

Letter Template for Cross-Border Franchise Agreement Negotiation

Date: [Insert Date]

[Your Name]
[Your Position]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Recipient Name]
[Recipient Position]
[Recipient Company]
[Recipient Address]
[City, State, Zip Code]

Dear [Recipient Name],

Subject: Negotiation of Franchise Agreement

I hope this message finds you well. I am writing to initiate discussions regarding a potential franchise agreement between [Your Company] and [Recipient Company]. Given the dynamic nature of the franchise market across borders, we believe this partnership could be mutually beneficial.

We are keen on exploring the following key points during our negotiations:

- Franchise Fees and Royalties
- Territorial Rights
- Marketing and Advertising Contributions
- Training and Support Services
- Termination and Renewal Conditions

We propose a meeting to further discuss these points at your earliest convenience. Please let us know your availability for a video call or an in-person meeting.

We look forward to your positive response and a fruitful negotiation process.

Thank you for your attention to this matter.

Sincerely,

[Your Name]
[Your Position]
[Your Company]