



UNITED STATES OF AMERICA

SOCIETY

OFFICIAL LANGUAGE:	ENGLISH
RELIGION:	PROTESTANT
AVERAGE AGE:	36.9
CAPITAL CITY:	WASHINGTON
POPULATION:	318,753,000
GOVERNMENT:	PRESIDENTIAL FEDERAL REPUBLIC
INTERNET USERS:	254,295,536

ECONOMIC DATA

GDP:	16,244
PERCAP GDP (\$):	50,700
INFLATION RATE (%):	2,00%
YEAR GROWTH RATE (%):	2,00%

FRANCHISING DATA

FRANCHISORS:	3,000
FRANCHISEES:	757,005
1° INDUSTRY:	FOOD & BEVERAGE
2° INDUSTRY:	SERVICES
TURNOVER (\$):	802 BILLIONS
% PIL:	3,4%
GROWTH RATE (%):	4,9%

TRADING DATA

N. OF REQUIRED DOCUMENTS:	4
EXPORT TIME (DAYS):	6
EXPORT COST (\$):	1,090

LEGISLATION

FRANCHISE SPECIFIC LEGISLATION: THERE ARE TWO LEVELS OF REGULATIONS. AT THE FEDERAL LEVEL, THE FEDERAL TRADE COMMISSION IN 1979 ADOPTED THE DISCLOSURE REQUIREMENTS AND PROHIBITIONS CONCERNING FRANCHISING AND BUSINESS OPPORTUNITY VENTURES, WHILE AT THE STATE LEVEL 15 STATES HAVE ADOPTED THEIR OWN NATIONAL LAWS RELATING TO FRANCHISING.