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The Best Sectors for International Franchise Development Today



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What Is Important To Today's Middle And Upper Class Consumer Around The World?

Brand – Being seen to shop at a known franchise brand is important

Convenience & Service – International brands often have good customer service training and policies

Quality – The middle and upper class want to spend their money where they get value for their money

Family – franchises that target families do very well in most countries

Mall Locations are key to franchising success today



Hot International Franchise Sectors

- **Automotive** – After market products and services
- **Education & Training** – Management & children's - at all levels
- **Commercial Services** - Facility management, cleaning, handyman, security
- **Personal Services** – Handyman, maid, mobile, home health care
- **Specialty Food & Retail** – Mall anchor concepts, special clothing brands, theme brands, ethnic foods, well known chicken, dessert and pizza brands



Most Desired Franchise Type By Country

'1' Is Highest Desire, '4' Is Lowest Desire

Country Or Region	Education	Food	Retail	Service
Australia	2	3	2	1
Brazil	3	1	1	1
Canada	2	2	2	1
India	2	1	1	2
Indonesia	2	2	2	3
Japan	2	2	2	2
Malaysia	2	2	2	2
Mexico	2	2	2	2
Middle East Region/GCC	2	1	2	2
Singapore	1	2	2	2
South Africa	1	3	2	2
Spain	3	3	3	2
Turkey	2	2	1	2
United Kingdom	3	2	2	2
Urban China	1	1	2	2
USA	2	2	2	1
Viet Nam	1	1	2	2



Based on a survey of 40 franchise professionals in 25 countries

Regional Best Franchise Sectors

- **Asia – Education, food and service**
- **Europe - Retail, service**
- **Latin America – Food, retail, service**
- **Middle East – Food, retail**



International License Award Examples:

Education, Food, Retail and Service Sectors

- **Abakadoodle®** in Japan, Malaysia and Singapore
- **Carl's, Jr. ®** in Viet Nam
- **Cold Stone Creamery®** in Scandinavia
- **Crestcom®** in Viet Nam
- **Dairy Queen®** in Saudi Arabia
- **Golden Spoon®** in Canada
- **Johnny Rockets®** in the Middle East and the Philippines
- **Mr. Handyman®** in China
- **Molly Maid®** in Japan
- **Precision Auto Tune®** in the Czech Republic
- **Right At Home®** in Brazil and the United Kingdom
- **Round Table Pizza®** in Dubai and Viet Nam
- **Sir Speedy®** in India
- **The Melting Pot®** in Mexico
- **Vitamin Shoppe®** in India



'Catering' to Local Tastes

India = non-beef

Philippines = QSR-pasta

Israel & Islam = No Pork

Caribbean = Chicken

Latinos = Pollo (Dark)

Japan = Low dairy & salt

Muslim Countries = Halal

Europe = strong food cultures



Carefully consider a country's culture to decide if your franchise fits

What Is Required To Franchise Your Business On A Global Basis Today

- **The business needs to be credible.** Does your company have experienced management? Is the concept proven?
- **The business needs to be unique.** Is your business adequately differentiated from its competitors?
- **The business must have a sustainable competitive advantage**
- **It needs to be teachable.** Are the systems in place? Are operating procedures documented in manuals?
- **It needs to provide an adequate ROI.** If a business can't generate a good return on investment, it will not keep franchisees happy.



Mark Siebert, CEO, iFranchise Group