

**INTERNATIONALIZATION OF FRANCHISES FROM EMERGING MARKETS: A FOCUS ON LATIN AMERICA**

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**ABSTRACT**

Franchising is an important mode of exploiting entrepreneurial opportunities. While most successful franchise concepts have historically originated from developed markets, franchise concepts are increasingly originating in developing markets and expanding internationally. In this paper, we seek to explain and analyze the emergence and internationalization of franchises originating in emerging markets. This paper presents several case studies of franchise concepts including Pollo Campero (Guatemala), Sushi Itto (Mexico), Churromania (Venezuela) and Habibs (Brazil). Based on the case studies, we offer explanations for the internationalization of franchises from emerging markets and their location choices.

Keywords: *Franchising, Emerging Markets, Internationalization, Latin America, Strategic Management*