



Internationalize Looking Beyond Borders

Indian Restaurant Congress

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Are you ready?

1. Have you got a solid foundation in your home market?
2. Do you have the bandwidth in financial and human resources to devote to global expansion?
3. Have you documented your business operating systems?
4. Does your executive management have time to devote to international expansion?
5. Can you support an international market?
6. Are you led by strategy or opportunity?

Some Tips

1. Ensure you have protected your IP / robust agreements
2. Do your own homework before entering the market
3. Its all about the partner
4. Contextualise your offer and service to suit the market
5. Does your business model work in a new market
6. Commit to ongoing training
7. Cluster your international expansion