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

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

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

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

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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)