

Impact of global expansion of restaurant franchises

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Restaurant franchises are expanding globally at an unprecedented pace. This presentation highlights the factors and impact of global expansion of restaurant franchises. Considering the lack of available information this study explores factors that should be considered in decision making pertaining to expansion in foreign markets. Using data of restaurant franchises particularly McDonald's and KFC this study outlines some of the factors that need consideration in global expansion. On the flip side this study also examines the impact of global expansion on local businesses. The study focuses on the following aspects (a) the growth of restaurant franchises in selected emerging economies; (b) social, economic, political and environmental factors that need consideration prior to entering a foreign market; (c) identification of potential markets; (d) impact on local markets; and (e) competing with local markets. A list of factors as well as potential impact will be provided as a summary for use by hospitality corporations.

Biography

Mahmood A. Khan, Brahim's Endowed Chair Professor (awarded by the University Putra Malaysia) and Professor in Hospitality & Tourism Management at Virginia Tech's National Capital Region (Washington DC) campus, has served in teaching, research and administrative positions for past 35 years serving major U.S. universities. His area of specialization is Franchising, Restaurant Management; Foodservice Management; Marketing and International Services Management. He is the author of seven books. He has traveled extensively and lectured nationally and internationally. He is recipient of several awards, including John Wiley & Sons Award for lifetime contribution; Cesar Ritz Award for scholarly contribution; and Fulbright-Nehru Award.

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