

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING



WHAT ELEMENTS TO FRANCHISE PARTNERS LOOK FOR WHEN INVESTING IN BRINGING A BRAND TO THEIR COUNTRY?



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Learning Outcomes

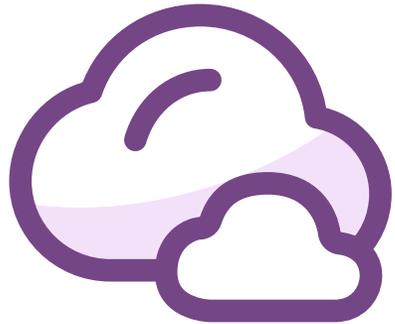
- Understand the Importance of a Tailored Market Entry Strategy
- Identify the Risks and Rewards for Partners in International Expansion
- Understand the Key Factors That Influence Investment Decisions



Housekeeping

- Presentation available on the IFA app
- CFE credits
- Get your phones out





What country is your brand from?

① Start presenting to display the poll results on this slide.



Are you a Franchisor, Franchisee, Supplier, Other?

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We are

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What industry is your brand

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What's the weirdest or most unexpected question you've ever been asked by a potential franchisee?

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Understanding the importance of a tailored market entry strategy

- What are the key elements of a market entry strategy that a franchisor should consider when expanding into a new country?

Understanding the importance of a tailored market entry strategy

- How does understanding the local culture and consumer behavior impact the success of a franchise brand entering a new market?

Understanding the importance of a tailored market entry strategy

- How should a franchisor adapt its brand positioning or product offering to cater to the local preferences or needs when entering a new market?

Understanding the importance of a tailored market entry strategy

- What are the most common mistakes franchisors make when they enter a new market without considering a tailored entry strategy?

Understanding the importance of a tailored market entry strategy

- How to determine if a specific brand will resonate in your country

Q&A



Identifying the risks and rewards for franchise partners or master franchise partners in international expansion

- How do local regulations and legal considerations impact the risk profile for international expansion?

Identifying the risks and rewards for franchise partners or master franchise partners in international expansion

- What are the legal considerations a brand should consider before expanding into a new country?

Identifying the risks and rewards for franchise partners or master franchise partners in international expansion

- How can a franchisor balance the risk of brand dilution with the need to expand into new markets?

Identifying the risks and rewards for franchise partners or master franchise partners in international expansion

- What are the top risks that potential partners consider when deciding whether to invest in an international brand not currently in their market?

Identifying the risks and rewards for franchise partners or master franchise partners in international expansion

- What are the most common ways a brand uses to expand into a new country (example - master rights vs. direct)?

Q&A



Understand the Key Factors That Influence Investment Decisions

- What are the top factors that potential investors or partners prioritize when evaluating whether to bring a franchise brand into their country?

Understand the Key Factors That Influence Investment Decisions

- How important is the level of support and training a franchisor offers to potential partners during market entry?

Understand the Key Factors That Influence Investment Decisions

- What types of financial models or arrangements (e.g., joint ventures, master franchising) do partners typically find most attractive when considering international investment?

Understand the Key Factors That Influence Investment Decisions

- How does the financial health of a franchise brand affect an investor's decision to partner for international expansion?

Understand the Key Factors That Influence Investment Decisions

- What role do brand recognition and reputation play in the investment decision process for partners?

Q&A





Action Item: Understand the Importance of a Tailored Market Entry Strategy

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Action Item: Identify the Risks and Rewards for Partners in International Expansion

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Action Item: Understand the Key Factors That Influence Investment Decisions

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