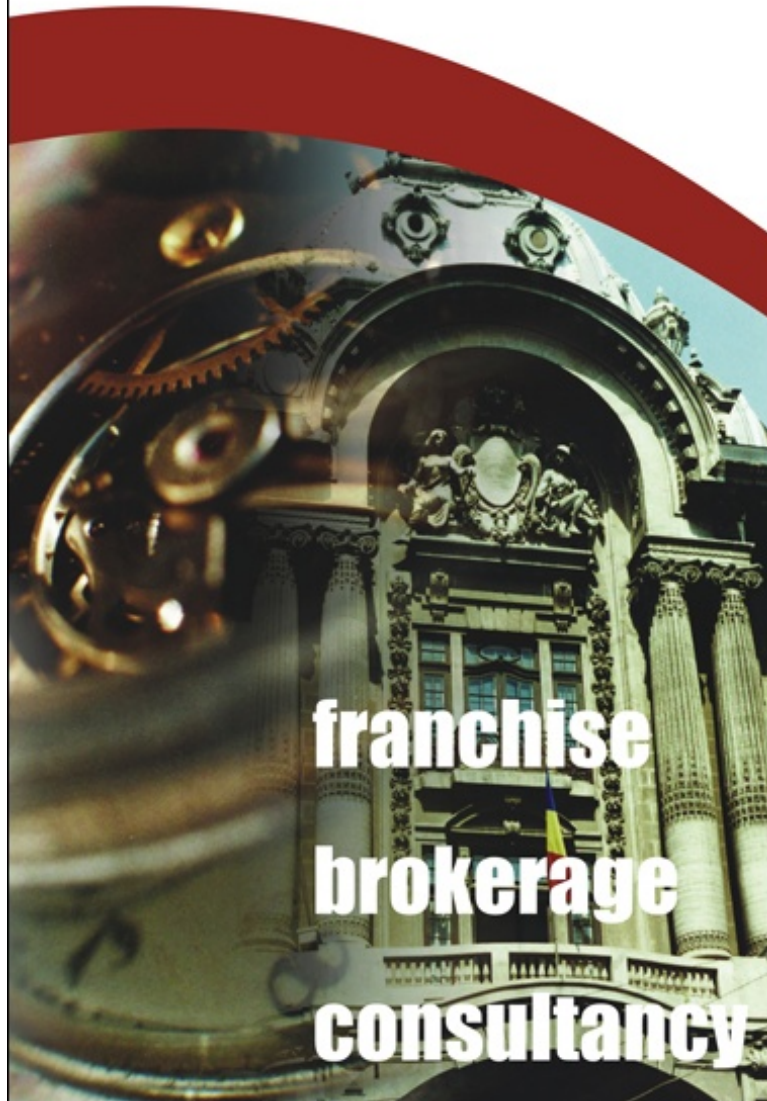




**Your gateway**  
to  
**Romania & Eastern Europe**  
**Export your franchise concept!**



**franchise**  
**brokerage**  
**consultancy**



## ***This is what we do***

**10 years ago,  
IMO was the pioneer in  
franchise consultancy  
and brokerage, in Romania.**

**Today, IMO is the leader with the most  
sold franchises per year, namely 26 in  
the last 12 months.**

**www.fbb.ro - our website is  
the most visited franchise portal  
in Romania & Eastern Europe.**

**Our newsletter is received by 12,000  
subscribers.**

**We have 7,000 qualified investors  
in our listings, their available capital  
ranging between \$5,000 and \$1,500,000.**

**Our specialists hold seminars frequently,  
participate at TV shows and have deep  
connections with the local business  
environment.**

**In 2006, IMO provided franchise  
consultancy for *Doing Business  
In Romania: A Country Commercial  
Guide for U.S. Companies*, which can  
be read on [www.buyusa.gov/romania](http://www.buyusa.gov/romania).**

## ***This is who we are***

- **we promote your franchise concept  
on the Romanian market;**
  - **selection of the most suitable  
candidate for:**
    - direct franchise owner;**
    - area developer;**
    - area representative;**
    - master franchise;**
    - licensor;**
    - foreign subsidiary;**
    - joint venture partner.**
  - **we qualify the prospect according to  
franchisors' criteria;**
  - **feasibility studies & market analysis  
for adapting your strategies to meet  
the local tastes and market  
peculiarities;**
  - **personnel training - assistance  
at Grand Opening and ongoing support  
for your Romanian franchisees;**
  - **assistance in the Romanian juridical  
field with all the information regarding  
regulations and restrictions of the  
local market and on competition;**
  - **translation and adaptation of Operations  
and Business Manuals in  
a franchisor format;**
  - **we provide our wide  
expertise in international  
franchising.**
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## **IMO Franchising Group**

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