

# Denny's® International Area License Acquisition Steps

	Time line
1) Complete the Denny's Candidate Information Form (CIF) and the Confidentiality Agreement	1 week
2) Receive detailed business concept information, the financial model and the License terms and provide us with your detailed questions	1 week
3) Complete the Denny's® Area Licensee Checklist, clearly indicating the food management and operations experience of your company	1 week
4) Provide Denny's with financial information on your company	1 week
5) Phone call with a senior Denny's Operations and Development executive	
6) Denny's visits your country to meet you, to see your operations and to see the market	1-2 months
7) Create a presentation showing the Denny's market for your country, your company in detail and your plan for developing the Denny's brand in your country	2-3 weeks
8) Attend meetings in the US to view current operations, to meet key Denny's staff and executives, to present your preliminary business plan for development of the Denny's® business in your country and to learn about the resources available to Denny's international licensees	1 month
9) If approved by the Denny's executive team, receive a Denny's area license agreement	2-4 weeks
10) Finalize a development plan with Denny's assistance, sign the area license agreement and pay the initial Area License Fee	1-2 months
11) Identify a single person as the main contact, conduct supply chain discussions and start your team training at Denny's® training restaurants and headquarters	1 month
Note that this entire process is estimated to take about 6 months from the time of first contact As Denny's® receives many international inquiries, it is important that candidates follow these steps and this timeline to be considered for a Denny's® area license	Jun-13