



[PieterKoelewijn \(/membre/pieterkoelewijn\)](#)
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If you plan to franchise in the Netherlands



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Franchise Business Club has professional members in Netherland. Let's give some details about these franchise experts who are also members of IFCN, International Franchise Consultant Network.

About Koelewijn & Partners

Koelewijn & Partners is a full-service organization with all necessary knowledge and expertise in-house to support you in the development and expansion of your franchise formula. In addition to our consultants who are able to provide you with strategic advice and practical operational support, our recruiters and our sister organization Franchise+ can support your growth ambitions for the Netherlands.

About Franchise+

Media company Franchise+, sister organization to Koelewijn & Partners, is the marketplace for franchising. Their mission is to bring together all people with an interest in franchising ranging from franchisors and (aspiring) franchisees to relevant local suppliers. For this, they employ various media:

- [Franchiseplus.nl](#)



- Social Media
- Franchise+ Magazine
- Weekly E-mail Newsletter
- Candidate database
- Annual franchise expo
- Franchise+ Event
- Various seminars & masterclasses
- Various external media

Strengths & Services

With the abovementioned media and the in-house marketing experts, Franchise+ is the Netherlands largest and most effective recruitment partner for franchise formulas. Franchise+ works closely with the professionals from Koelewijn & Partners to provide not only effective branding and lead generation, but also efficient and proper follow-up of interested potential franchisees for your formula.

Recruitment

An important part of expansion, if not the most important, is selecting the right (master) franchisees. They are the biggest factor determining the success of your formula and therefore require constant attention. This makes it a time-consuming task. Our recruiters can take this work off your hands. This means we can manage the complete process from the initial lead generation up to the start of the (master) franchisee. Of course we provide you regular updates along the way.

Consultancy

Our consultants have extensive experience in localizing franchise concepts including all documentation such as manuals and franchise agreements.

About Pieter Koelewijn

(<https://franchisebusinessclub.com/membre/pieterkoelewijn>)

Pieter Koelewijn has been educated in Business and attained an MBA. As part of this professional experience, he has worked internationally, including approximately three years in Australia. As Director of Koelewijn & Partners, Pieter Koelewijn and his team support franchise concepts in taking their next step. This ranges from supporting organizations in developing the franchise, improving the formula as well as supporting (inter)national growth.

As director of Koelewijn & Partners, Joost Bos has been educated as a business economist and organizational advisor. After gaining experience in the pet food and necessity sector and the supermarket sector, he has worked for individual entrepreneurs and franchisees. For the past 25 years he has mostly supported the management of franchisors with strategic and practical advice relating to all aspects of setting up and professionalizing franchise concepts.



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Pieter Koelewijn





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Joost Bos

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Italie : Du 19 au 21 octobre 2023, le salon de la franchise renaît à Milan

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Document

Formation Master Franchise, les conditions du succès

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Article

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