence



Signarama is an international sign and advertising franchise founded in the US in 1986, with more than 700 locations across the globe today.

Established 2010, Signarama Eunos is Signarama's flagship store in Singapore. For over 12 years, Signarama Eunos have been serving businesses and communities with quality products and exceptional customer services. Signarama Eunos provides a One-Stop-Sign-Solution for our customers and maintains a high standard of service with focus on Customer First approach.

Our mission statement is "We drive growth by creating outstanding value for customers, providing exemplary customer experience and building long-term customer relationships."

At Signarama Eunos, we pride ourselves with good product knowledge and we advise customers on quality solutions that best suit our customers' branding needs within their budgets. What sets us apart is that we are constantly exploring ways to bring innovative solutions and best value to our customers. In 2020, we have incorporated 3D signage printing to improve productivity and design outcomes that further add value to a wide variety of signage solutions that we already have.

At Signarama Eunos, we don't just want to be good at what we do - we want to be exceptional, to engage meaningfully with each customer, and making sure that quality product and great customer service is at the core of what we do. Why? Because we understand that great customer service and quality product is what a customer will remember you for. Also, a happy customer is always our best word of mouth for referrals.

Industry: Others - Signage
Telephone: 6848 2486
Email: eunos@signarama.com.sg
Website: www.signarama.com.sg/store/eunos



RECOGNITION AWARD



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COMMENDABLE INTERNATIONAL FRANCHISE PARTNER

The Participant must have:

- Franchised a Singapore brand in their respective domestic market.
- Have at least 1 year of franchise experience.
- Nominated by an incorporated and registered company in Singapore.
- Strong testimonial from Franchisor for nomination.



FLA
awards 2022

WINNER

*Commendable International Franchise
Partner*



Nova FnB is a company that manages well-known food & beverage brands under the NOVA Group. To achieve our vision of becoming a leading culinary and entertainment destination, Nova FnB brings unique multicultural experiences to domestic and foreign customers with many chains of restaurants and coffee served millions of guests per year.

In 2017, JUMBO Seafood started its the first franchised restaurant in Ho Chi Minh City. JUMBO Seafood Vietnam has entered the high-end culinary market in Vietnam and has always been on the top list of top seafood restaurants with "pure" Singaporean flavour. JUMBO Seafood Vietnam's ingredients are directly processed by Singaporean expert chefs, so as to provide full consistency in food quality, as well as bring diners a unique and authentic taste of Singaporean dishes.

Industry: Food & Beverages

Website: novafnb.com.vn/en/brand/jumbo-seafood

MEET THE JUDGES

Over the years, the FLA Awards have had the privilege of being presided by distinguished panels of judges comprising prominent franchise leaders, industry experts and statutory board representatives. This has been indispensable in helping the Awards maintain its prestige and legitimacy in the international franchise arena and elevate the brands of Awards winners.



Mr Andrew Khoo is the Chairman and Chief Executive Officer of Malayan United Industries Berhad and the Executive Chairman and Chief Executive Officer of MUI Properties Berhad. Andrew has over 15 years of experience in the food, retailing and hospitality sectors where he held various senior management positions. He was also the Chief Operating Officer and Director of Group Business Developments of a Singapore-listed company, and the Director of Corporate Affairs in a UK and Malaysian listed company. Andrew is currently serving his second terms as President, Franchising & Licensing (Singapore) where he was first elected in 2019.



Ms Angeline Chan has accumulated close to 20 years in market strategy consulting, planning, industry development and policy making in public service. Angeline was responsible for leading the launch of Scale-up SG which is an apex development programme to groom future global business champions. She is currently Director of Food Services Division in Enterprise Singapore, responsible for policies and strategies to develop a vibrant food services sector in Singapore.



Mr Ernie Koh, is currently Chairman of Commune Lifestyle Pte Ltd and Executive Director (Marketing) of Koda Ltd. Ernie has significant experience in international marketing and corporate branding, including client base diversification and new product launches globally. He sits on and has served in various capabilities in industry associations, committees and advisory boards and is often invited to present papers in various international conferences. Among others, he is currently President of Singapore Retailers Association. Vice President of Franchising & Licensing (Singapore) and Chairman of ASEAN Furniture Industries Council.



Ms Serena Chan is a strong advocate for strategies branding and value creation, with 25 years in senior leadership, including a tenure with SPH Magazines as its General Manager. She has worked with business leaders across various industries to elevate their organisational brand experience and accelerate business growth. As a director of Imageworks, an award-winning customer experience training and consultancy, as well as FT Academy, Serena has supported many local brands, guiding them in their transformation, commercialisation and internationalisation journeys to scale new heights.



Mr Andy Leck is the head of the Intellectual Property and Technology (IPTech) Practice Group in Singapore and a core member of Baker McKenzie's regional IP Tech practice. With 30 years of experience handling IP, tech advisory, commercial litigation and arbitration matters, he is recognised by reputable global industry and legal publications as a leader in his field. Andy has acted for domestic and international clients, representing many of the owners of the world's best known trade marks, brand names and technologies. He also advises on the commercial exploitation of IP rights, particularly in the franchise, technology and media industries.



FLA Secretariat

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