



WORLD FRANCHISE

ASSOCIATES®

**Building
Franchise
Business
Worldwide**

ARE YOU READY FOR INTERNATIONAL
EXPANSION?

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WORLD FRANCHISE ASSOCIATES MEDIA PORTFOLIO

- World Franchise Associates (www.worldfranchiseassociates.com), based in London, is an international franchise development consultancy, marketing and media company. With more than 25 years of international franchise experience, the company offers a comprehensive franchise development program including: Assisting businesses with international franchise expansion, advising companies and high net worth individuals seeking to acquire the rights to operate brands in their markets, and guiding successful multi-unit businesses through the development of franchise systems for international expansion.

WFA MEDIA PORTFOLIO



WHY EXPAND INTERNATIONALLY



International markets offer lucrative opportunities for franchise brands with proven systems.



Being the first to successfully develop a franchise brand /concept in a country or region can lead to significant competitive advantage.



Successful international expansion can increase cash flow through development fees, royalties, store opening fees, supply, logistics, and other services.



A successful international expansion program will enhance the brand equity and value of your company as a whole.

What Are You Getting In To?

- International Franchising is a completely different game with different rules.
- You will be dealing with different races, languages, religions, cultures, beliefs, attitudes, business practices etc.
- Your franchise partners may be companies that are as big or bigger than you.

ARE YOU READY?

International Expansion should be a Growth Strategy & not a Survival Strategy. If you have determined that you need to grow Internationally to stay afloat you need to re-examine the competitiveness of your brand and the fundamentals of your business.

PUT FIRST THINGS FIRST

Is your business profitable?

Is your brand competitive?

Are you 100% committed?

CONSIDER THESE 10 ESSENTIALS

- Capability & Experienced of your Management Team
- Uniqueness of your Products and Services. Broad Appeal?
- Overall Competitiveness of your Brand
- Financial Track Record of your Brand
- Reasonable Break-Even & Return on Investment
- Is your Concept Easy to Transfer & Replicate
- Can you Deliver Consistent Standards Internationally
- Does your Company & Brand have a Good Public Image
- Is your SYSTEM adequate (Manuals & Tools)
- Is your Training Program adequate



THE INTERNATIONAL FRANCHISE SYSTEM



It's not about opening an individual outlet/business.



THE INTERNATIONAL FRANCHISE SYSTEM



It's about launching a new brand in a country.

INTERNATIONAL FRANCHISE RELATIONSHIP CYCLE

Initial Discussions / Negotiations

- Discovery
- Due Diligence
- Negotiations

• 2- 4 Months

Formalize Relationship

- Sign Agreement

• 1-3 Months

Pre-Launch Preparations

- Entry Planning &
Preparation

• 3-9 Months

Launch / Market Entry

- Commence
Operation
- Launch Brand

• When Both
Parties Agree All
Is Ready

Ongoing Market Development

- Market
Penetration

• Ongoing

COMMON MISCONCEPTIONS & MISTAKES

Misconception - Larger more established brands make better Franchisors

Misconception - Large corporate master franchisees/area developers need less attention

Misconception - A brand with a good "System" will always be successful with International Franchising

COMMON MISCONCEPTIONS & MISTAKES

Misconception - Main reasons franchisees don't follow a franchisor's system

Mistake - Putting too much faith in the "80/20 rule"

Mistake - Accepting the "that's not the way we do it in my market" argument

Mistake - Accepting the "people said" argument

Important Legal Considerations?



There is no substitute for Good Legal Advice relating to:

- Your Franchise Agreements
- Your Marks and Intellectual Property
- Your Company Structure
- Franchise Regulations in Your Market
- Laws & Franchise Regulations in Prospective Franchise Markets

AVOID THESE COMMON PITFALLS

- Plan your International Development and stick to your plan. Don't get distracted.
- Never compromise on your vision and values.
- Choose your franchise partners carefully. You can't make a good business out of a bad business relationship.
- Don't assume your franchise partners know how to manage a multi-unit franchise business. Flesh out the market entry strategy and operating plans before opening in the market and make sure there is alignment around the strategic pillars.
- Don't automatically accept the "that's the way we do it in my county argument". Ask for explanations and justifications before modifying your systems and standards.

FOUNDATIONS FOR FRANCHISOR'S SUCCESS



EXCELLENT
FRANCHISEES



EFFECTIVE
SYSTEMS &
OPERATIONS
PLATFORM



EXPERIENCED,
ENERGETIC &
FOCUSED FIELD
STAFF



STRONG
LEADERSHIP



OUTSTANDING
FRANCHISOR/FRANCHISE
E RELATIONSHIPS



A SOUND
BUSINESS &
FINANCIAL PLAN



MAKING
CUSTOMERS THE
FOCUS OF
EVERYTHING YOU
DO

THANK
YOU



FOR MORE INFORMATION VISIT
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