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ASSOCIATES

International Franchising

your essential guide to:

owning, operating & developing an international food franchise in the Middle East

Overview of Food Franchising in the Middle East



EXTREME
Brands



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Current Market Situation

- Food Franchising vs. Retail Franchising
- Down-turn
- Affected Segments
- Regaining Momentum
- New In-coming Brands



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Brands



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Potential Growth

- Existing Master Franchise Operators
- New Developments
- Potential Growth in Certain areas and countries
- New franchise investors in the market
- Acquisition of new brands



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Untapped Endeavors

- Under-performing locations
- Business Re-assignment
- Private Equity



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Why Some International Food Brands are not in the Middle East?





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Why Some International Franchisors Fail in the Middle East?





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How do you qualify for an international food franchise?





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