



# EGS provides a complete International Operations and Development Solution for Franchisors

**“EGS is the International Extra Strength Pain Reliever for Franchisors.”**

From the initial global market research and country prioritization, to developing new international markets and providing operational support around the world, EGS offers the complete solution based on:

- ✓ **Experience as Franchisors, International Licensees, Franchisees and Consultants working with 30+ U.S. franchise brands across 40 countries**
- ✓ **Knowledge across Food & Beverage, Retail and Service sectors and diverse cultures**
- ✓ **An operations and development team in over 40 countries experienced in finding, qualifying, signing, starting up, growing and fixing intentional licensees**
- ✓ **Processes and services based on decades of problem-solving experience**

## Global Franchise Development

### International Development Services

Identify the best countries for a specific brand and then find, qualify and sign the best international licensees. EGS provides this service on a global or regional basis, managing the Going Global process for our U.S. franchise Clients.

#### GlobalAssess™

Determines the readiness of a franchisor for going global and prioritizes markets around the world for their specific brand.

#### GlobalCheck™

Candidate vetting and background check service confirms the history and credibility of a potential international licensee company or individual.

#### GlobalData™

EGS' database of international licensees, potential licensee candidates and multi-brand franchise companies to assist in finding licensees for our Clients.

#### LicensePro™

Defines the average unit revenues & expenses in a specific country for the licensee and franchisor and projects Going Global revenue and expense over time.

## Global Franchise Operations

### International Operations Services

Franchisor in-country operations support including new licensee startup, site selection, menu development, supply chain development, international licensee reviews, monitoring, audits and resolving operational challenges.

#### Operation Fixit™

Fixing, upgrading, terminating when necessary and then replacing international licensees.

## International Market Research

EGS also conducts country and sector specific research using our GlobalTeam™, in-country sources, international publications, EGS analysis, global databases and websites to generate sector, brand and cultural adaptation market research reports.

## International Consulting Services

One-on-one consultation with the world's foremost experts in global franchising.

[www.edwardsglobal.com](http://www.edwardsglobal.com)



**Helping your franchise reach its global potential.**

**Contact us to learn how we can help your franchise grow worldwide**

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