



Spreading the Toll message

A unique franchising approach is growing the TGF brand as we push into new areas of opportunity

Toll Global Forwarding (TGF) has initiated the rollout of its franchise program, a system designed to strategically spread TGF's presence throughout the Middle East and beyond.

By establishing Master Franchisee agreements with selected partners, TGF will create this presence and expand in a broader range of markets. This will allow Toll to identify incremental growth opportunities and participate in tender opportunities which would likely be inaccessible without that local "on the ground" awareness.

The project is being implemented in two phases: in August and September 2015, TGF was actively working through the Phase 1 transition of franchises in Bahrain, Egypt, Jordan, Kenya, Lebanon, and Qatar. All franchises were fully operational in a short period of time, which was a credit to the common sense and easily implemented nature of the franchise model.

Naturally, there were stringent criteria driving our selection of partners. Training and site visits were done to ensure compliance, quality and safety management, while Toll policies and standards at the various franchise offices were implemented to provide the consistency of our business standards that our clients – and prospective clients – have come to expect.

On this exciting new development, Paul Coutts, CEO of TGF, shared, "This is a win-win collaboration, melding the local office's experience and connections with a multi-national corporation's vast resources and network.

"In the long term, this complements TGF's growth strategy in regions that would otherwise be inaccessible to foreign companies."

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Phase 2 of the program will involve expansion in the Middle East, Africa and Cyprus. This is soon to commence, pending the completion and bedding down of the Phase 1 roll out.

For all inquiries and questions with regards to this program, please email MFAinfo@tollgroup.com