

## **International Area Development Franchising Relationships: A Qualitative Study**

Vita Kadile  
Doctor  
Leeds University Business School  
University of Leeds  
United Kingdom  
Telephone: +44 (0)113 343 3217  
Email: [v.kadile@leeds.ac.uk](mailto:v.kadile@leeds.ac.uk)

Matthew Robson  
Professor  
Leeds University Business School  
University of Leeds  
United Kingdom  
Telephone: +44 (0)113 343 6348  
Email: [M.J.Robson@lubs.leeds.ac.uk](mailto:M.J.Robson@lubs.leeds.ac.uk)

Kathryn Watson  
Doctor  
Leeds University Business School  
University of Leeds  
United Kingdom  
Telephone: +44 (0)113 343 4356  
Email: [K.J.Watson@leeds.ac.uk](mailto:K.J.Watson@leeds.ac.uk)

L. Jeremy Clegg  
Professor  
Leeds University Business School  
University of Leeds  
United Kingdom  
Telephone: +44 (0)113 343 4512  
Email: [L.J.Clegg@lubs.leeds.ac.uk](mailto:L.J.Clegg@lubs.leeds.ac.uk)

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## **Abstract**

(This paper advances the existing knowledge in the international franchising field by developing a first stage of the international multi-unit franchising relationship theory, based on a case study of a major UK-based international multi-channel retailer. Drawing on existing literature and qualitative evidence from 58 in-depth interviews, key aspects particularly relevant for building and managing high performing international area development franchise relationships are classified into seven themes: 1) logistics and supply chain management, 2) buying and merchandising, 3) brand building, 4) marketing and advertising, 5) visual merchandising, 6) communication, and 7) support and monitoring. Our findings outline the key areas that need managerial consideration for maintaining successful franchise relationships and could potentially be applied across the whole international retailing sector.)

**Key words:** (Area development franchising, retailing, international franchise relationships)