



Preferred International Market Profile

- Developing and developed markets on an area licensee level
- Sufficient upper middle and upper class consumer base
- Consumer base that seeks premium quality in the menu and bar offering, service delivery, and ambience
- Appreciation for name brands and professional standards
- History of successful franchising and franchise-friendly environment
- Knowledge of service and quality standards of Western brands

International Area Licensee Profile

- Strong, marketing oriented company, involved in food related businesses
- Access to real estate with retail or hospitality development experience
- Experience with Western level food safety and quality assurance systems.
- Experience in franchising preferred
- Minimum capital of US\$1 million **per pub**. Typical Area License minimum of 5 pubs.
- Access to supply chain resources
- Willingness to take on a venture requiring a dedicated focus on restaurant and bar development, marketing and operations
- Must possess a thorough knowledge of the local marketplace, be well placed in the community and have the ability to staff with the expertise to assure a smooth transfer of the systems to be successful

Potential Area Licensee Candidate Companies

- Successful multi-brand food licensing groups experienced with western brands
- Successful companies and groups particularly from these sectors
 - Food service sector; retailing and other service related businesses
 - Real estate, property development and management businesses
 - Hospitality businesses
 - Developers and operators of shopping malls and retail centers
 - Food and beverage distribution businesses