



U.S. Commercial Services Discover Global Markets - Europe

Working With The U.S. Commercial Service Franchise Experts



**William Edwards, CFE, CEO
Los Angeles, June 3, 2014**

Why US Franchises Choose EGS To 'Go Global'

- Track record of successfully taking diverse US brands into the countries with the best ROI potential
- 'Going Global' processes plus trademarked planning, analysis, research, financial and marketing tools
- 110+ years of US Team living and working business experience in over 60+ countries
- Associate network based on the ground in 32 countries
- **Received the U.S. Presidential Award for Export Excellence in 2011**



Why US Franchises Are Attractive To Buyers In Other Countries

- ✓ **Brands**
- ✓ **Quality**
- ✓ **Convenience**
- ✓ **Customer Service**



US franchises have a systematic and reproducible approach to doing business that is world class



GlobalVue™ - How Countries Compare As Places To Franchise Into

Countries/Regions	Expected 2014 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Franchise Entry	Political & Economic Stability	Overall Country Ranking
Philippines	1	2	2	1	2	1.6
Mexico	2	1	2	1	2	1.6
United Kingdom	2	1	2	2	1	1.6
USA	2	1	2	1	2	1.6
China	1	1	2	3	2	1.8
India	1	1	2	3	2	1.8
Indonesia	1	1	3	2	2	1.8
Australia	2	2	2	2	1	1.8
Canada	2	2	2	2	1	1.8
Spain	3	1	2	1	2	1.8
Brazil	2	1	2	3	2	2.0
Czech Republic	2	3	2	2	1	2.0
Middle East Region/GCC	2	2	2	1	3	2.0
Poland	2	2	3	2	1	2.0
France	3	1	2	3	1	2.0
Germany	3	1	2	3	1	2.0
Ireland	3	4	1	1	1	2.0
Italy	3	2	2	3	2	2.4
Russia	3	1	3	3	4	2.8



How The U.S. Commercial Service Helps Find, Evaluate And Sign Licensees

- **Country and Sector Reports**
- **Gold Keys – meetings with pre-qualified candidates**
- **Franchise Trade Missions**
- **Background checks on licensee candidates**
- **Meeting arrangements and local advertising**
- **Local business and cultural knowledge**
- **Follow-up after your in-country meetings**



What You Need To Give The U.S. Commercial Service For Them To Be Able To Help You

- **Why do you want to enter this particular country?**
- **A profile of who you want as a licensee**
- **How your brand is different than what is already in their country**
- **Detailed, clear information on your franchise**
- **Clear steps and terms for acquiring your franchise**
- **A financial model that shows how your franchise will succeed in their country**
- **What training, support and marketing help your franchise will give the licensee**



Tell The USCS What You Want In An International Licensee

A passion for and understanding of your business

A successful business with knowledge in your sector

Good reputation in the country

Experienced management to put into your franchise

Access to suitable real estate

Marketing oriented company

Capital to start and grow your franchise in their country



Two Men and A Truck® GlobalProfile™

International Master Franchise Market Profile

Developed and emerging economies on a national or regional scale
Propensity for residential services such as weekly maid/cleaning and lawn care services
Established, but fragmented moving services sector
Appreciation for brands and standards
Franchise-friendly

International Master Franchisee Profile

Successful company wishing to diversify using a proven business system
Strong sales and marketing skills and experience
A management team that can function professionally in the English language
Investment capital of from US\$350,000-750,000, depending on the country
Experience as a franchisor, franchisee or licensee a plus
Transport sector experience a plus

Potential International Master Franchisee Target Groups

Residential and Home Care Services
Residential B2C distribution businesses
Real estate and property development businesses and franchises
Existing Master Franchisees and Franchisors in-country



Service Franchise Differentiation

Special Brand Features	Sport Clips	SuperCuts	Fantastic Sam's	Great Clips	Toni and Guy	Local Barber
Branding targeted for men and boys = Less competition	Yes	No	No	No	No	Yes
Sports themed décor and marketing - racing, football, baseball, soccer, etc.	Yes	No	No	No	No	No
Ranked in the Top 100 of the 'Entrepreneur' Magazine "Franchise 500"	Yes	Yes	Yes	No	No	No
20 Fastest Growing Franchises - 'Entrepreneur' Magazine, 2012	Yes	No	No	No	No	No
More than 850 U.S. units in operation	Yes	Yes	Yes	Yes	No	No
Multiple local, regional and national sport sponsorships	Yes	No	No	No	No	No
MVP Service - Enjoyable experience versus just a haircut	Yes	No	No	No	No	No
No harsh bleaches, chemicals or dyes used	Yes	No	No	No	No	Yes
Stylists training focus on male haircutting and beard grooming	Yes	No	No	No	No	No
Hair Stylist Training and Certification with annual re-certification	Yes	No	No	No	No	No
Online tool kit with customizable artwork for local stores	Yes	No	No	No	No	No
Integrated marketing: web, social media, PR and in-store promotions	Yes	Yes	No	Yes	No	No
Centralized, web-based POS system with inventory management	Yes	No	Yes	No	No	No



Some Of Our Successes With The Help Of The U.S. Commercial Service

- **Central America – Fuddruckers®**
- **Chile – Denny’s® and Fuddruckers®**
- **China – Right At Home Senior Care® and Rita’s Italian Ice®**
- **Dominican Republic – Denny’s®**
- **Indonesia – Denny’s® and the The Melting Pot®**
- **Ireland – Mr. Handyman® and Two Men And A Truck®**
- **Mexico – Build-A-Bear Workshop®, Denny’s® and The Melting Pot®**
- **Mongolia – Round Table Pizza®**
- **The Philippines – Denny’s® and Rita’s Italian Ice®**
- **Singapore and Malaysia – Abrakadoodle®**
- **Spain – The Tilted Kilt® - almost!**
- **Viet Nam – Carl’s Jr.®**



Keys To Doing International Franchising Successfully

- Focus on countries that have the highest ROI for **your** franchise
- Find and use the best available international development resources: **The U.S. Commercial Service!**
- Budget conservatively for revenues and expenses
- Find the right licensees to build long term revenue sources for your company

