

# Franchise - make it simple

With good cooperation, effective education and tailored technology solutions, franchising is easier.

Nearly  
**9,000**  
franchisees cooperate with Żabka

**36 h**  
less spent on sales tasks per month thanks to the Żabka Assistant

About  
**18,000**  
participants of the SprzedawcaPRO programme

**66**  
franchisees certified by the Entrepreneurship Academy



Franchise-centric solutions are a key part of the franchisees' operations. These are projects that support us and our employees in a real way in our daily work, help us optimise costs and help efficiency to become second nature. I cannot imagine functioning without such tools as Cyberstore, Żabka Assistant, Remote Access, intranet for franchisees, Entrepreneurship Academy or SprzedawcaPro. Thanks to such initiatives, our community gains a number of effective solutions. This not only fosters our individual development, it also builds strong bonds between franchisees, customers and the organisation as a whole, creating a space where we can all work closely together. It is also important to emphasise that franchisees are actively involved in delivering change, through the creation and development of franchise-centric projects. Initiatives like the Stacja Innowacja (the Innovation Station), Rada Franczyzobiorców (the Franchisee Council) and the Strażnicy Franczyzocentryczności (Guardians of Franchise-centricity) all enable us to work together with great commitment.

**Izabela Jeniec-Kardasz**  
Head of the Franchisee Council



## SELECTED FRANCHISE-CENTRIC INITIATIVES



### INTRANET FOR FRANCHISEES

A modern and intuitive communication tool for franchisees and above all quick access to information and knowledge about Żabka.



### CYBERSTORE

A digital tool for franchisees available in a mobile version - providing access to basic information, necessary for managing the store, and a web version - allowing access to detailed reports and analyses.



### SPRZEDAWCAPRO

ShopAssistantPRO is a platform offering training, competitions and news for Żabka shop assistants, which aims to support the franchisee in training and motivating employees.



### ENTREPRENEURSHIP ACADEMY

A series of trainings aimed at improving skills in running a store and managing staff and financial aspects.



### ŻABKA ASSISTANT

A part of the OptiPlan, whose task is to support franchisees in optimising the work done in the store. It's a tool that facilitates the organisation of the franchisee's and their team's working time in the form of an application installed on the store's tablet.

Read more



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