

# PHILSME

JULY  
2025

THE DIGITAL MAGAZINE FOR SMEs,  
START-UPS & ENTREPRENEURS

JULY 2025

# PHILSME



## Franchise Trends: What's Still Hot & Profitable this 2025?



**Sheena Kotik**

*President of RK Franchise Consultancy*



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**NOVEMBER 28-29, 2025**

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## WHAT IS **PHILSME**?

The Philippine SME Business Network, also called "**PHILSME**" is a professional membership group of business solution providers dedicated to empowering Small and Medium Enterprises (SMEs), Start-Ups, and Entrepreneurs. Our goal is to provide members with a proactive communications platform to increase their business growth and help develop new business relationships.

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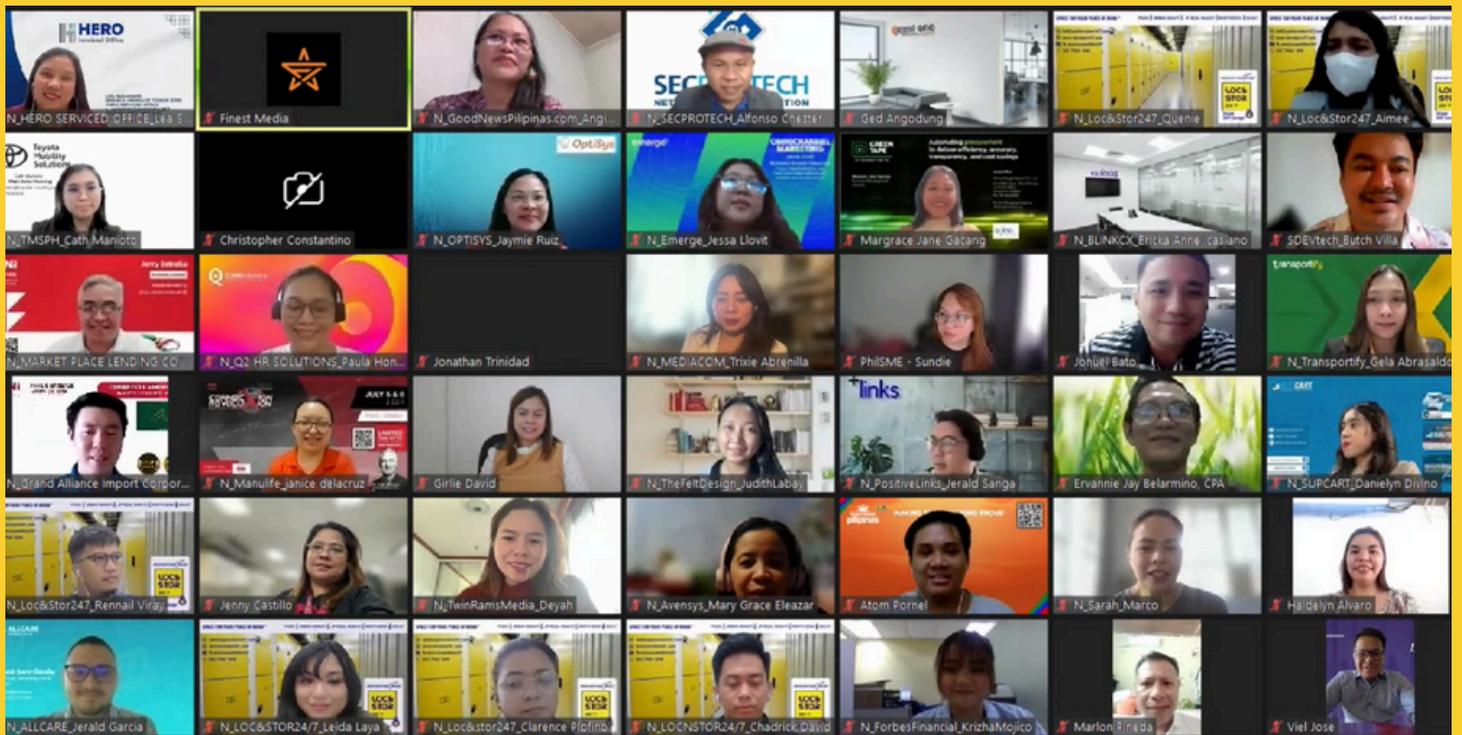
with **Rowena Natividad**, Country Manager at IWG



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# Franchise Trends Revealed at 32nd PHILSME Business Networking Meeting

PHILIPPINE  
**SME**  
BUSINESS NETWORK

Sheena Kotik of RK Franchise Consultancy joined the 32nd PHILSME Business Networking Meeting on June 26, sharing **Franchising Trends: What's Still Hot & Profitable this 2025?**

With over two decades of experience and more than 1,000 brands developed under their guidance, RK Franchise Consultancy has become a powerhouse of entrepreneurial transformation —turning local businesses into household names.



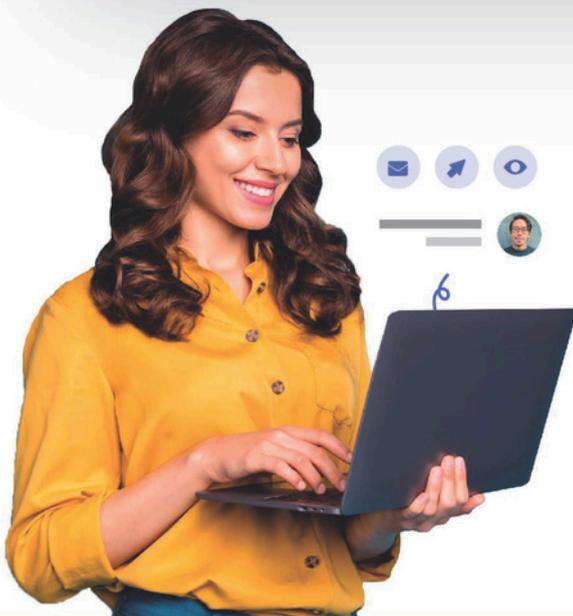
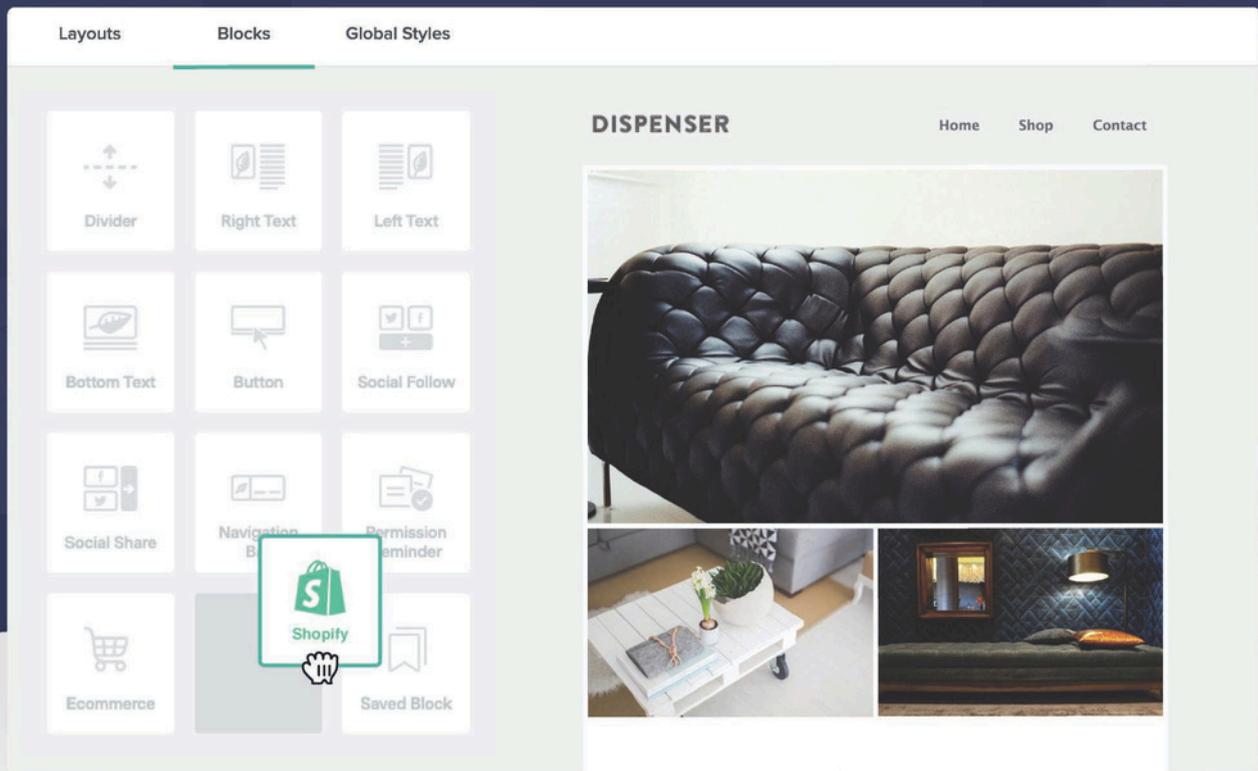
Attendees had the opportunity to participate in insightful discussions and meet members of the PHILSME Business Network who presented unique business solutions to an active online community.

Featured members of the day include **CM Administrative Support, Dream Elevator & Escalator Corp., CIS Bayad Center Inc., and SkyShare Labs.**

(Read more on Page 10)

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# Franchise Trends 2025 Revealed by RK Franchise Consultancy at PHILSME Networking Event

By: Franchezca Romano

In an era where starting a business feels riskier than ever, one model continues to rise above the rest: **franchising**. And in the Philippines, no one understands this space quite like **Sheena Kotic**, President of **RK Franchise Consultancy**.

Speaking at the **32nd PHILSME Business Networking Meeting** on June 26, Sheena unveiled key trends shaping the franchising landscape in 2025. What's working, what's changing, and how aspiring entrepreneurs can break into the business world with more confidence and clarity.

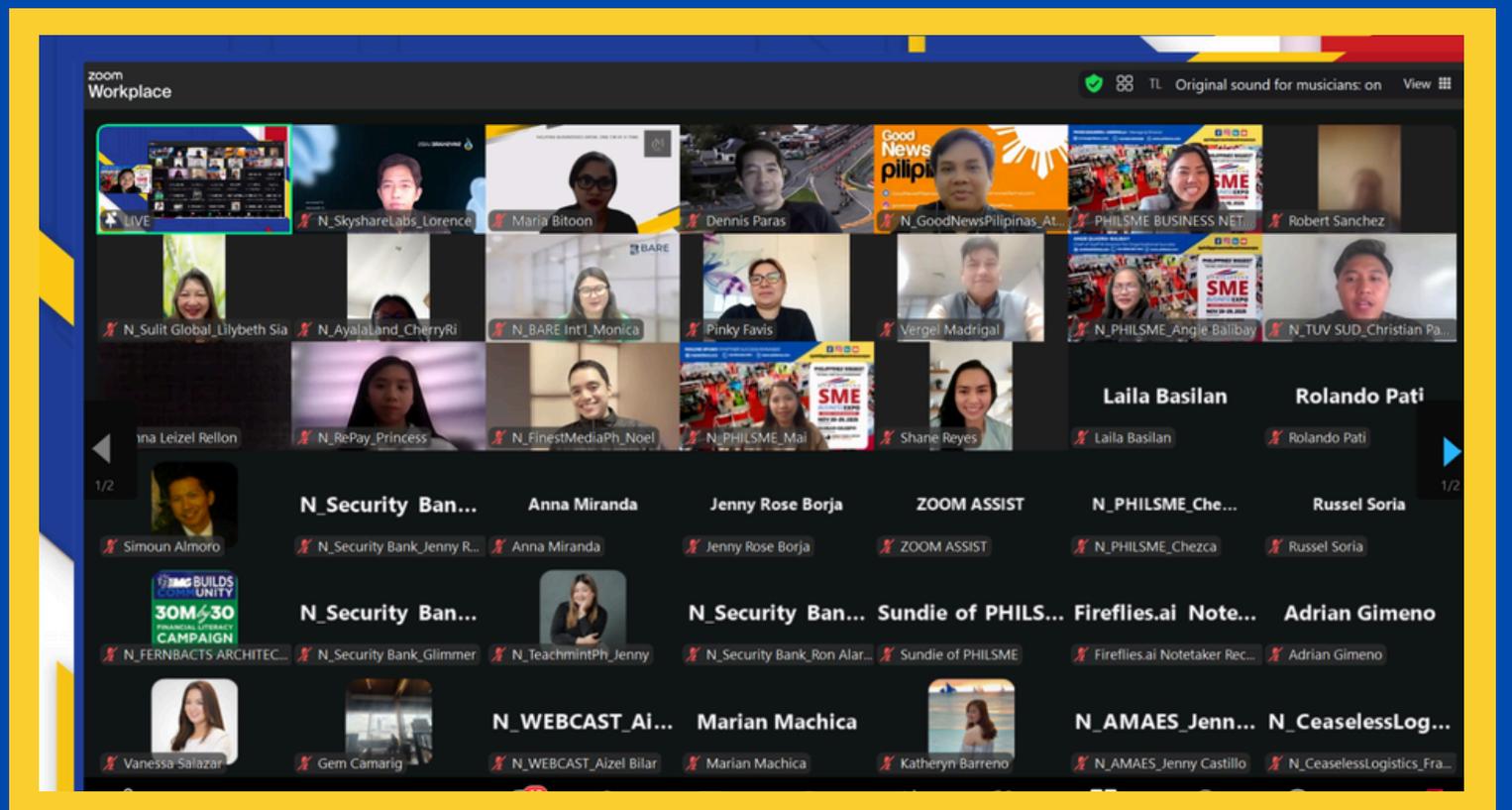
Founded in 1999, RK Franchise Consultancy has grown into one of the Philippines' most trusted names in franchise development.

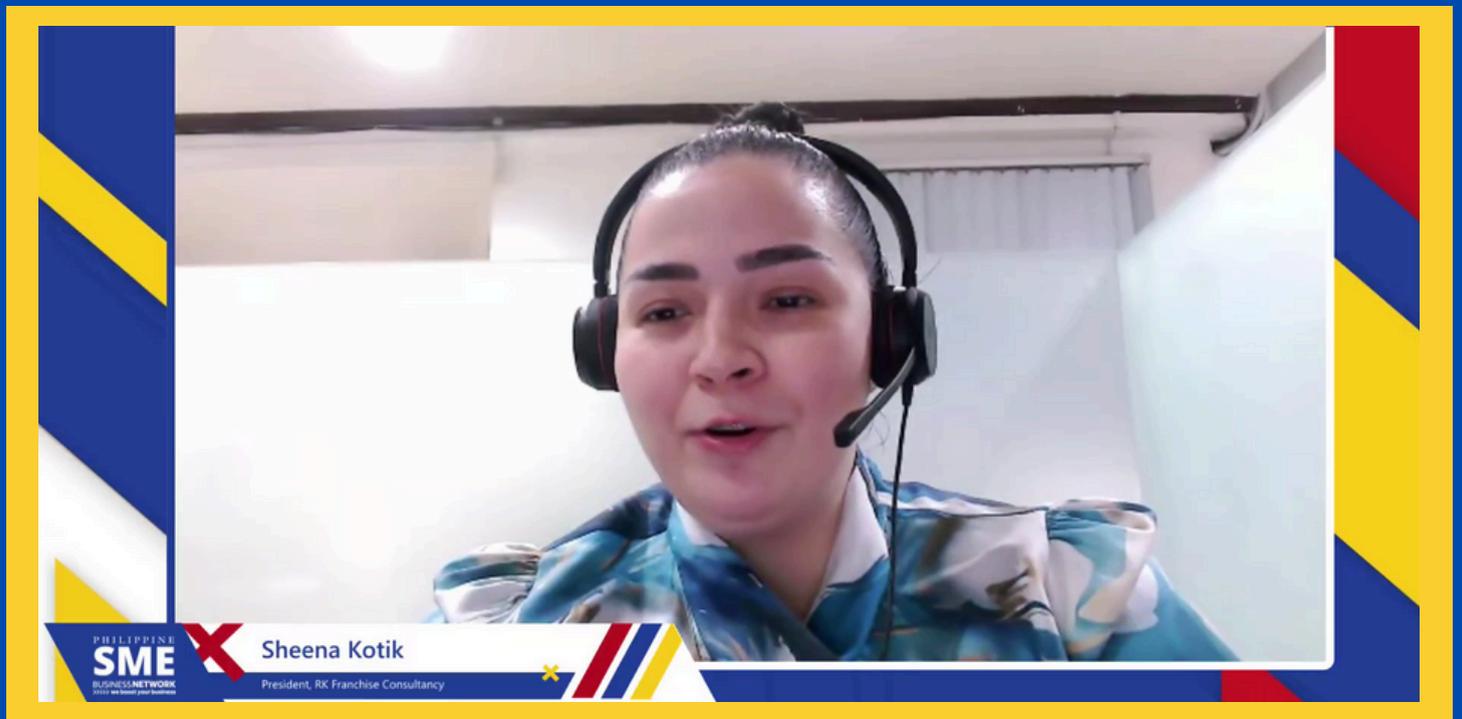
Based in Manila, the company has spent the last 26 years shaping both food and non-food businesses into sustainable, scalable franchises.

What sets RK apart is its tailor-fit development approach. **"We don't believe in one-size-fits-all solutions,"** Sheena explains. **"Each business has its own identity, and our job is to shape a franchise model that fits both the brand and its market."**

With clients spanning Luzon to Mindanao, RK has helped local entrepreneurs expand nationwide, building brands such as Colette's Buko Pie, Amare La Cucina, Cha Tuk Chak, Gerry's Grill, and Phoenix Petroleum, to name just a few.

**"Starting a business is tough,"** Sheena says. **"But with franchising, you're stepping into a system that's already proven. The operations, the branding, the training, it's all there."**





The Philippine franchising industry employs over 2 million people, directly and indirectly. Franchises boast an estimated 90% success rate —far higher than traditional startups. The model allows for rapid business replication, fueling economic growth across the country.

While effort, good management, and a strategic location are still key, franchising gives entrepreneurs a head start by providing a proven structure for growth.

As we look into 2025, the Philippine franchising industry continues to be dominated by a few key sectors:

- 60% Food & Beverage
- 15% Vanity & Beauty
- 10% Health & Wellness
- 10% Retail
- 5% Niche or Specialty Franchises

"Food will always be strong," Sheena notes, "but beauty, wellness, and specialty services are rising fast. People now value convenience, lifestyle, and experience."

She also noted that aspiring franchisees aren't just buying into a name—they're gaining access to a business ecosystem.

"You're not alone in this journey," Sheena says. "You have access to your franchisor's wisdom and the support of fellow franchisees. That's the beauty of the system."

"With the right brand and the right mindset, franchising can be your gateway to long-term business success. We've seen it happen thousands of times." Sheena concluded.

Members of the PHILSME Business Network were also given a chance to present unique business solutions to the active online community. Featured members of the day includes CM Administrative Support, Dream Elevator & Escalator Corp., CIS Bayad Center Inc., and SkyShare Labs.

Join this fun, high-energy, and collaborative group. To learn more about the PHILSME Business Network or the 17th Philippine SME Business Expo (PHILSME) on November 28–29, 2025, contact [sunshine@philsme.com](mailto:sunshine@philsme.com), text, or call +63 968 569 8358.



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Ms. Intan Zalani ([intan@matrade.gov.my](mailto:intan@matrade.gov.my)) | Mr. Adhwa Azmil ([adhwa@matrade.gov.my](mailto:adhwa@matrade.gov.my))



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Here's a sample premium computation:

| BENEFIT   | PLAN 100K | PLAN 300K | PLAN 500K | PLAN 1M   |
|---|-----------|-----------|-----------|-----------|
| LIFE (Core)                                       | 100,000   | 300,000   | 500,000   | 1,000,000 |
| Total & Permanent Disability (TPD)                | 100,000   | 300,000   | 500,000   | 1,000,000 |
| Crisis Cover Benefit (CCB)                        | 50,000    | 150,000   | 250,000   | 500,000   |
| PA-Accidental Death & Disablement (ADD)           | 100,000   | 300,000   | 500,000   | 1,000,000 |
| PA-Burial Benefit (BB)                            | 10,000    | 10,000    | 10,000    | 10,000    |
| PA-Hospital Income Benefit (HIB)                  | 600       | 600       | 600       | 600       |
| PA-Accidental Medical Expense Reimbursement (AMR) | 10,000    | 30,000    | 50,000    | 100,000   |

### ANNUAL PREMIUM PER CLASS

Occupational Classes are risk categories of the member's occupation

| Occupational Class  | PLAN 100K | PLAN 300K | PLAN 500K | PLAN 1M  |
|---|-----------|-----------|-----------|----------|
| Class 1 - Office type, non-hazardous occupations  | 634.15    | 1,725.95  | 2,817.75  | 5,547.25 |
| Class 2 - Jobs involving limited exposure to occupational hazards (including limited manual labor, but not using machinery) | 734.23    | 1,938.03  | 3,141.83  | 6,151.33 |
| Class 3 - Skilled or semi-skilled occupations, including those using light machinery  | 834.30    | 2,150.10  | 3,465.90  | 6,755.40 |
| Class 4 - Industrial jobs using heavy machinery or unskilled jobs   | 1,034.45  | 2,574.25  | 4,114.05  | 7,963.55 |

**Disclaimer:** Sample premiums above are based on age 35 years old, and are intended solely for Pru Life UK's direct enterprise business account. Rates in this brochure are purely indicative and NOT yet final. Actual rates may vary based on the actual ages in the census list, total number of employees, occupational mix, and benefits amount selected.

\*Based on the Insurance Commission 2024 rankings for New Business Annual Premium Equivalent & Total Premium Income for Variable Life Insurance



For further assistance and inquiries, please reach out to [PRUPartner@prulifeuk.com.ph](mailto:PRUPartner@prulifeuk.com.ph)

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Visit [www.prulifeuk.com.ph/en/contact-us/](http://www.prulifeuk.com.ph/en/contact-us/) for the complete list of our branches. Pru Life UK is legally permitted to provide financial products or services in the Philippines as regulated by the Insurance Commission.

The Insurance Commission's head office is located at 1071 United Nations Avenue Ermita, Manila, Philippines. Their Cebu District office is located at Unit 17, Ground and Second Floors, The Gallery, Pope John Paul II Avenue, Barangay Kasambagan, Cebu City, while their Davao District office is in Door 2 & 3, 3rd Floor of YAP Building Quiampo Boulevard, Ecoland, Davao City. Visit [www.insurance.gov.ph/contact-us/](http://www.insurance.gov.ph/contact-us/) for the Insurance Commission's complete contact information.



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| <b>SMS 20K</b><br>Send to 20,000 SME, Start-Up & Entrepreneur Contacts | <b>P148,800</b> |

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**NOV. 28-29, 2025**

EVENT DATE



**10:00AM-06:00PM**

DURATION



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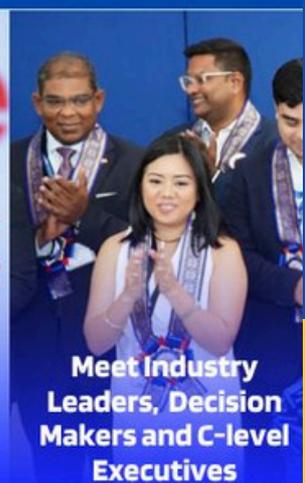
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### Who We Are

The **USA Poultry & Egg Export Council (USAPEEC)** is a non-profit organization that promotes the export of high-quality U.S. chicken, turkey, and duck products around the world. In the Philippines, we work closely with importers, food professionals, chefs, and entrepreneurs to highlight the versatility, safety, and profitability of U.S. poultry.

### What We Do

We help businesses, from startups to SMEs, discover the potential of **U.S. poultry** as a foundation for food ventures. Through promotions, culinary training, and market access initiatives, we bring opportunities to your table.

### What is Poultry-preneur

**Poultry-preneur** is a development program for aspiring and existing food entrepreneurs who want to start or grow their food business using U.S. chicken, turkey, or duck. Whether you're a pop-up stall owner, or a startup restaurant, this program is for you.

### How We Can Help You

- ✓ Get access to **profitable U.S. poultry recipes** for small businesses
- ✓ Join free **cooking demos, business workshops, and seminars**
- ✓ Receive exclusive **how-to guides, and costing tools**
- ✓ Connect with trusted **U.S. poultry suppliers and distributors**
- ✓ Be part of a **community of foodpreneurs** growing their brands

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- Stool Exam (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)

**560**  
~~PHP 700~~

### BASIC 5

- Complete Blood Count (CBC)
- Stool Exam (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)
- Physical Examination

**720**  
~~PHP 900~~

### with Drug Test

- Complete Blood Count (CBC)
- Stool Exam (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)
- Physical Examination
- Drug Test (MET/THC)

**880**  
~~PHP 1,100~~

### with ECG

- Complete Blood Count (CBC)
- Stool Exam (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)
- Physical Examination
- ECG

**960**  
~~PHP 1,200~~

### with Pap Smear

- Complete Blood Count (CBC)
- Stool Exam (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)
- Physical Examination
- Pap Smear

**960**  
~~PHP 1,200~~

### Domestic Helper

- Complete Blood Count (CBC)
- Stool Analysis (Fecalysis)
- Urinalysis (Routine)
- Chest X-Ray (PA)
- Hepatitis B Surface Antigen
- Hepatitis A Igm

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## VISIT US

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### ROUTINE

- Complete Blood Count (CBC)
- Urine / Fecal Analysis
- Drug Testing
- Blood Typing

### RADIOLOGY & CARDIOLOGY

- X-Ray
- ECG
- Ultrasound
- 2D Echo

### CLINICAL CHEMISTRY

- Routine / Special Chemistry
- Lipid Studies
- NGSP / IFCC Certified HbA1c
- Renal Panel

### IMMUNOLOGY & SEROLOGY

- Hepatitis Profile
- HIV Screening
- Thyroid Panels
- Hormones
- Dengue Panels
- Tumor Markers

### MICROBIOLOGY

- KOH
- Culture & Sensitivity
- Gram Staining
- AFB Staining

### SPECIAL TESTS

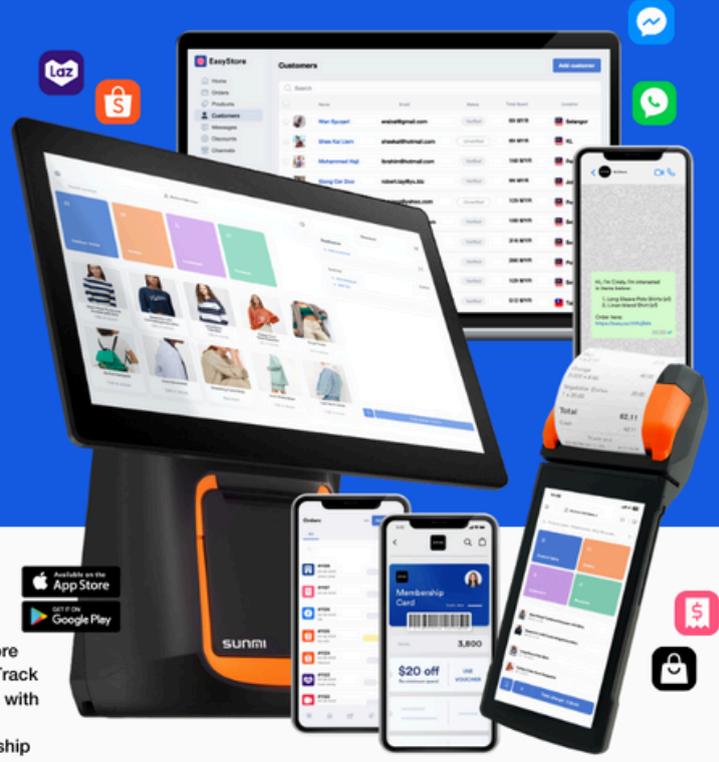
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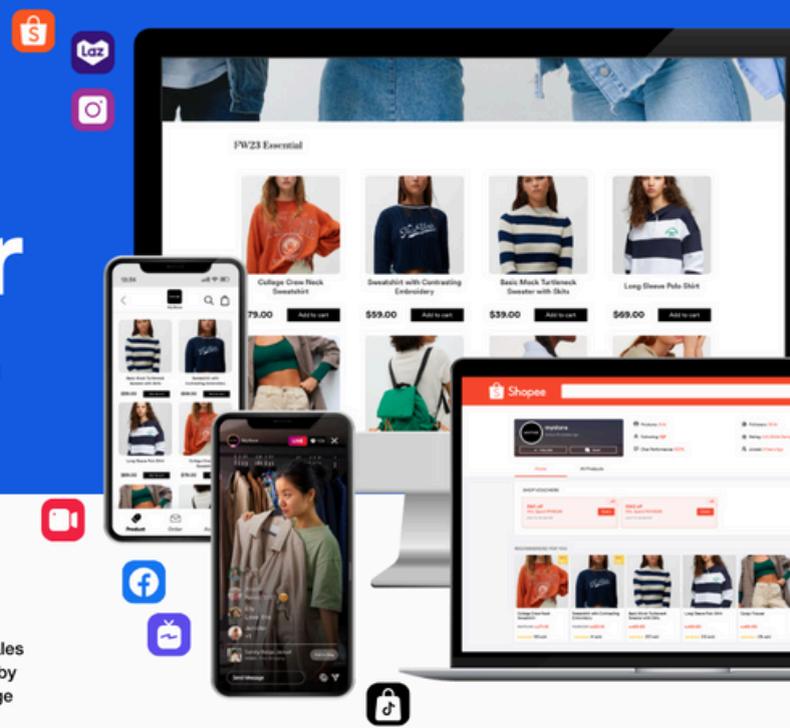
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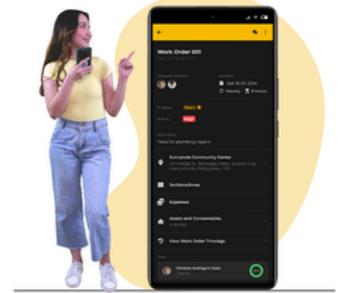
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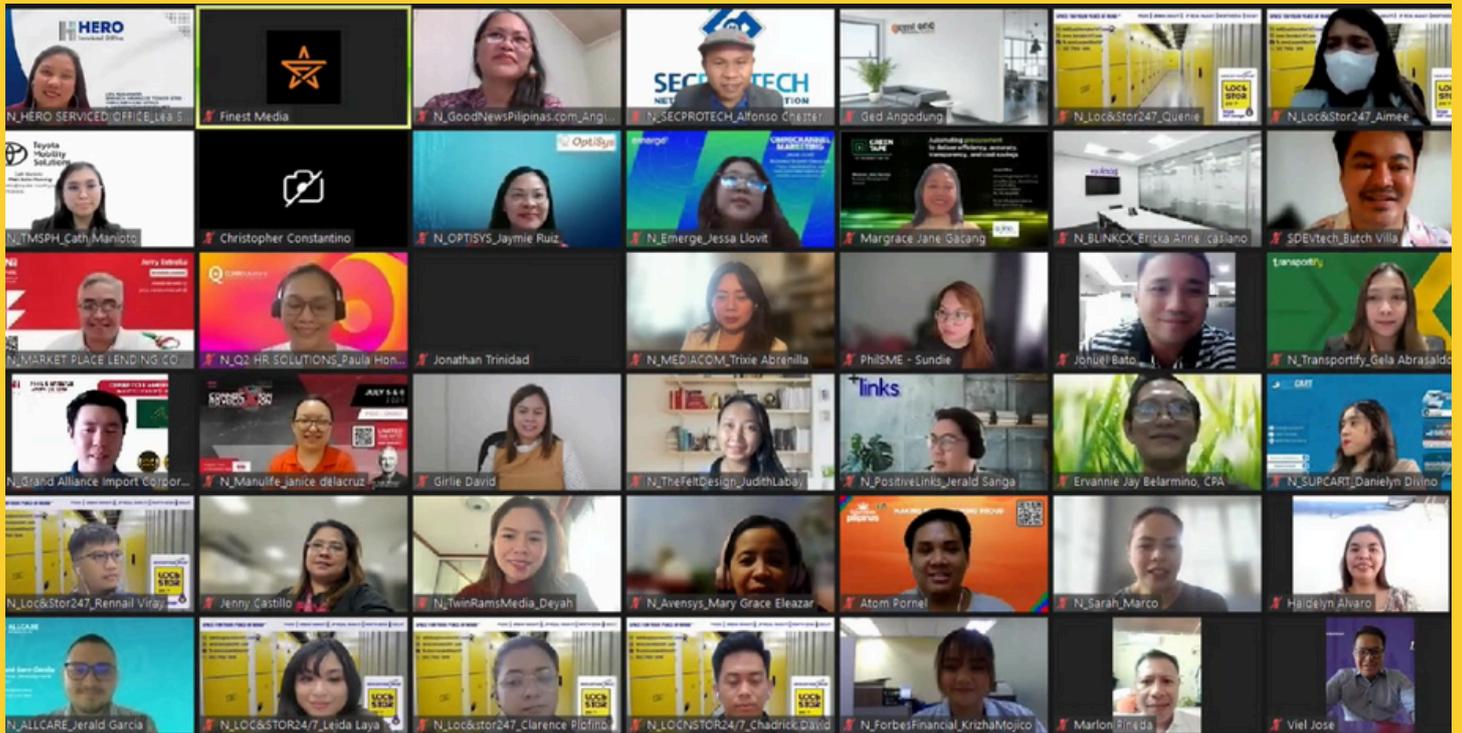
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