Identifying International Market Opportunities

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What Does Your Franchise Need To Succeed In the Diverse, Global Franchise Market?

• A business plan that focuses on the right markets for your particular franchise
• An assessment of the potential of these markets to produce a good Rate Of Return for your franchise
• Clear differentiation from similar businesses
• Documented training, support and marketing programs for your international licensee
• A strong Intranet system that can provide 24/7 support and benchmarks on how the franchise should be run
Factors You Should Consider When Deciding Which Countries To Franchise Into

- Rule of Law
- Country Stability
- Government Involvement
- Intellectual Property Protection
- Can you easily get your fees out?
- Does the customer base fit your franchise
- Potential To Achieve An Acceptable ROI

Specific International Market Entry Considerations

- Expected 2010 GDP Growth
- GC Index:
- Economic Freedom 2009
- Market Size
- Ease of Entry
- Legal Concerns
- Government Involvement

NOTE: Good GDP growth usually means investors are seeking new businesses to invest in.

Analysis of Markets For 2010 – GlobalVue™

Rankings:

- 1 is best
- 2.5 is good
- 4 is worst

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<th>Region</th>
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Where To Find The Right Resources For Your Global Expansion

- **GlobalVue** - or equivalent country comparison analyses that help you decide which countries are best for your franchise
- "Kiss, Bow, or Shake Hands", by Terri Morrison – How to do business in 60 countries from a cultural perspective
- The U.S. Commercial Service – Help in finding, evaluating and signing international licensees

‘Hot’ International Franchise Sectors For 2010

- Automotive – After market products and services
- Children’s Education – At all levels
- Commercial Services - Facility management, Cleaning, Handyman, Security
- Personal Services – Handyman, Maid, Mobile
- Retail – To fill large malls in emerging markets
- Specialty Food – Mall anchor concepts, special brands, ethnic foods, well known pizza brands

‘Hot’ International Franchise Markets For 2010/2011

- Strong Desire For Foreign Franchises Today
  - Brazil – Strong growth, high level of franchising
  - China – Focused on 1st and 2nd Tier Cities
  - India – Strong desire for food and retail brands
- Hot Markets For Franchising In 2011
  - South Africa, Turkey and Viet Nam
  - Some parts of the EU and Central & Eastern Europe