



International Franchising :

your essential guide to the Middle East

Owning, operating & developing an international food franchise.





Extreme Brandz Canada

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How Do You Define Franchise Success?





Why Are Some Franchisees More Successful Than Others?





7 Core Values of Successful Franchisees

1. Attitude Towards Employee Involvement
2. Positive Attitude Towards Success
3. Independence
4. Sales Orientation
5. Social Orientation
6. Responsiveness to Customers
7. Drive for success





Successful Franchisees know that:

Employees are a valuable asset

Who must be well trained





LOOK AT THE BENEFITS!

**what do you think some of these
are?**





What is an **INTREPRENEUR?**





What are the
CHARACTERISTICS
of
SUCCESSFUL FRANCHISEES?





People - People - People

