

The Determinants of Global Expansion: A Study on Food and Beverage Franchisors in Malaysia

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Interview protocols on The Determinants of Global Expansion: A Study on Food and Beverage Franchisors in Malaysia.

Document S1

Part A: General Questions

1. How many years has your company had international franchise activity?
2. How would you describe your company's position in the global market right now?
 - (i) Introduction stage
 - (ii) Growth stage
 - (iii) Maturity stage
3. Which determinants do you take into consideration when choosing a country for a new franchise outlet?
4. What mode of franchise business do you open in the global market?
 - (i) Master franchisee
 - (ii) Master licensor
 - (iii) Single outlet
 - (iv) Multi-outlet
 - (v) Co-branded franchise
5. How does your firm choose a franchisee? How do you set the criteria?
6. Do you receive any form of assistance from any government or non-governmental body?

Part B: Determinants for Global Expansion

Research Questions	Questions
What are the determinants for Malaysian franchisor's expansion into global market?	What were your main driving forces when entering the global market?
	What is the basis or main reason why your company wants to go globally?
	When did your franchise firm start to expand? If your firm expanded upon establishment, then why did you do so? If your firm expands sometime after establishment, then why did you wait?

Do you consider your business successful by expanding into the global market? What are your reasons for this?

What attracted you to expand this franchise business into the global market?

What are the driving factors to expand into the global market? How do these factors affect your franchise firm's strategy?

What are the elements to consider before expanding into the global market?

What aspects need to be considered before expanding into the global market?

Why has your company chosen to internationalize?
