

# THE **FRANCHISE** EXECUTIVE

SHOWCASING FRANCHISING BEST PRACTICES IN NIGERIA

NOV/DEC 2020

A Publication of the Nigerian International Franchise Association

## Nigerian Franchises Coming to America

By Demola Quadri, Washington, D.C.

**I**nternational expansion into locations in which a market exists or in which the home market has become saturated is a logical progression for successful indigenous businesses.

We celebrate the success stories of Nigerian quick-serve restaurants, such as Tantalizers, Chicken Republic, and Mr. Biggs, all of which have adopted franchising as a mode of local expansion. These organizations can now test their international viability and take their delicious cuisine and best practices abroad through franchise development.

The benefits of international expansion include the growth of brand market share, diversification, and reduction of dependence on the home market. More importantly, expansion into western countries generates the much sought-after foreign currency that will greatly impact the company's profitability.

The United States of America offers expansion opportunities for restaurants offering Nigerian local food concepts because of the estimated half million first- and second-generation Nigerian immigrants who reside here.

A survey about the Nigerian casual dining restaurants in large metropolitan areas in Washington, Texas, New York, and Chicago estimated annual sales of \$1.2 million.



**Tantalizers restaurant in Lagos**

More good news for the Nigerian concept restaurant owners coming to the United States market is that they do not have to worry about trademark infringements like they do back home. Trademarks and intellectual property rights are well respected and protected in the United States.

Other elements to consider when expanding abroad is the mode of entry. Unit franchise or direct entry

is ideal for a medium-sized Nigerian entity venturing into a well-regulated market like the United States. Creating operation manuals, conducting training programs, and drafting appropriate franchise agreements and disclosure documents are imperative next steps.

Nigerian brands interested in expanding into the United States should contact Mr. Demola Quadri, via e-mail at [demola@franchisinginnigeria.com](mailto:demola@franchisinginnigeria.com).

The Future of Franchising In Nigeria

# Franchising Big Idea

## Ten-Year Strategic Plan 2021-2031



NIGERIA CURRENT POPULATION:

**196 MILLION**

POTENTIAL NUMBER OF FRANCHISES:

**80,000 UNITS**

INDIGENOUS BRANDS:

**50,000**

INTERNATIONAL BRANDS:

**30,000**

POTENTIAL NUMBER OF JOBS CREATED:

**2.1 MILLION**

POTENTIAL INDIRECT JOBS  
(Spending on Goods and Services):

**8 MILLION**



### FRANCHISE EXECUTIVE AT THE TOP

NAME  
**Felix Vinazor**

POSITION  
**Master Franchisee/  
Country Manager (Nigeria)**

BRAND  
**Leader Dredger**  
(Chinese Leading Manufacturers of  
Cutter Suction Dredgers)

CATEGORY  
**Product Franchise**

ANNUAL SALES  
**\$20 Million**

TRADE ASSOCIATION AFFILIATION  
**Nigerian International Franchise  
Association**

## OPPORTUNITIES

# International Franchising Opportunities

More than 3,500 different brands offer franchise options in the U.S. More than 800,000 franchise units operate nationwide generating about \$750 billion in revenues and employing more than 9 million people. Here are three great U.S. franchise opportunities for Nigerian investors to consider:



**Mathnasium**  
Math Learning Center



**Subway**  
Submarine sandwiches, salads and beverages



**Maaco**  
Collision repair and auto painting

## ON THE MOVE

### Anayo Agu



**New Position:**  
Founder and Chief Executive  
(*Inspirational Speaker, Personal and Business Coach*)

**Organization:**  
Seeds of Greatness Institute

**Former Position:**  
Special Adviser to the Governor of Enugu State, Hon. Ifeanyi Ugwuanyi on Small and Medium Enterprises and Investment Promotion

**Responsibilities at The Seeds of Greatness Institute:**  
Inspire and empower entrepreneurs and business leaders to create proprietary systems that differentiate them from competitors so they can stand in their values, live their truths and make the most of their unique abilities as they serve their clients

Mr. Agu is vice president of the Nigerian International Franchise Association.

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