



# IFA ANNUAL CONVENTION



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# EXPANDING TO THE U.S.



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# OVERVIEW

- The U.S. is Not Just One Market...it is Many!
- Modifying your System, Products, or Services for the U.S.
- Different Ways to Franchise in the U.S.
- Capitalization

# A HUGE OPPORTUNITY

- Third largest country by size
  - Almost 10 million sq. km.
  - More than twice the size of the E.U. and slightly larger than China
- 335 million people
- English is the official language
  - 13.4% Spanish
- Median age 38.5 yrs.
- 82.9% of population lives in urban areas
- 82.9% have internet access

# A HUGE OPPORTUNITY

- Consumer Economy – consumption is almost 70% of GDP
- Americans are open to and accepting of new ideas and products
- Franchising is well established
  - Rules are clear and easy to follow
  - Professional assistance is readily available

# A HUGE OPPORTUNITY...HOWEVER

- The U.S. is not one big homogenous market
- Collection of smaller, diverse markets
  - Cultures
  - Tastes
  - Language and expressions
  - Affluence

# RESOURCES

## General

- World Factbook – ([www.cia.gov](http://www.cia.gov))
- 2020 US Consumer Behavior Report by FIS – ([www.fisblobal.com](http://www.fisblobal.com))
- State/city business development sites

## Franchising

- International Franchise Association ([www.franchise.org](http://www.franchise.org))
- Franchise professionals – attorneys and business consultants
- Franchise portals
- Web sites of potential competitors

## Industry Specific

- Trade Associations

# MODIFICATIONS FOR THE U.S.

- Changes by choice
- Changes due to external factors
- Supply chain distribution
- Culture shock



# ESTABLISHING A STRUCTURE

- Starting with a corporate outlet
  - Experimentation and proof of concept
- Master Franchising
  - Adds another layer of complexity
- Straight to Unit Franchises
  - The same struggles as U.S. franchisors plus international issues

# CAPITALIZATION

- Setting up a franchise system
  - Legal, accountants, consultants
- Franchise Sales team
  - Brokers v. in-house
- Support staff for your franchisees

# JOIN THE CONVERSATION

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