

What does franchise-centricity mean?

What is the franchise-centricity? Franchise-centricity is synonymous with collaboration, dialogue, and a set of projects, initiatives, and ideas that aim to improve work efficiency in the store. But not only that. Our goal is also to increase the satisfaction of cooperating with Žabka. It's our internal philosophy which we should follow every day at work.

For me, franchise-centricity is also the desire to know the stories of our franchisees and to understand their daily work and the challenges they face. It is not easy, especially in the dynamic environment we work in. This approach allows us to build good relationships with franchisees, which is why we ask, listen, and consult.

We work daily with various groups that include the franchisees themselves - these are, among others, the Franchisee Council, the Innovation Station program, and the Guardians of Franchise-centricity. In consultation with them, we create tools that are meant to support the improvement of work efficiency in their stores. These include, for example, Cyberstore, Žabka Assistant, or the Intranet for franchisees Razem Online. All this is to support our franchisees and their crews in their daily work.