Franchising
Building local businesses, one opportunity at a time.
INTERNATIONAL SUMMIT

ABC’s of International Expansion

IFA

Franchising
Building local businesses, one opportunity at a time.

52nd Annual Convention
February 11-14, 2012 | Orlando, FL
Moderator:
William Le Sante – CEO
Le Sante International
Steve Devine
Senior VP, International Development
The Johnny Rockets Group
Jeff Sinelli – Founder
CEO & Chief Vive Officer

 WHICH WICH

Some want to make superior sandwiches.
Some want to make the world a better place.
We want to do BOTH!

ANYTHING IS POSSIBLE!
QUESTIONS

• Why should you initiate an International Expansion?
• When is the right time to take your brand internationally?
• What does international expansion involve from sales, operations and finance?
• How can you maximize success and avoid the mistakes?
WHY INITIATE INTL. EXPANSION

- You believe that your brand has global appeal.
- There is a demand for your brand and product internationally.
- Your domestic development program is well established.
GROWING A BRAND

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WHEN IS THE RIGHT TIME?

• After you have established your brand domestically.

• After you have developed an expansion strategy.

• After you have ensured that you have the manpower necessary to service your international franchisees.
SALES-FINANCE

- You will require a dedicated sales team. If your sales team can help design your international strategy even better. Buy in is a MUST.

- Finance is one of the reasons why some brands choose to grow internationally. Don’t fall into this trap. International development is not about a quick up-front cash infusion, you must maintain a long term vision to execute successfully.
Operationally, you must be willing to make some adjustments to your brand. There are places around the world where some of your current US standards will not be acceptable.
EXPANSION OPTIONS/ADAPTABILITY
Maximize success – avoid mistakes

- Do your research before you start
- Choose the right partner.
- Use resources of USCS and IFA
- Choose the right partner.
- Network with other brands that have international presence.
- Choose the right partner.
- Network with your suppliers.
- Choose the right partner.
- Engage a credible law firm
- Did we mention…pick the right partner???
SUPPLIER POWER

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ADVICE FOR NEWBIES

• Valid Passport
• Visa Requirements
• Carry-on a MUST
• Check for Local Holidays
• Learn Basic Country Idiosyncrasies'
• Protection from Illness
• It will always take more than one trip
THANK YOU!

- William Le Sante
  william@lesante.net
- Steve Devine
  sdevine@johnnyrockets.com
- Jeff Sinelli
  jeff@whichwich.com