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The Top 100 Global Franchises Report

The Top 100 Global Franchise List has been exclusively compiled by Franchise Direct. This is a list of the best franchises operating worldwide. We have extensively examined the global franchising industry to arrive at these rankings. Read below to learn more about the Top 100 global franchises.



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The 2009 Report

The TOP 100 GLOBAL FRANCHISES

This study ranks the top 100 global franchise companies from the many thousands of franchises around the world. The ranking is based on objective and measurable criteria including system size based on numbers of units, sales revenue for the system, stability and growth of the system, number of years in operation and market expansion. The ranking is also based on the implementation of best practice in the areas of franchisee support and training, environmental policy and social responsibility. Consideration was given as well to the availability of financing to franchisees, and whether it was direct financing, SBA approved or third party financing. The information was gathered from Franchise Disclosure Documents (FDDs), email surveys, telephone interviews and published industry sources.

The [Top 100 Global Franchises](#) is a ranking of world class companies that have invested significantly over the years in international expansion strategies. The ongoing dismantling of trade barriers is resulting in the world economy becoming more globalized. Because of globalization, franchises are able to achieve better economies of scale. This scale provides the leading franchises with the resources necessary to grow and develop in foreign markets. One of the main obstacles to developing international operations is local knowledge of taste, customs and most importantly language. The opportunity of a master licensee holder in a foreign territory can partially address this but for franchises who rush this opportunity the results can be devastating and put the franchise back many years. The Top 100 Global Franchises in this survey have excelled at international expansion, investing time and resources to acquire linguistic capabilities while combining them with cultural sensitivities. In this way The Top 100 Global Franchises are role models for early stage franchises. The growth path of the leading companies provides a valuable learning curve for smaller franchise companies who can build on the success and mistakes of the Top 100 Franchises.

Background

The franchising industry is an important contributor to the economy of the United States in terms of output and employment. The direct economic contribution of franchised businesses is \$835 billion or around 4 percent of the U.S. private sector economy while over 9.5 million people are employed by franchises¹. It is also expected for the year 2010 that the franchise sector will produce more than 2 trillion dollars in the U.S. The role of franchising in distributing products to customers worldwide has grown considerably over the past 50 years. A 2007 survey of members conducted by the International Franchise Association's International Committee revealed that almost two thirds of respondents currently operate in international locations while almost 75% reported that they plan to either start or accelerate international ventures. The regions most often targeted by US franchises were the Middle East, Western Europe, Central and South America and Eastern Europe. Changes in the federal franchise regulations set by the Federal Trade Commission have also made it less expensive and easier for non-US based franchises to enter the US market.

While franchising is associated with the United States the franchise business model has been adopted globally and there are now major non-US based franchise companies in operation. Nearly 15% of the Franchise Direct Top 100 Global Franchises is comprised of non-US based franchise systems. The ranking includes for example, *NaturHouse* the Spanish health and nutrition franchise, the *Kumon* children's educational franchise which originates in Japan, *Cartridge World*, the Australian printer cartridge refilling franchise, and *Expense Reduction Analysts* the UK originated consulting franchise.

The Top Ten Global Franchises

Franchise Name	Business Description	Country of Origin
McDonald's	Quick service restaurant, Hamburgers, Milkshakes	USA
Subway	Quick service restaurant, Submarine sandwiches	USA

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7-Eleven	Convenience Store	USA
International Hotel Group	Hotels	USA
Pizza Hut	Quick service restaurant, Pizza, pasta, wings	USA
KFC	Quick service restaurant, Chicken	USA
Burger King	Quick service restaurant, Fast food, Hamburgers, Milkshakes	USA
A&W Restaurants	Quick service restaurant, Burgers, hot dogs	USA
Ace Hardware Corp.	Hardware & home improvement store	USA
NaturHouse	Health and Beauty	Spain

View the full listing of the [Top 100 Global Franchises](#).

Quick Service Restaurants Dominate

The Quick Service Restaurant (QSR) industry dominates the Franchise Direct Top 100 Global Franchises. Quick service restaurants account for six out of the top ten of the franchises and 20% of the total 100 franchises. Despite the economic recession, the quick service restaurant industry is proving resilient. Unlike many other industry sectors it is forecast to experience growth during 2009 and 2010. The convenience and value offered by quick service restaurants make the management of consumers' day to day living easier and ensures their continued patronage.

Key Success Factors of the Top Global Franchises

The top global franchises share a number of characteristics which have contributed to their success. These include the following:

1. Strong and internationally recognized brands

The world's leading franchises boast brands that are recognized around the globe and consumers easily associate the brand name and logo with their products and services. For example, with 32,000 units in over 60% of the world's countries, *McDonald's* Golden Arches and its mascot Ronald McDonald have gained universal recognition. Likewise, with 15,000 units, *KFC's* Colonel Sander's Mascot is recognized around the world. The *7-Eleven* trademarks or *International Hotel Group's* Holiday Inn and Crowne Plaza also have strong brand recognition.

Brand building within a franchise is assisted by advertising fees which each franchise is obliged to pay the franchisor. These fees provide a constantly growing advertisement fund from which the franchisor can establish global advertising campaigns.

Effective brand management helps the top franchise operations maintain the integrity and consistency of their brands. Wherever the franchise is located worldwide the same quality of product and service is delivered and the same message is communicated.

This need for businesses to gain customer attention through brand recognition and advertising has aided in the rapid growth of *Signarama*. *Signarama*, at number 59 of Franchise Direct's Top 100 Global Franchises, has been at the forefront of the growth of the sign industry and have been successfully franchising the full-service sign center concept for more than 20 years. They have used their many years of experience to develop a business model that has led thousands of *Signarama* franchisees to success.

Going International – The First Countries Franchises Expanded Into.

Canada

A & W | Anytime Fitness | Cinnabon | Dairy Queen | Days Inn
Fitness Together | Great Clips | Maaco Franchising Inc | McDonald's
Papa Murphys | Realty Executive | Taco Bell | Vanguard Cleaning



Source: Listed companies

2. Well defined business model

"In 2010 Franchising will be the most successful way of market expansion."²(J. Naisbitt)

The business model of the Top 100 Franchise companies is well defined and easy to replicate. There is a focus on reliable systems covering every aspect of the operation of the franchise. The business model also has a distinct competitive advantage as it combines strong branding, quality training and entrepreneurial freedom. For example **Subway**, which is recognized brand around the world, believes strongly in empowering their franchisees. Two slots are kept open on each store's menu board for individual franchisee creations. The simplicity of the **Subway** business model also means that unlike many of their competitors their restaurant sites are adaptable to any location. There are now over 6,000 **Subway** restaurants located in non traditional settings i.e. inside Wal-Mart stores, convenience stores, supermarkets, hospitals, schools, military bases and recreational facilities. By encouraging their franchisees to locate in non- traditional settings start-up costs are kept lower. This strategy has also contributed significantly to the rapid growth of the **Subway** franchise system.

3. Comprehensive training and ongoing support

The leading franchise companies recognize the importance of intensive training, follow up support and continuous learning. Strong technical and business training ensures customers receive excellent service and quality of products. It also ensures the success of each franchise unit. **McDonald's** realized from the beginning that the secret to success lies in quality management and competent employees and this can only be achieved through an exceptional training program. It is also the only quick service restaurant to receive college credit recommendations from the American Council on Education (ACE), the United States' oldest and most recognized unifying body for higher education, for their courses at Hamburger University.

The initial training provided by a franchisor is very important as it enables people without the necessary skills to enter into a chosen industry. With the leading franchise companies there is invariably a fully developed network support infrastructure in place for the ongoing support and training of franchisees and their employees For example **Subway** provides food service training, business guidance and follow-up support from an extensive network of regional and headquarters personnel.

Precision Tune Auto Care, at position 67 of Franchise Directs Top 100 Global Franchises also offers management training that includes financial modeling, business planning, customer communications, building and creating relationships, leadership skills, marketing and advertising, as well as proper operating procedures at Precision University. When technicians stumble upon a particularly difficult situation, certified trainers are available via the Technical Hotline to offer solutions and ongoing support. Quality training and skill development linked to constant support systems for franchisees is what differentiates the Top 100 Franchises.

4. Adaptability and Innovation

The most successful franchises are innovative and adaptable to a changing marketplace. The leading quick service restaurant chains for example, constantly offer new choices including healthier options, new toppings, new breads, fillings etc. In 2003, **Pizza Hut** introduced WingStreet Restaurants due to the rising popularity of chicken wings. Five years later they introduced restaurant quality pastas as people became more health conscious. Also, many of **Subway's** non-traditional restaurants serve a comprehensive, low-fat breakfast program.

Expansion into international markets can be successful if the target market is researched and a plausible strategy is implemented. A franchise needs to be able to adapt and change to the cultural differences in a new market and to be aware of current trends. For example, in Saudi Arabia, no pork products are served as it is prohibited by Islamic law. All meat sold is halal so **McDonalds** serves the *McArabia* which contains no pork products. In Indiana, there are strict religious laws about food preparation. **McDonalds** have implemented a system where meat and vegetarian meals are prepared in separate areas of the restaurant and chefs preparing vegetarian dishes wear distinctive green aprons to adhere to the local laws. While within Europe, strict EU food regulations made it difficult and expensive for US companies from the food industry to successfully enter the market.

We can also see how the franchise industry can adapt to new trends by introducing new concepts and new ideas for businesses. For example, in response to the ageing of the population there are more franchises set up that provide in-home non-medical companionship and domestic care services for the elderly. Two of these companies have made it into the Top 100 Global Franchises; **Home Instead** at no. 72 and **Homewatch International** at position 61.

The Greening of the Franchise Industry

Today, as part of their corporate citizenship, leading franchise companies are "going green" through the implementation of eco-friendly policies and initiatives. They recognize that this is not only good for the environment but it is also good for business. It creates goodwill, enhances public image and strengthens the brand equity of the company. It also reduces costs through efficiencies. For example **Ben & Jerry's** have introduced a new kind of clean, green freezer to the United States. These new freezers use alternative refrigerants that, unlike current freezer gases, do not contribute to global warming nor the deterioration of the earth's ozone layer if released to the atmosphere.

The **Subway** restaurant chain has made a commitment to do its part to save energy and help protect the environment by taking the Pledge to Change the World and encouraging others to do the same. The first **Subway** Eco-Store opened on November 9, 2007 in Kissimmee, Florida. **Pizza Hut** is installing high-efficiency, Energy Star-rated fryers in its restaurants and has a new pizza oven with an energy-management system that reduces gas usage by up to 15 percent.

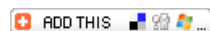
Outlook

The IFA's most recent Franchise Business Leader Survey found that despite the recession and the challenges it holds for every industry around the world, franchise business leaders remain cautiously optimistic about the prospects for their own business. Once the recent credit crisis eases they see many opportunities for growth. It was also noted that the industry has emerged from previous recessions in an even stronger position. In general, franchising works very well for franchisors, franchisees, and customers alike, which is why it has grown to the extent that it has. The fundamentals of the franchise business model are strong and the entrepreneurial spirit which drives the industry will ensure that it continues to thrive. Franchising is one of the drivers that will help lead US companies out of this recession. The Top 100 companies will be to the forefront of this growth as they open new units around the globe.

¹The Franchise Business Economic Outlook for 2009 and The Economic Impact of Franchised Businesses Volume 2 (2005), prepared by PricewaterhouseCoopers, for the IFA Educational

²J. Naisbitt, Megatrends 2000: Ten New Directions for the 1990's. By Cornish, Edward, Publication: The Futurist, May 1 1990

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Top 100 Global Franchises - Ranking

Franchise Direct has compiled its ranking of the Top 100 Global Franchises. Browse the list below if you would like to learn more information about the world's most successful franchises. Franchise Direct has exclusively compiled this list after examining franchise brands from around the world.

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Top 100 Global Franchises Rankings

Rank	Franchise Name	Country	Industry
1	McDonald's	United States of America	Fast Food Franchises
2	SUBWAY®	United States of America	Sandwich & Bagel Franchises
3	7-Eleven	United States of America	Convenience Store Franchises
4	InterContinental Hotels Group	United Kingdom	Hotel Franchises
5	Pizza Hut	United States of America	Pizza Franchises
6	KFC	United States of America	Chicken Franchises
7	Burger King	United States of America	Fast Food Franchises
8	A&W Restaurants	United States of America	Restaurant Franchises
9	Ace Hardware Corporation	United States of America	Home Improvement Retail Franchises
10	Naturhouse	Spain	Wellness Products & Services
11	JAN-PRO Cleaning Systems	United States of America	Commercial Cleaning Franchises
12	Tim Hortons	Canada	Bakery & Donut Franchises
13	Circle K	United States of America	Convenience Store Franchises
14	H&R Block	Canada	Financial Services
15	RE/MAX	United States of America	Real Estate Franchises
16	Cold Stone Creamery®	United States of America	Ice Cream Franchises
17	Ramada Worldwide	United States of America	Hotel Franchises
18	Taco Bell	United States of America	Fast Food Franchises
19	The UPS Store®	United States of America	Mailing & Shipping Franchises
20	Jani-King	United States of America	Commercial Cleaning Franchises
21	ampm Mini Market	United States of America	Convenience Store Franchises
22	Kumon	Japan	Children & Education
23	Long John Silver's	United States of America	Fast Food Franchises
24	Anytime Fitness Inc.	United States of America	Gym Franchises
25	Vanguard Cleaning Systems	United States of America	Commercial Cleaning Franchises
26	Arby's	United States of America	Restaurant Franchises
27	Cartridge World	Australia	Computer Products Stores
28	Molly Maid	United States of America	House Cleaning Franchises
29	Snap-On Tools	United States of America	Home Improvement Retail Franchises
30	Merry Maids	United States of America	House Cleaning Franchises
31	Spherion	United States of America	Employment & Staffing Franchises
32	Mr. Handyman	United States of America	Handyman Franchises
33	Pirtek	Australia	Maintenance Franchises
34	Dairy Queen	United States of America	Fast Food Franchises
35	Expense Reduction Analysts	United Kingdom	Business Consulting Services
36	Bark Busters	Australia	Dog Training Franchises
37	Edible Arrangements	United States of America	Health Food Franchises
38	EmbroidMe	United States of America	Advertising & Marketing Franchises
39	Engel & Völkers	Germany	Real Estate Franchises



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41	Auntie Anne's Pretzels	United States of America	Bakery & Donut Franchises
42	MRI Network	United States of America	Personnel Services
43	Ben & Jerry's	United States of America	Ice Cream Franchises
44	Jazzercise	United States of America	Women's Fitness Franchises
45	Knight's Inn	United States of America	Travel Agency Franchises
46	GolfTEC	United States of America	Sports Franchises
47	Midas	United States of America	Automotive Repair Franchises
48	Matco Tools	United States of America	Automotive Franchises
49	Pita Pit	Canada	Fast Food Franchises
50	Chester's International	United States of America	Chicken Franchises
51	Travelodge	United States of America	Hotel Franchises
52	TAF™	United States of America	Sporting Goods Stores
53	Days Inn	United States of America	Hotel Franchises
54	WSI Internet	Canada	Internet Franchises
55	Coffee News USA	Canada	Coffee Franchises
56	Snap Fitness	United States of America	Gym Franchises
57	Aussie Pet Mobile	Australia	Pet Grooming Franchises
58	Chem-Dry	United States of America	Carpet Cleaning Franchises
59	SIGNARAMA	United States of America	Printer, Copying & Sign Franchises
60	Cinnabon	United States of America	Bakery & Donut Franchises
61	Homewatch	United States of America	Senior Care Franchises
62	Supercuts	United States of America	Hair & Beauty Salon Franchises
63	Hampton Inn & Suites	United States of America	Hotel Franchises
64	Mathnasium	United States of America	Child Education Franchises
65	The Maids Home Services	United States of America	House Cleaning Franchises
66	Gymboree	United States of America	Child Fitness & Gym Franchises
67	Precision Tune Auto Care	United States of America	Automotive Repair Franchises
68	American Leak Detection	United States of America	Maintenance Franchises
69	Heaven's Best	United States of America	Carpet Cleaning Franchises
70	Express Employment Professionals	United States of America	Employment & Staffing Franchises
71	Papa Johns	United States of America	Pizza Franchises
72	Home Instead	United States of America	Senior Care Franchises
73	Budget Blinds	United States of America	Home Improvement Franchises
74	Fitness Together	United States of America	Gym Franchises
75	Allegra Print & Imaging	United States of America	Sign, Print & Copy Stores
76	Microtel Inns and Suites	United States of America	Hotel Franchises
77	Great Clips	United States of America	Hair Salon Franchises
78	PuroClean	United States of America	B2B Franchises
79	Novus	United States of America	Automotive Repair Franchises
80	Martinizing Dry Cleaning	United States of America	Dry-cleaning & Laundry Franchises
81	Howard Johnson	United States of America	Hotel Franchises
82	Sir Speedy	United States of America	Printer, Copying & Sign Franchises
83	Action Coach	Australia	Business Consulting Services
84	Sylvan Learning	United States of America	Children & Education
85	The Little Gym International	United States of America	Child Fitness & Gym Franchises
86	Jiffy Lube	United States of America	Oil Change Franchises
87	Proforma	United States of America	Printer, Copying & Sign Franchises
88	Furniture Medic	United States of America	Repair & Painting Franchises
89	Moe's Southwest Grill	United States of America	Fast Food Franchises
90	La Quinta	United States of America	Hotel Franchises
91	Minuteman Press	United States of America	Printer, Copying & Sign Franchises
92	Papa Murphy's Take 'N' Bake Pizza	United States of America	Pizza Franchises
93	CertaPro Painters	United States of America	Repair & Painting Franchises
94	PostNet	United States of America	Printer, Copying & Sign Franchises

95	FASTSIGNS®	United States of America	Printer, Copying & Sign Franchises
96	MAACO	United States of America	Automotive Repair Franchises
97	Rooter-Man	United States of America	Maintenance Franchises
98	Schlotzsky's	United States of America	Sandwich & Bagel Franchises
99	Smoothie King	United States of America	Smoothie Franchises
100	Pak Mail	United States of America	Mailing & Shipping Franchises

