



WORLD FRANCHISE
ASSOCIATES®

Building Franchise Business Worldwide®

www.worldfranchiseassociates.com
www.worldfranchisecentre.com



“We are committed to matching our clients with capable investor operators seeking to secure international franchise rights.”



Paul Cairnie
CEO

World Franchise Associates (WFA) is a leading international franchise sales, marketing, development, and advisory company.

Headquartered in London with international offices in strategic markets, owned and managed by a team of global franchise experts with many years of combined franchise development and franchise marketing experience.

SERVICES INCLUDE:

International Franchise Marketing & Sales Program

Focuses on assisting franchisors from all sectors of the franchise industry with their international expansion by identifying qualified and capable country developers and master franchisees in target markets.

Franchise Development Program

Delivers all the key elements required to successfully franchise your business.

Franchise Investor Advisory Program

Assists substantial companies and individuals with the acquisition of development rights for targeted brands.

Governmental and Institutional Programs

Include comprehensive advisory services relating to franchise eco-system development and SME growth.



“WFA is a World Class organization. Results driven. That’s what I like, 20 countries sold and counting. I’ve had great success.”

SHANNON “THE CANNON” HUDSON,
Founder and CEO



International Franchise Marketing & Sales Program

1 Multi Channel Marketing Identifies Investor Candidates

Our relationships with franchise investors are our most invaluable resource to our clients. Our regional brand managers and support teams meet, evaluate and maintain ongoing communications with high net worth groups, sharing information on new brand opportunities.

2 Candidates Qualified & Engaged

This process covers educating the candidate on the Franchisor's business model and identifying those that best match the franchisor's criteria and business values.

3 Execution of Franchise Agreement

When the franchisor is satisfied that we have matched them with a qualified candidate a Letter of Intent is issued and the deposit paid.

Once franchise agreement is completed, franchisee fees are paid, training is undertaken and the development of the international network commences.

Databases

franchise alert
EXCLUSIVE BRAND INTRODUCTIONS

Our investor databases are researched, developed, refined and managed so that we are able to immediately announce franchise opportunities to the most qualified prospects in a target country.

Website

WORLD FRANCHISE CENTRE

World Franchise Centre showcases our client's brands. It is the world's most comprehensive portfolio of international franchise development opportunities, covering master, area development and multi-unit franchise licenses. This site provides an overview of brands operating in the food, retail and service sectors seeking franchisees worldwide.

Print

WORLD FRANCHISE REVIEW

Our World Franchise Review is a premium quality publication delivered to high net worth investors. Published twice a year, it promotes the food, retail and service brands we represent.

Electronic

franspeak
INTERNATIONAL

Franspeak International is a monthly e-newsletter which briefs subscribers on signed deals worldwide, international franchising articles and featured franchise brands.

Events

We attend over 20 franchise industry events worldwide every year and we organize our own in-house franchise forums and International Discovery Meetings.

International Discovery Meetings

INTERNATIONAL FRANCHISE DISCOVERY MEETINGS

We organize International Franchise Discovery Meetings with pre-screened and qualified investor operator candidates for selected client brands.

Social Media

- facebook.com/worldfranchiseassociatespage
- linkedin.com/company/world-franchise-associates
- twitter.com/franchiseintl



STEAK N SHAKE

“Steak n Shake is particularly pleased with the 50-store development agreement WFA secured for Saudi Arabia.”

GREGORY C. CAREY, Vice President, Development, Steak n Shake International



Franchise Development Program

Guiding successful multi-unit businesses through the development of franchise systems in readiness for international expansion. Components of the development program include:

1

Phase 1 Initial analysis defines structure and planning

- ✓ Initial consultation/review
- ✓ Business/concept immersion
- ✓ Franchise readiness review
- ✓ Intermediate consultation/review
- ✓ Franchise structure
 - Business/brand profile
 - Franchise offering
 - Development target
 - Franchise support system
 - Team capability & needs
- ✓ Fees & sources of revenue
 - Initial franchise fees
 - Opening/development fees
 - Recurring royalties
 - Advertising contributions/expenditures
 - Service related fees
 - Supply/product related fees
 - Other fees/revenue sources
- ✓ Final consultation/review

2

Phase 2 Development of franchise systems, tools and processes (STP)

- ✓ Initial consultation/review
- ✓ Needs analysis/initial STP outline
- ✓ Intermediate consultation/review 1
- ✓ Finalize STP outline
- ✓ Draft STP submission
- ✓ Intermediate consultation/review 2
- ✓ Final submission of STP
- ✓ Final consultation/review

3

Phase 3 Preparation of comprehensive franchise documentation suite (FDS)

- ✓ Initial consultation/review
- ✓ Needs analysis/initial FDS outline to include key terms summaries, Letter of Intent/Memorandum of Understanding, franchise agreement and master franchise agreement/area development agreement
- ✓ Intermediate consultation/review 1
- ✓ Finalize FDS outline
- ✓ Draft FDS submission
- ✓ Intermediate consultation/review 2
- ✓ Final submission of FDS
- ✓ Final consultation/review



“...this represents the first time in my tenure with Popeyes that a referral agreement has ever yielded positive results”

TIM WADDELL, Vice President, International Development



Franchise Investor Advisory Program

A comprehensive 3-step franchise advisory service designed to help companies or high net worth individuals to identify, evaluate and secure master or area development franchise or license rights for their country or region for brands

- 1 Development of Franchise Developer Profile**
- 2 Evaluation of and Introduction to Franchise Brands**
- 3 Acquisition of Development Rights**

The correct Franchisee Developer Profile and approach is critical to attracting the attention of Franchisors as they require a unique set of qualification criteria necessary to engage serious interest from their brands. We understand the process and the key qualification criteria required by Franchisors and can assist prospective Franchise Developers with the key steps involved in the acquisition of master or area development franchise or license rights for their country or region.

Governmental and Institutional Programs

Franchising is a widely accepted method for growing SME's as it covers almost every business sector. Franchising allows local businesses and entrepreneurs to start new enterprises, contributing to GDP and employment and growth, under the protective umbrella of a proven franchised model.

World Franchise Associates has developed programs ranging from 2 day franchisee education seminars to National Franchise Launch and Activation initiatives covering all aspects of economic growth through franchising.

“World Franchise Associates secured a 5-store and a 10-store restaurant agreements for Buca di Beppo covering the GCC and a 20-store agreement for Earl of Sandwich in the Philippines. WFA’s commitment, knowledge and enthusiasm has been second to none and they are a pleasure to work with.”

**ALEX GARLAND, Director of International Development
Earlenterprises/Buca di Beppo & Earl of Sandwich**





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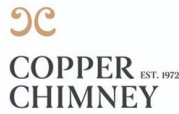
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Some of Our Clients





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