

Sample GlobalProfile™ - F&B Sector

International Market Profile

Developing and developed markets on an area and country level
Appreciation for name brands and professional standards
Local appeal for “fresh” and “healthy” attributes
History of successful franchising and franchise-friendly environment

International Area Licensee Profile

Strong, marketing oriented company or group, involved in a service related business
Access to real estate and prior or current retail or hospitality development experience
Capital to invest of US\$5,000,000 on this license
Must possess a thorough knowledge of the local marketplace, be well placed in the community and have the ability to staff with the expertise to assure a smooth transfer of the systems to be successful

Potential Master Franchisee Candidate Companies

Food service sector; retailing and other service related businesses
Real estate and property development and management businesses
Developers and operators of shopping malls and retail centers
Food, beverage and distribution related businesses

