



International Franchising :
Your essential guide to the Middle East

Supply Chain Dynamics





Midamar Corporation

- A major full service supply chain management company providing customized programs to international franchises and their franchisors



- A recipient of USA's highest export honor:
President's "E-Star Award"





Why Supply Chain Management?

- Supply interruption protection
- Knowledge
- Supporting franchisee's operations
- Cost and quality control





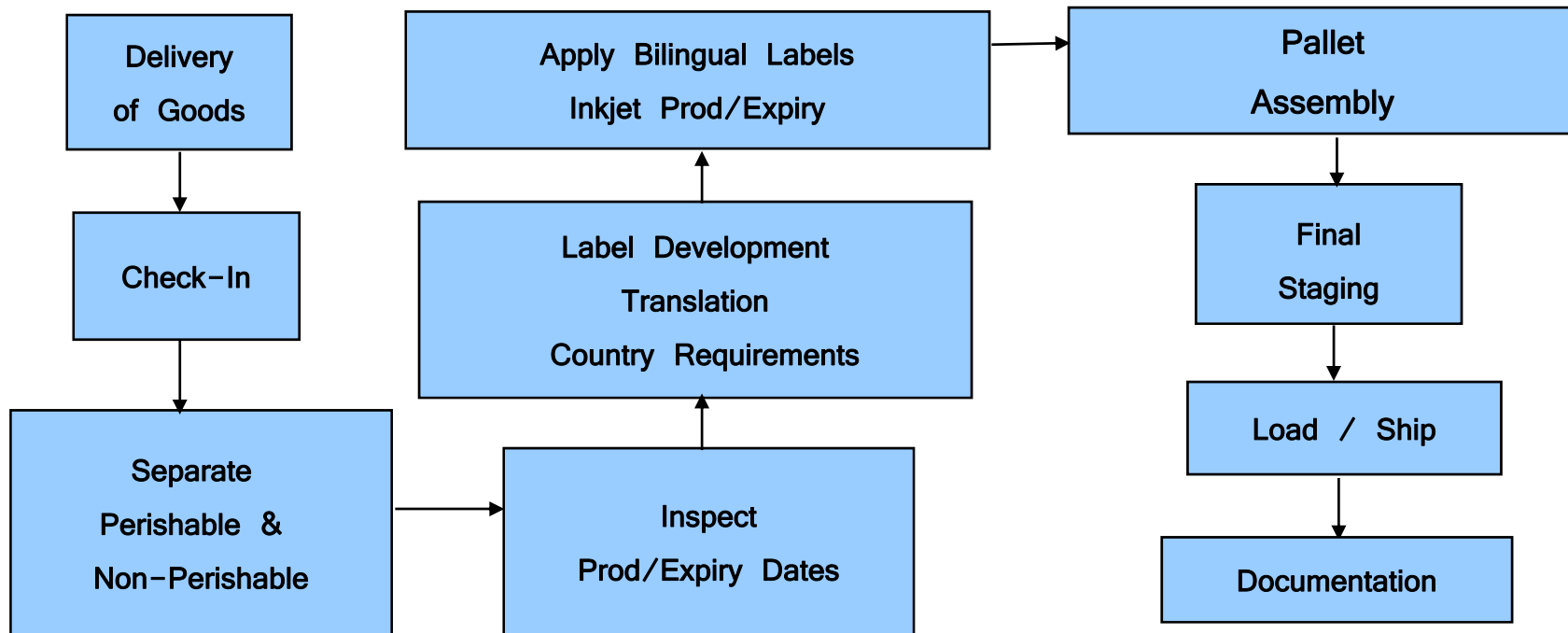
Pre-Export Considerations

- Menu Selection
- Halal considerations
- Local versus USA source
- Labeling development
- Direct purchasing arrangements





Consolidation Services





Consolidation Service Options

- Service Fee

- Full Service
 - Forecasting
 - Purchasing





Logistics & Distribution

Ocean & Air



Overseas relationships



EXTREME
Brands





Your supply chain partner!

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