



MULTI-UNIT FRANCHISE
EXPERT, SPEAKER & AUTHOR

AICHA **BASCARO**

MEDIA KIT

PROTECTING THE AMERICAN DREAM OF

BUSINESS OWNERSHIP

THROUGH FRANCHISING

AICHA BASCARO

FRANCHISE EXPERT



Aicha is the best-selling author of "The Franchise Fix" and "The Multi-Unit Franchise Mastery". She is the Founder and CEO of the American Franchise Academy and a 35+ year veteran and executive in the franchise industry in global brands like Domino's Pizza, Popeyes Louisiana Kitchen and Olive Garden from Darden Restaurants. She has worked in domestic and international operations and management, lived in 14 countries opening, supporting, and overseeing International Master Franchise organizations and even developed her own prototype brand.

Today, her academy leads development programs for franchisors, franchisees and their district managers and has become the Elite Education Organization in the Franchise Industry.



SPEAKING TOPICS

HEROES

There are 5 distinct Heroes in your business. Understand who they are to make sure that you don't lose them and that they are there when you need them.

FREEDOM

There are 5 basic steps that you must take as a franchisee to be able to achieve true time freedom from your business.

WISDOM

After 35 years in the Franchise industry I have collected 10 distinct principles that no time nor situation will change their reality.

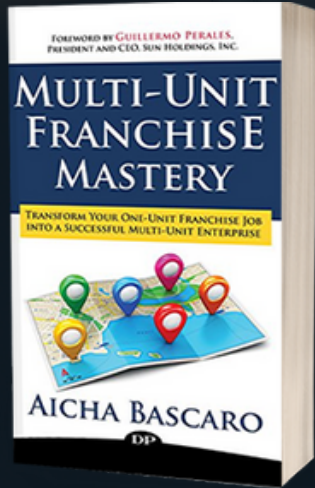
PARADIGM-BUSINESS-SHIFT

Every Franchisee and business owner has 3 clear distinct roles that should define every action and decision they make.





FEATURED BOOKS



“MULTI-UNIT FRANCHISE MASTERY

IS A STEP-BY-STEP GUIDE TO TRANSFORMING YOUR ONE-UNIT-JOB INTO A MULTI-UNIT FRANCHISE ENTERPRISE.”

Aicha Bascaro

AICHA HAS WORKED WITH BRANDS LIKE



FEATURED ARTICLES



NATIONAL RESTAURANT NEWS

Aicha Bascaro of the American Franchise Academy is giving franchisees the tools they need to thrive



FRANCHISING.COM

Building Your Infrastructure For Growth



MULTICULTURAL FOODSERVICE ALLIANCE

Dispelling the Myths of Franchise Ownership with Aicha Bascaro



ENTREPRENEUR MAGAZINE

Como Salvar Tu Franquicia Y Hacerla Exitosa



FORBES MAGAZINE

La Mujer Que Llevó Las Pizzerias Por El Mundo

*Nation's
Restaurant News*

THE POWER LIST AWARD
2022



AMERICAN DREAM AWARD
2008



TRAILBLAZER AWARD
1998

ASK AICHA TO TELL YOU THESE STORIES.

- 1.** Moving on Up: From Pizza Driver to Global Franchise Mentor
- 2.** Birthing a Brand: Helping Master Franchisees open their 1st units in country
- 3.** The Power of your network: Interacting with pizza makers during the day and country presidents at night
- 4.** The End of an Era: The day the Domino's Pizza 30-min guarantee disappeared
- 5.** High Tech Food Service: Seeing the start of Domino's as a technology company
- 6.** Getting to the Top in the World: 3 units in the Top 10 in the world in Sales
- 7.** Franchising to climb the social and financial ladder: Across the world the answer to climb the economic ladder.
- 8.** Managing a Franchise Enterprise: Overseeing 60 units in 3 states
- 9.** Nomad for Knowledge: Living in 14 countries in 3 years
- 10.** The Secret to Flawless Execution: This was the title in my business card for 4 years



AICHA WOULD LOVE TO TALK TO YOU!

TO BOOK AICHA:

For interviews and podcast inquiries,
email aichab@afamail.com or visit aichaspeaks.com

CONNECT WITH AICHA

 [/FranchiseOwnerCoach](https://www.facebook.com/FranchiseOwnerCoach)

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SCALE YOUR *Masterclass*
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