**Student’s Worksheet 1**

**Exercise 1**

**Look at the text below. Complete each gap using the words in the box.**

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| **Fast-food franchises** |
| Fast-food restaurants such as McDonald’s and KFC can be found all over the world. They are instantly recognisable as belonging to the same brand, but most are run independently.  The global **1.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of companies like these is based on a business model known as franchising. The company – or **2.** \_\_\_\_\_\_\_\_\_\_ – grants the right to use their existing business **3.** \_\_\_\_\_\_\_\_\_\_ and brand image and to sell their product in new local branches, or **4.** \_\_\_\_\_\_\_ . Systems are put in place to maintain **5.** \_\_\_\_\_ across all branches in the chain.  The **6.** \_\_\_\_\_\_\_\_\_ pays an initial fee for the right to run this new business, as well as a percentage of sales once the business is up and running. This is an attractive business opportunity for many, because their **7.** \_\_\_\_\_\_\_\_\_\_\_\_ gives them access to an  **8.** \_\_\_\_\_\_\_\_\_\_ business, a well-known product and an extensive training and support programme. |

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| established franchisee outlets investment  franchisor expansion standards concept |

**Student’s Worksheet 2**

**Exercise 1**

**1.** Taste’s first franchise outside the USA was started by someone from

**A** Canada.

**B** Hong Kong.

**C** Italy.

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| F: Taste’s oldest international outlet isn’t where you might expect … |
| M: Yes. Well. Hong Kong does predate Canada as our first market outside of the United States. It just so happened that the first person who showed an interest in becoming an international franchisee was, strangely enough, an Italian gentleman who had contacts in Asia. Our attitude then was, “If you like Taste, and you think it would work, then we’ll teach you the concept and how it works and you go make it work.” Things are a little more structured now. |

**Exercise 2**

**Which parts of the audio script below are connected to the words underlined in questions 2 and 3?**

**2.** The company’s plans for international expansion focus on

**A** markets with a young population.

**B** rapidly growing markets.

**C** markets which already have Taste outlets.

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| F: How do you decide which countries to target for expansion? |
| M: We have to look at a number of things. In some new markets only a certain percentage of the population may be interested in our product. So, we have to look at population and demographics. In some established markets there’s no room for growth so we’ve decided to really focus on the ten markets that are growing quickly and have the biggest potential for expansion. |

**3.** Expansion abroad has been achieved by

**A** using different types of locations.

**B** developing new partnerships.

**C** opening larger units.

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| F: How do you explain your recent worldwide expansion? |
| M: One thing we’ve been able to develop, in partnership with our franchisees, of course, is opening non-traditional outlets away from main streets and the shopping mall. Not just in gas stations, which have been our biggest success in the US, but in large organisations such as colleges, hospitals, stadiums …. . Plus airport lounges. They’ve all worked really well. |

**Student’s Worksheet 3**

**For these questions, choose the correct answer.**

**Read the questions first. You will listen twice.**

You will hear an interview with Don Demolina, the founder of Taste, a US-owned international sandwich bar franchise.

1. Taste's first franchise outside the USA was started by someone from
   1. Canada.
   2. Hong Kong.
   3. Italy.
2. The company's plans for international expansion focus on
3. markets with a young population.
4. rapidly growing markets.
5. markets which already have Taste outlets.
6. Expansion abroad has been achieved by
   1. using different types of locations.
   2. developing new partnerships.
   3. opening larger units.
7. Don thinks Taste has won the 'Franchiser of the Year' award because of
8. the efforts of its franchisees.
9. the size of its operations.
10. the nature of its product.
11. Taste maintains standards across its international retail outlets through
    1. strict checks on franchisees.
    2. the involvement of franchisees in quality control.
    3. regular training programmes for franchisees.
12. Why does Don think the Taste franchise model is so successful?
13. It provides incentives for franchisees to expand.
14. It targets people with previous franchise experience.
15. It offers a medium-risk business opportunity.