

## **How do we support the development of franchisees?**

The Entrepreneurship Academy, which I represent, is an educational initiative aimed at all our franchisees. It aims to develop entrepreneurial skills. We implement this programme in cooperation with our partners from the Faculty of Management at the Warsaw University of Technology and experts from the franchise market.

The Entrepreneurship Academy is a programme of carefully selected training courses, the completion of which enables our franchisees to obtain a prestigious certificate. Entrepreneurship Academy is, apart from training, also a place where we learn to think entrepreneurially. It is a place where we also enable our franchisees to exchange experiences. It is a place where we think about how to run businesses better, how to run them more efficiently, and how to improve the profitability of franchisees' businesses. We want every new franchisee not only to know how to run a store but also to be a good, informed entrepreneur.