

# The Franchising Market in Netherlands - A Strategic Entry Report, 1998

## Icon Group International, Inc. - Case study: strategic alliances in international franchising - the entry of Silver Streak Restaurant Corporation into Mexico

Description: -

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Economic Conditions  
The Franchising Market in Netherlands - A Strategic Entry Report, 1998  
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Notes: -  
This edition was published in September 30, 2005

Legal and regulatory framework	1948 Bank Act.....1998 Revision .....1952/56 Act on Supervision.....1978 Revision.....1992 Revision .....1990 Structural policy liberalization
Liberalization:	
- of international transactions	1963 Adoption Article VIII.....1983 Capital account convertibility
- of domestic financial markets	1986 First wave of liberalization.....1988 Second liberalization wave
Monetary and exchange rate strategy	1945-71 Bretton Woods System.....1973-98 European exchange rate arrangements 1945-86 Various strategies aimed at controlling the money supply..... .....1986-90 Credit controls when necessary .....to support the exchange rate..... .....1991-98 Exchange rate policy
Credit control policies	1945-60 Occasional (qualitative) credit controls..... .....1961-72 Quantitative credit ceilings..... .....1977-80/1986-87 Market-based credit ceilings..... .....1989-90 Monetary cash reserve
	1945 1955 1965 1975 1985 1995

Tags: #International #retailing #operations: #downstream #entry #and #expansion #via #franchising

### Towards a Strategic Model of Global Franchise Expansion

Franchising development United States 3  
ILLY ESPRESSO CANADA INC.

### Global Franchising

Another concern is being outbid or restricted from being able to provide the contents previously provided.

### International Business: Competing in the Global Market Place



Filesize: 70.104 MB

Within two years the behemoth of a store was closed.

### Franchises vs. Business Opportunities

Are there foreign companies that can be acquired or opportunities for a joint venture? Usually, your job as a marketer would be to stabilize your product portfolio as well as customer portfolio to make your business robust against seasonality and these uncertainties. On the other hand, new entrants traditionally focus on a few key segments of the market typically those that are subsidizing the cost to serve other segments of the incumbents. Additionally, of the 117 markets on which we expect to observe 1 firm under the 2001 legislation, 75 would see an increase in supply

by at least one additional firm if the restriction were lifted.

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