



Franchising
Building local businesses,
one **opportunity** at a time.

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How to take your franchise to Europe

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What is required by, and from, your company to be an international franchisor?

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Your system/product must be the primary basis for determining whether or not to expand internationally

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The European Union (EU) is not one country

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Master franchise fee or entrance fee

- Understand return on investment (ROI)
- Have a realistic timeline
- Make sure European Union's and each country's regulations serve your company's goals
- Pursue and maintain the 'right' relationships

What organizations should your company align with?

- Franchise Associations
- What expectations does the company have of the association?

'To be. Or not to be...so American'

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