

Welcome to IF Consulting's e-Newsletter

September 1, 2007

Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

Franchise concept finds new ground in Middle East

According to the general manager of Jumeirah Branded Restaurants, the restaurant market is taking off throughout the Middle East and North Africa region. Countries in the Arab region are witnessing huge investments in the tourism sector, with the most ambitious growth in hotels and shopping malls being found in the Gulf.

The company has recently announced that it will be opening 35 Noodle House brand restaurants in India, as well as expanding the concept through Abu Dhabi, Bahrain, Jordan, Qatar and Oman. Jumeirah hopes to have 100 of these outlets by 2012.

"The demand is extremely high for quality restaurant concepts and casual dining is one of the fastest growing sectors both within this particular market and worldwide," Grey recently told *Gulf News*.

<http://archive.gulfnews.com/articles/07/08/13/10146248.html>

IF Comment

From the mid 1970's, Asia and the Middle East were seen as growth markets for American franchises. Today, some Asian and Middle Eastern countries see adjacent areas and the West as their expansion markets.

The wealthy are becoming wealthier in Asia and the Middle East. They are looking for new business opportunities. Wealth is also growing among middle income earners in countries such as China, India and the Middle Eastern countries mentioned in the article.

Based on American experience, as family incomes increase, casual eating away from home becomes more prevalent. American middle-income earners' incomes grew after World War 2. The casual dining business, particularly fast food, grew along with America's increasing incomes.

Most significantly, Dubai, which because of its growing wealth has been a net importer of franchises, is becoming a key franchise concept exporter.

Look for Dubai's franchise export trend to continue, not only in restaurants, but also in other areas.



IF International

Marketing Channel

Strategy Consultants

Maximizing shareholder value
through creating the best route
to market

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Snippets

McDonald's will be the first to leverage a new rewards system that provides companies with a way to help Americans earn college savings rewards to offset the rising cost of education.

<http://www.qsrmagazine.com/articles/news/story.phtml?id=5711>

After terminating numerous franchise agreements for, among other things, franchisees' employment of illegal immigrants, Dunkin' Brands Inc. has now filed suit in U.S. District Court in Boston against a group of Dunkin' franchisees in Western Massachusetts, "accusing them of using the identities of former employees to hide the extent of overtime work done by their current employees."

<http://ledger.southofboston.com/articles/2007/08/09/business/biz02.txt>

iTunes users may have to say goodbye some of their favourite hit TV shows. NBC Universal confirmed last week that it has notified Apple it will not renew its current contract to sell its television programming as digital downloads through the online store.

<http://www.ecommercetimes.com/story/AVitWXrDB9Xj7D/NBC-iTunes-Headed-to-Divorce-Court.xhtml>

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