

Franchising in Guatemala?

Things To Know Before You Go



Helping your franchise reach its global potential.

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- U.S. products and services enjoy strong name recognition in Guatemala, and U.S. firms have a good reputation in the Guatemalan marketplace.
- Guatemala ranks 73rd out of 189 countries as a place to do business, but 143rd as a place to enforce contracts. World Bank Group, 2015
- According to the Guatemalan Association of Franchises (AGF), the 265 franchisees operate approximately 10,000 business units generating about 100 thousand jobs.
- Successful business relationships are based on first establishing a personal relationship – not a transaction.
- Many newcomers to Guatemala are surprised by the openness and frankness of their Guatemalan counterparts.
- Actual decisions are almost always made at a high level of authority – get to the top decision maker to not waste time. Decisions are usually from the top down and can be lengthy before they are reached.
- There is a strong sense of personal honor on the part of the Guatemalan businessperson. Do not criticize a person in public or cause them embarrassment. “Kiss, Bow, or Shake Hands, Terry Morrison, 2006.
- While Guatemalans admire punctuality, schedules are not strictly followed. Guatemalans expect businesspeople to arrive on time for meetings. But roads and traffic can cause delays. World Trade Press, 2011
- Guatemalans love to converse. Do not take the acceptance of information as meaning they agree with you. “Kiss, Bow, or Shake Hands, Terry Morrison, 2006.