

Baskin-Robbins Opens Phoenix for Franchise Sales, Plans More Than 60 New Stores

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More than 60 new stores are projected over the next several years throughout Phoenix and the surrounding counties of Pinal, Gila, Yavapai and Maricopa, among others.

Currently, Baskin-Robbins operates more than 25 locations in and around Phoenix and more than 45 stores across Arizona. The company plans to open more than 90 locations statewide in small and large markets over the next several years. Baskin-Robbins will open more than 400 stores globally in 2008.

Baskin-Robbins' Phoenix launch is part of an aggressive growth strategy, which includes expanding in existing markets while entering new cities throughout the country. The company is actively seeking new franchisees willing to own and operate a minimum of three stores in Phoenix and the surrounding counties.

"As the Baskin-Robbins brand continues to develop in Arizona, we're now looking for franchisees in Phoenix with strong financial backgrounds to manage multiple stores and a passion for their local communities," said James Franks, national director of franchising, Baskin-Robbins. "We are excited about new franchisees joining our team who are ready to work on their business and not just in it. Our small business, small network approach allows owners to develop a strong presence in their market and play a vibrant part in the daily lives of people who live and work in and around Phoenix."

Baskin-Robbins offers franchisees a variety of store concepts including free standing stores, sites within shopping centers, kiosks and other retail environments. Furthering its commitment to its franchisees, Baskin-Robbins also offers a range of support systems including: complete training, site selection assistance, design and construction, marketing, and technology assistance.

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