

Franchising in Thailand?

Things To Know Before You Go

- Thailand was previously called Siam
- There are over 66 million people in Thailand and their nominal GDP/Capita is US\$6,500
- Thailand is a large, diverse country with Bangkok as the business center
- Presume the food will be spicy
- There are 32 Baht to the US\$
- The people are very friendly
- The traffic is epic and meetings are sometimes held in cars in traffic
- Thai is a mainly Buddhist country
- English is widely spoken in business
- Punctuality is important, despite the traffic
- Titles are very important
- Aggressive, emotional negotiation is a no-no
- Thais are generally well educated and see franchising as a university level subject to study
- The climate is generally hot and humid and often rainy
- Many US franchise brands are in large, central malls
- Politics are best left unsaid, especially as it relates to the Royal Family

"EGS offers a complete 'Going International' process from assessing our readiness to developing a business plan and then finding and signing international Partners.

A real start to finish capability."

– **Melanie, Bergeron, Chairperson of Two Men and A Truck®**



Helping your franchise reach its global potential.

19800 MacArthur Blvd., Suite 300, Irvine, California 92612 USA

1+949.224.3896 • Fax: 1+949.266.5913 • info@egs-intl.com