IFA
INTERNATIONAL FRANCHISE ASSOCIATION

Franchising
Building local businesses, one opportunity at a time.
How to take your franchise to Europe
What is required by, and from, your company to be an international franchisor?
Your system/product must be the primary basis for determining whether or not to expand internationally.
The European Union (EU) is not one country
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’