



#smartGROWTH Expansion is the bloodline of Business

INTERNATIONAL GUIDE 2024

<https://c51consulting.com/>



The Problem.....

The Australian business landscape is one of the toughest in the world, that's why Aussie brands are more resilient overseas, and overseas brands & businesses struggle in Australia; ever wonder why?

1. High Cost of Labour, penalty rates, employee benefits
2. Limited resource pool due to minimal available labour
3. High leasing costs in high traffic regions
4. Over-regulation, taxing and red-tape
5. High Cost of living especially in major cities

International Expansion into regions where labour is more favorable, national growth strategies via bespoke systems and scaling strategies, whilst utilising the skills and network of proven industry experts.

Harnessing big data to make data driven decisions with proper feasibility analysis and leveraging our knowledge pool to hone your Value proposition for potential franchisees, licensees and astute Investors both nationally and internationally.

.....The Solution

We Are Here To Bring You The Solutions

With smartGROWTH there are No Mistakes, No Delays, No Guesswork, with honest transparent fee structures for growth in all ways ALWAYS!

Preparation of Franchise/Licensing/Reseller & Distributor Proposals for Local & Global Brands including Legal guidance & translations as needed

Feasibility & Demographic report generation as well as SWOT & PESTLE analysis of target region

Local Brokerage and Agencies Services as well as Business Development & Expansion

Data driven analysis of SKUs, Menu Selection and Food Preparation for consistent, high quality & profitable menu

Review & Creation of Standard operating procedures (SOPs) to ensure fit for use in target markets/regions

Marketing services across B2B, B2C & potentially C2C channels

NOT just ads; vetted leads & hot prospects

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Lead generation for potential partners by utilizing various marketing and outreach techniques, such as email marketing, webinars, industry events & more

We leverage our existing referral network to match potential partners, investors & key stakeholders with suitable opportunities.

All leads and referrals are qualified to ensure that they meet your criteria .

Ongoing & marketing support, including on going lead generation and referral services, as well as marketing materials and strategies to continue to promote the opportunity

The process of moving a lead from cold to warm to hot is typically facilitated by a combination of marketing and sales efforts, such as email campaigns, lead nurturing, and follow-up calls.

The goal is to build trust and establish a relationship with the lead, ultimately leading to a sale.

STATEMENT OF FEES



International



US\$3500	No charge - part of the initial package	US\$675 per lead	US\$975 per lead	US\$500-US\$1,000 per month
Preparation of required/agreed Proposals & Marketing Plans	Enquiry review & lead qualification	Cold to Warm: Gather initial information about the lead, execute NDA to verify interest	Warm to Hot: Warm lead commits to receive relevant legal paperwork & is ready to pay deposit	Local Business Development Brokerage and Agencies Services (Per State/Region)

THANK YOU
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**More details provided on request **Monthly fees require min. 3 months agreement

**Custom service packages available