

# Franchising in Thailand?

## Things To Know Before You Go

- Thailand was previously called Siam
- There are over 66 million people in Thailand and their nominal GDP/Capita is US\$6,500
- Thailand is a large, diverse country with Bangkok as the business center
- Presume the food will be spicy
- There are 32 Baht to the US\$
- The people are very friendly
- The traffic is epic and meetings are sometimes held in cars in traffic
- Thai is a mainly Buddhist country
- English is widely spoken in business
- Punctuality is important, despite the traffic
- Titles are very important
- Aggressive, emotional negotiation is a no-no
- Thais are generally well educated and see franchising as a university level subject to study
- The climate is generally hot and humid and often rainy
- Many US franchise brands are in large, central malls
- Politics are best left unsaid, especially as it relates to the Royal Family

*"EGS offers a complete 'Going International' process from assessing our readiness to developing a business plan and then finding and signing international Partners.*

*A real start to finish capability."*

– **Melanie, Bergeron, Chairperson of Two Men and A Truck®**



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

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