

INTERNATIONAL
FRANCHISE
DEVELOPMENT



WORLD FRANCHISE

ASSOCIATES

Mission: To provide the highest quality of service to international franchisors and franchisees

- ✓ Consulting
- ✓ Development
- ✓ Marketing
- ✓ Media
- ✓ Forums & Workshops
- ✓ Supply Chain



**WORLD FRANCHISE
ASSOCIATES**

International Franchise Development

introduction

WFA is an international franchise development, marketing and media company

WFA enables franchisors to enter new international markets

WFA assists international franchise buyers acquire the best franchised business brands

Member of the IFA and National Restaurant Association. Founders of the East Europe Franchise Association.



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www.worldfranchiseassociates.com
www.worldfranchisecentre.com



services

To Franchisors:

International Franchise Development

Targeted Market Entry with our International Franchise Matchmaker Program

International Franchise Media on our websites: World Franchise Centre, FranSpeak, FranKids, and FranFoodWorld.

services

To Franchise Buyers:

International Franchise Buyer Service

International Franchise Forums



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WORLD FRANCHISE CENTRE

World Franchise Centre is the only website totally dedicated to international franchise sales at country, regional and multi unit level. Our Search Engine Optimization (SEO) and Search Engine Marketing (SEM) targets all terms relating to international franchising.

Our qualified prospects are made up of food, retail and commercial real estate developers; successful entrepreneurs seeking new business investments; companies requiring business investments to complement their existing activities; franchisors wanting to acquire new brands to leverage their franchising know-how and infrastructure; and successful master franchisees acquiring additional brands.

Site traffic is from East/Central/West Europe, India, China, Australia/NZ and SE Asia.

www.worldfranchisecentre.com



websites



World Franchise Centre
www.worldfranchisecentre.com



FranKids
www.frankids.com



Franspeak International
www.franspeak.com



Franchise Associations
www.franchiseassociations.org



Franevents
www.franevents.org

in development:

FranFoodWorld, FranRetailWorld, FranServicesWorld



sample of brands



Casual Dining

Bar/Restaurant · Brazilian · Cafe/Bistro · Diner · Family Friendly · French · German · Mixed Menu · Seafood · Steaks/Grill · Themed

Fast Casual

Asian Fusion · Baked Treats · Bakery/Cafe · Breakfast · Burgers · Caribbean · Chicken · Coffee/Tea · Frozen Treats · Greek · Grill/Mixed Menu · Indian · Italian · Japanese · Mexican · Pizza · Salads/Healthy Eating · Sandwiches · Smoothies/Juices · Vietnamese · Wraps/Pita

Retail Food

Bread/Bakery · Candy/Treats · Convenience Store

Specialty

Events/Catering · Home Dinners · Restaurant Concepts · Turkey · Vending

Retail

Clothing and Apparel · Beauty · Healthcare · Kids

Service

B2B · B2C · Care · Property Related · Financial Services · Training and Education · Loyalty Cards · Pest Control · IT



OUR CLIENTS

7 Camicie
 Abbott's Frozen Custard
 Address International
 Al's Beef
 Attirance
 BE Swisher
 Bagel Bar
 Bar-B-Cutie
 Bartercard
 Big Frog
 Blue Chip Gourmet
 Bodyline
 Brasserie Flo
 Bubba Gump Shrimp
 Buffalo Wings & Rings
 Bullets Burgers Chicken & More
 C House Coffee Shop
 CKE Restaurants
 Caffè di Roma
 Candy Cakes
 CareMinders
 Carl's Jr
 Cheesecake Café
 Chicago Restaurant Systems
 Church's Chicken
 Coffee Planet
 Cold Stone Creamery
 ComForCare
 Comfort Keepers
 Disney Lifestyles
 Dixie Lee
 Environmental Biotech
 Espresso Coffee
 Executives Online
 Extreme Brandz
 Extreme Pita
 Extreme Pizza
 Fast Food Systems
 Fatburger
 Figaro's Pizza
 First Choice Business Brokers
 GB Corporation
 Granicrete
 Granite Transformations
 Green Mill
 Hippopotamus
 Harvey Nichols
 Hyde Park
 Interface Financial Group
 Johnny Rockets
 Jo Jingles
 La Vida
 Laura Ashley
 Lavazza
 Margaritaville
 Mars Venus Coaching
 MedSpa
 Med Spa Boutique
 Mokarabia
 Mrs Fields Famous Brands
 Mucho Burrito
 Nancy's Pizza
 Neuhaus
 Orkin Pest Control
 Party Fiesta
 Pepe's Piri Piri
 Petit
 Pho Hoa Noodle Soup
 Pita Pit
 Pizza Fusion
 Platinum Pitch
 PODS@
 Purbblendz
 Red Brick Pizza
 Red Hot Camera
 Renue
 Ruby Tuesday
 Sarpino's
 Sbarro
 Second Cup
 Smashburger
 Spicy Pickle
 Stevi B's Pizza
 Swisher
 Tablapizza
 TCBY
 The Counter
 The Smoothie Factory
 The Taco Maker
 Tony Roma's
 Trollbeads
 Vice Versa International
 Which Wich
 WIN Sales & Marketing
 Training Programs
 Winger's Grill
 WSI
 Yam Yam To Go
 Yo Good
 Young Rembrandts

who we are

World Franchise Associates is an international franchise organization which:

- ✓ assists franchisors enter new international markets
- ✓ assist international franchise buyers acquire the best franchised business brands.

World Franchise Associates is registered in London and is a division of World Franchise Holdings.



the team

Executive Management

Paul Cairnie – CEO, World Franchise Associates

Christopher Brinkley – COO, Franchise Development

Jake Kidde-Hansen – IT Director

Mansur Pour Rafsendjani – Legal

Yuliya Nazarchuk – Senior Business Manager

Olya Gundyak – Business Manager

Maya Annayeva – Business Manager

Olja Kosheleva - Business Manager

Regional Management

Martin Hancock – US Market

Sarwat Ammar - Qatar

Sami Mohabbat - Pakistan

Sary Hamway – Middle East Market

Alan Ainsworth – South East Asia Market

Alexander Nogachevsky – East & Central Europe Market

Gaurav Marya – India Market

Grace Bian – China Market

William Le Sante – South America Market

Supplier Partners

Ad Giants

Andrade Nava

Cameron Clement Creative Brandworks

City One Securities Limited

Desita

Dynamic Performance Systems

European Projects Group

Franchise India

Franchise Recruitment Services

FranExcel

Intellevue

Javelin Solutions

Mall Expo

Midamar

PowerTD

PSE International

Russian Franchise Association for Development of Franchising

Special Ops

thevpa.com

whichfranchise.com

Wray Executive Search

Xegy / Franchise Roadmap



Paul Cairnie



Christopher Brinkley



Yuliya Nazarchuk



Jake Kidde-Hansen



Olya Gundyak



Maya Annayeva



Sarwat Ammar



Martin Hancock



Sami Mohabbat

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