



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.

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.

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



Helping your franchise reach its global potential.

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

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We have the tools to
take your Franchise Global,
successfully.



Questions Franchisors Face Going Global

- Which countries have the highest potential for your specific brand?
- What is the best international development model for your specific franchise?
- Will your brand fit into the culture of other countries?
- Will you have to change your training, support and marketing programs?

The Answer: The EGS GlobalAssess™ Tool

- ✓ Assess the international readiness of your brand's systems, staff, training, support, technology and marketing programs
- ✓ Define your brand's international potential using EGS' GlobalTeam™ in 20+ countries and our GlobalSurvey™ tool
- ✓ Create a 10-year projected Going Global operations and development budget to determine the ROI of taking your franchise international

EXPERIENCE YOU CAN TRUST:

Our US-based Team has 150 years combined experience as international licensees and franchisor executives in the areas of food & beverage; retail and service sector; as well as franchise operations and development.

Our GlobalTeam™ of franchise specialists cover 40+ countries.

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Helping your franchise reach its global potential.

Call or email for a consultation with a senior director.

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