54th Annual IFA Convention
Driving Growth in Challenging Times
February 22-25, 2014 | New Orleans Convention Center/
Hilton Riverside & Towers | New Orleans, LA
How to Keep Your International Operations Growing

• Alternative Development Strategies
• International Franchise Finance
• American Franchisees and International Development
• IFA Member Success Stories and Pitfalls
Our Panel of Experts

• Kerry Olson – V.P.-Assistant General Counsel, IDQ

• Keith Carleton – Director of International Business Development, Focus Brands

• Aziz Hashim - CEO NRD Holdings, LLC and Dandle, Inc. (international). Franchisee of Popeye’s, Checkers, Subway (domestic) and PetValu (international)
Alternative Development Strategies

• How do development methods differ from those used in the U.S.?
• How do you develop a workable development schedule?
• What is the legal impact of allowing flexibility during the term of the agreement?
• What are you willing to negotiate?
• How do U.S. laws affect the decision to enter a market?
International Franchise Finance

• How do you determine capital required from a potential franchisee?
• What are the other financial considerations?
• How can a franchisor research a new market?
American Franchisees and International Development

• What are the considerations in selecting a franchisee for international markets?
• What are the pros and cons of U.S. based franchisees operating in international markets?
• What advantages and challenges do franchisees face in doing business overseas?
Give Us Your Feedback!

- Log on to the IFA App.
- Find our session under the appropriate day on the Schedule Tab.
- Click on the green button that says “Tap here to take a survey for this event.”
- Follow along with the instructions.

It will take just a minute or two but will help us for future programming! Thank you!!