



## **MASTER FRANCHISING INTO EUROPE**

### **THE EUROPEAN FACT FINDING WORKSHOP**

*“The easy, cost-effective way to gather all of the information you need to start planning your European Master Franchising programme.”*

**The International Franchising Centre, Innovation Centre,  
Science Park, York, England, YO10 5DG. Tel. +44 (0)1904 561598  
info@theinternationalfranchisingcentre.com  
www.theinternationalfranchisingcentre.com**

## **INTRODUCTION**

If you are considering new markets to expand in to, the UK and mainland Europe is an obvious choice. With stable economies and a history of franchising success it represents one of the lower risk opportunities for growth.

There are of course differences across the region in areas such as language, culture, law and franchising practice. But a coordinated approach using our expertise and UK base as your European hub will help overcome these challenges.

## **THE CHALLENGE**

International franchising is a high risk / high reward path to tread. A wrong move can have obvious financial consequences and cause long term damage to your brand. On the other hand, a well planned and executed strategy can bring great success. But where should you start?

## **THE FIRST STEP**

Our European Fact Finding and Launch Workshop is the first step to a properly researched and planned European master franchising strategy. This intensive three-day workshop brings together information from all of the relevant fields and will quickly help you decide if, where and how you might franchise in to Europe.

## **THE WORKSHOP**

The workshop is a combination of seminars, expert speakers and case studies designed to impart a lot of information to you in a short time. This means:

- You get the relevant facts from reliable sources on the ground
- You save time and money on long distance research
- You learn the “Must Do” things that increase the chances of success
- You learn the “Avoid At All Cost” pit falls that lead to expensive mistakes
- You will come away having developed the outline of a plan for European expansion

## **THE NEXT STEPS**

Having attended the workshop, whatever your timescales you will now have the information required to make informed decisions. We will remain your point of contact and can work with you in a number of ways to achieve your goals. And if for a period all you require is occasional conversations with us while you are deciding on your best course of action, fine. We're here for you to talk to until you are ready to move.

## **CONTACT US NOW**

**For information about forthcoming dates and prices contact us now by email at [info@theinternationalfranchisingcentre.com](mailto:info@theinternationalfranchisingcentre.com) or call us on +44 (0) 1904 561598.**

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## Introduction

During your European Fact Finding visit you will be looked after by our International team and your time during the three-day workshop will be managed to ensure that you gain the maximum from your trip. The workshop includes the cost of a room in a central London hotel for four nights for each paying delegate.

If you add any extra time to your visit we are of course available to speak to and will endeavour to assist you in any way we can.

### Day One

0830 – 0930	Breakfast and welcome
0930 – 1000	Introduction and overview
1000 – 1100	Session 1 - Business Format Franchise development considerations for a new market
1100 – 1130	Coffee
1130 – 1230	Session 2 - Examples of successful international development, including Master Franchise, Area Development, Joint Venture and Direct Franchising.
1230 – 1400	Lunch
1400 – 1445	Session 3 - Funding – options available, banks, angels, own capital.
1445 – 1530	Session 4 - Legal - what you must know
1530 – 1600	Coffee
1600 – 1730	Session 5 – Premises: lease values, negotiation and legal considerations.
1730 – 1900	Free time
1900	Networking Dinner

### Day Two

0800 – 0900	Breakfast
0900 – 0930	Review of Day 1, plus Day 2 overview
0930 – 1015	Session 1 - System adaptation for new markets
1015 – 1100	Session 2 - Market Entry Planning & partner identification
1100 – 1130	Coffee
1130 – 1230	Session 3 – Entering mainland Europe
1230 – 13.30	Lunch
14.00 – 1800	Visit to a MF head office; how things work in practise.
1900	Networking Dinner

### Day Three

0800 – 0900	Breakfast
0900 – 0930	Option 1: The retail experience - visit to UK high street and indoor shopping mall with focus on shopping behaviour and site availability. Option 2: Service franchising in the UK – an overview of the marketplace, successes and areas of opportunity.
1230 – 1400	Lunch
1400 – 1600	Business plan development - this is an interactive session where delegates work with consultants of IFC to develop their thumbnail business plan. Business plan template provided by IFC.
1600 – 1700	Summary; Q & A
1700 – 1730	Next Steps

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## THE TEAM



### **Ian Martin**

A seasoned senior executive with extensive experience of the UK and international franchise markets. Currently he is a director and part owner in four businesses providing service solutions to franchisors: executive recruitment, international development, franchise brokerage, and franchise resales – each service operating both nationally and internationally.



### **Nick Strong**

Nick has worked at director and senior consultant level with franchisors to help them grow their franchise business both domestically and internationally for over a decade. Nick is currently a director and senior consultant of three companies that are dedicated to working with franchisors to grow their businesses via web marketing, recruitment advertising and international growth.



### **Farrah Rose**

Farrah Rose has been involved in international franchise management since 1984, and has developed international franchise strategies, pre-drafted franchise agreements and operations manuals, and found master franchisees for many well-known brands to transfer their know-how to Europe and the Middle-East.



### **Brian Duckett**

Brian is chairman of The Franchising Centre. He writes for the UK franchising and business media and is a regular speaker at events including those arranged for The Institute of Directors, The Confederation of British Industry, The British Franchise Association, The International Franchise Association and British Franchise Exhibitions. He has also spoken at International franchise conferences on five continents. His book "How to Turn Your Business Into The Next Global Brand – Creating and Managing a Franchised Network" was published in the autumn of 2007.



### **Peter Harwood**

Peter has over thirty years' experience of multinational corporations, primarily in the foodservice and beverage sectors. Much of his career has been spent in the USA, and as president he was responsible for the international operations and development of franchised brands such as Dunkin' Donuts, Baskin-Robbins and Au Bon Pain. Peter is a former member of the London Business School's North American Advisory Board, and is a Professor at Boston's Hult International Business School.

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