

# STRONG

**MOSCOM.**

## STRONG PILATES CASE STUDY

How We Assisted Franchise Growth Through Consistent Identification of Valuable Leasing Opportunities.

### AT A GLANCE

#### CHALLENGES

- Zoning - Permitted Use
- High Asking Rents
- Specific Dimensions
- Amenity Requirements.

#### SECURED OUTCOMES

- Opportunities Identified
- Franchise Growth
- Franchisee Convenience
- Negotiated Benefits.



"By constantly investigating and presenting opportunities to the franchise base, there was greater likelihood of a new studio being established.

**GERRY PETROPOULOS**  
MOSCOM.

### OBJECTIVES

Strong required more leasing opportunities to present to its ever growing base of franchisees.

### SOLUTIONS

We offered a proactive service designed to enhance value for the franchise network by conducting investigations in designated areas and presenting suitable opportunities to the head office.

Our identified leasing opportunities would then be communicated back to the franchise base, ensuring that new and exciting prospects were consistently available and acted upon. This ensured continuous growth for the business..

### BENEFITS

#### Continuous Growth Opportunities

Opportunities were presented constantly, ensuring a greater likelihood more studios would be established.

#### Negotiated Outcomes

We offered to negotiate on behalf of franchisees so a clear and favourable deal would be presented.

#### Market Research

We used our time and resources to research areas and continually scanned the market to make enquiries on behalf of the business.

#### Convenience

Presenting opportunities made it easy for franchisees that were committed to opening a new studio but didn't have the time to actively search.