

ADAPT WITHOUT COMPROMISE

When franchises reinvent themselves abroad

Written by WILLIAM EDWARDS



Franchising internationally isn't just about exporting a proven concept; it's about transforming that concept for a different world while maintaining brand integrity. Brands that thrive overseas make smart, respectful changes without compromising their identity.

After decades of helping more than 40 franchises expand globally, I've seen one key truth play out

time and again: The more thoughtfully you adapt, the more successfully you scale in other countries. Here are some standout examples of brands that didn't just adjust; they reinvented themselves for success in a new culture while maintaining brand integrity. These are the bold, well-thought-out moves that paid off.