



Country Presentation

Ecuador

Presented by Julio Bonilla





Country Presentation: Ecuador



Demographic Data

Population:	14.306.876
Total area:	272.045 km ²
Population density:	47/km ²
GDP 2010 and prevision for 2011:	57.249.255.000\$
GDP per capita:	4.202\$
PPP(Purchasing Power Parity):	Hard currency (USD)
Inflation rate 2010:	5.2%
Unemployment rate 2010:	7%

Sources: World Bank



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Current industry data: Development of franchising

Item	Year	
	2009	2010 (p)
Network	203	215
Units	1.320	1.350
Sales (million / USD)	946	974
Direct employments	9.800	9.898
Indirect employments	4.445	4.623
% National brands	14%	13%
% Foreign brands	86%	87%

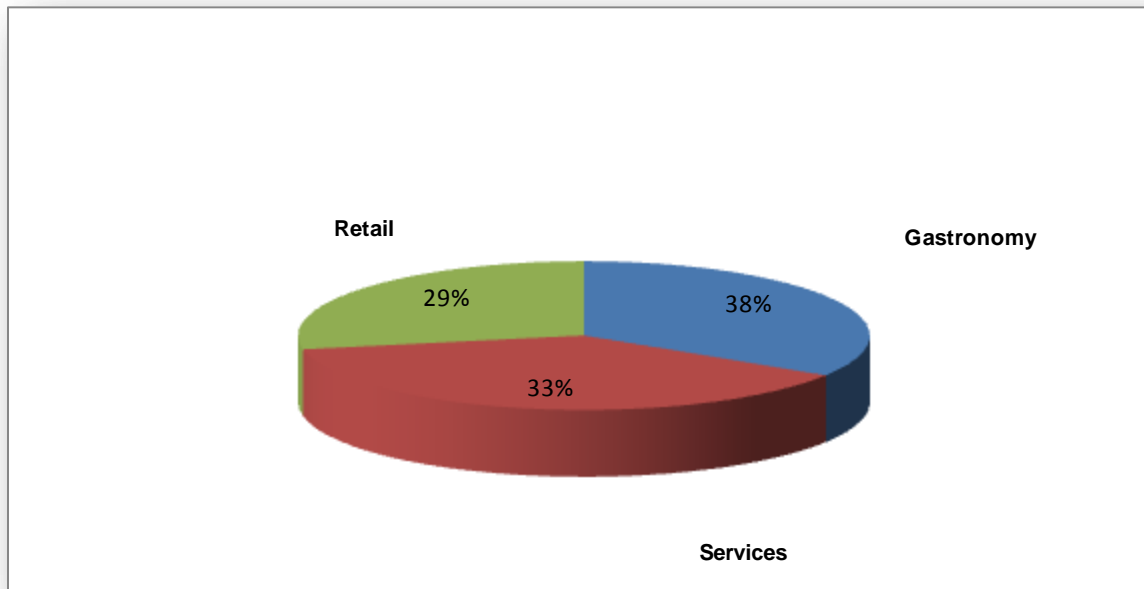


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Current industry data: Franchise-sectors 2010



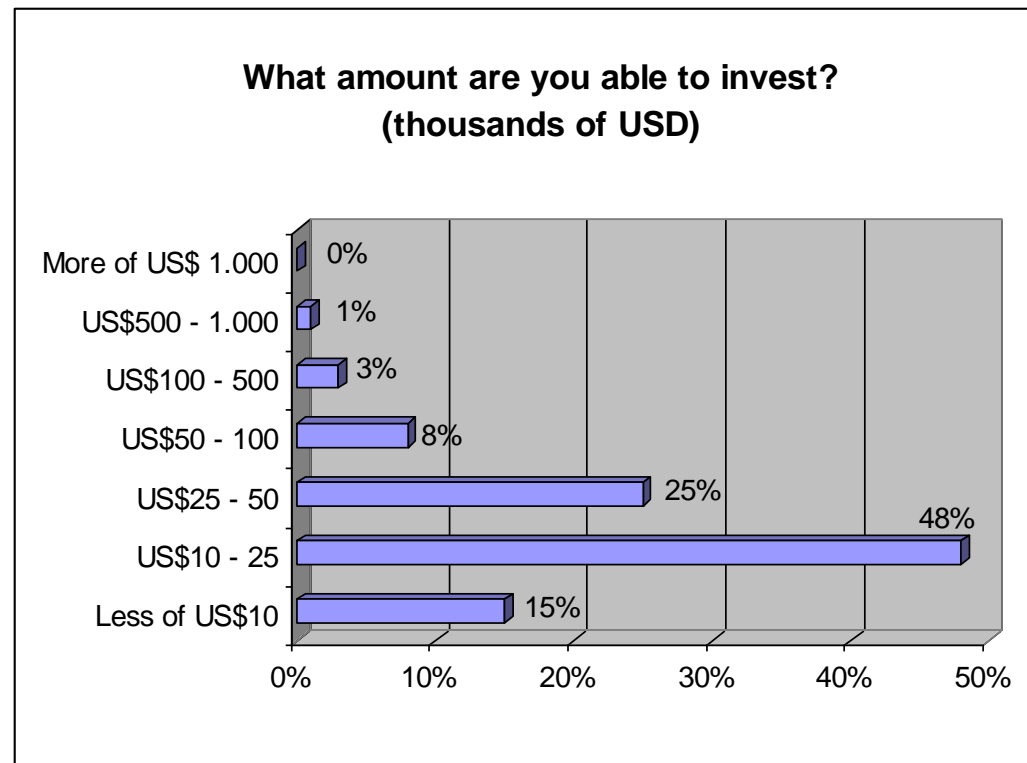


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Prospective Buyers:





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Best Prospects:

- Specialized Services / Elderly care
- Home tutoring
- Environmental services
- Children's clothing
- Recycling
- Electric and decoration material
- Networked games
- Telecommunications (Voice, Data, IP)
- Fashion for future mothers (maternity wear)



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Best Prospects:

- Health care
- Hair salons
- Stationery stores
- Vet centers and kennels
- Dress alterations
- Cafeterias
- Plumbing and property cleaning services
- Early stimulation and education
- Entertainment and Leisure (adult)
- Repair and restoration services
- Gyms



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Structure of our association:

Members:	Number of members in total:	28
	• full members:	20
	• associated members:	1
	• consultants/Lawyers:	3
	• other members:	4
	• franchisees as members:	N/A

Board: President; Vicepresidents; Counselors, CEO

Source of income:

• membership fee	20 %
• marketing activities	60 %
• fair / conferences	10 %
• training activities	10 %
• Others	00 %
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5 best running franchise-systems in our country

- 1) KFC. Revenue, nr. of units
- 2) MC DONALD'S. Revenue
- 3) DISENSA. Nr. of units
- 4) PRIMAX. Nr. of units
- 5) JUAN VALDEZ. Revenue



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Legal :framework

There is no specific legislation to regulate the franchising sector. The franchise agreements are in accordance with Civil Code and Intellectual Property regulations in force in the country.



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Contact data of our association:

Name of Association: Ecuadorian Association Franchisors

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