

Franchising in Dominican Republic?

Things To Know Before You Go



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- Dominicans have an extremely positive perspective about doing business with the U.S. Over 80 percent of Dominicans have a positive opinion of the United States.
- Being so close to the U.S. means Dominicans know U.S. brands well.
- The Dominican Republic has a fairly informal business culture, in which networking and personal contacts are very important.
- The society is very status-conscious, and it is important to be respectful and deferential to senior business people.
- High-pressure sales tactics are not popular here. And price is often the key aspect of negotiations.
- The decision-making process can be quite lengthy due to the need to consult senior members of the organization or to navigate the complex bureaucracy.
- Business is largely controlled by a group of family companies similar to one another and interested in several sectors.
- Decision-making is very hierarchical and meetings should be with at the top with the people who make final decisions.
- Selecting the right partner is the most critical element of being successful in the Dominican Republic. It is key to utilize all available resources to conduct a partner search, and in-depth vetting of any candidates is a must.