



Woof Gang Bakery Franchise Q & A

Q: Why Woof Gang Bakery?

A: We want our franchisees to be successful! Woof Gang Bakery offers quality products and a unique concept that aligns with a growing, multi-billion dollar industry. Our stores are strategically positioned in upscale retail properties and we have an effective marketing program that creates awareness and drives business. We provide extensive training to assist you with everything you need to know to operate your own successful Woof Gang Bakery. Our bakeries are designed for high-volume revenue generation.

We strive for success and will only award franchises to those who share that same drive and dedication. To be successful in business, you have to enjoy the business you choose. If you love dogs, Woof Gang Bakery offers you the opportunity to combine your passion with the chance to run your own business in an exciting, growing industry.

You want your business to be in an industry that is in demand; one that is truly needed and wanted in your community. In addition, you want your business to be the kind of place that people like to visit -- a family-oriented, clean and pleasant establishment that is welcomed and valued by your customers. Through a solid base of repeat customers, your franchise has great growth and profit potential.

Q. What kind of qualities and experience do I need to have to be considered as a Woof Gang Bakery franchisee?

A: The key to continuing the success of Woof Gang Bakery and maintaining our mission is selecting the right people to join our team as franchise owners. We have multiple franchise owners who have diverse backgrounds and business experiences, however, many of our owners were once Woof Gang Bakery customers who were attracted by the quality of our products, our vision of service and our solid support infrastructure. A prospective franchisee must be willing to work hard, be committed to excellent customer service, be a team player and have the drive to succeed and control their own financial future.

As we share our vision with others, we are looking for individuals who demonstrate the following:

- High degree of personal integrity
- Dedication to upholding the Woof Gang Bakery mission
- Entrepreneurial spirit
- Proven ability to motivate and train others
- Devote full-time best efforts to the day-to-day operation of a Woof Gang Bakery store
- Complete a comprehensive training program and be proficient in all aspects of operating a Woof Gang Bakery store
- Financial resources and the ability to manage them
- Provide outstanding customer service
- Active community participant

Q. Do I have to be involved in the business full-time?

The franchisee's participation, supervision and their full and exclusive time in daily store operations is essential to building their business. For all partnerships, we require the general partner to participate personally in the direct operation of their Woof Gang Bakery store.

Q: What operational support does Woof Gang Bakery provide?

A: We understand that only through your success is the entire company successful. Our support services start prior to you becoming a Woof Gang Bakery franchisee. We will make sure that your market is viable for a successful Wolf Gang Bakery. Then we will start with pre-opening support such as assistance in developing a business plan, site selection assistance, lease negotiation, equipment leases, store fixtures and opening inventory requirements.

Our support team is committed to providing the assistance that you need to get your business off to a smooth start and keep it performing productively. We will help you train your staff, stock and display your initial inventory, and recommend advertising programs to enhance your market presence. Within the first year of operation you will receive multiple store visits from a member of the support team. Plus, we will always be available should questions arise.

Being in constant communication with one of our corporate store managers further enhances your support. Who better to obtain information from than an experienced individual performing the same business activities as you and who can bring their success formula, knowledge and expertise to you?

Q: What type of training do you provide?

A: We will provide extensive training, as well as the opportunity for each person attending training class to participate in store operations at our corporate headquarters. The training program is taught by our employees. Select product suppliers and supporting vendors also will be available to discuss their goods and services. Upon completion of the training program you will have a good foundation of how to effectively operate your Woof Gang Bakery.

You'll receive comprehensive training designed to assist with every area of your business, including store set up, baking, quality and consistency standards, customer relations, advertising and promotions. We also will provide ongoing training as the business expands, new products are added and new technology is discovered. Our training program will empower you with the tools and knowledge to achieve – or even exceed – your goals.

As part of our ongoing commitment to quality service, we continue to upgrade and refine our training program as new training methods become available. As part of the Woof Gang Bakery franchise program, you will have all of these materials available to you. Our philosophy is that proper training is one of the key ingredients to your success as a Woof Gang Bakery franchisee.

Q: How many employees will I need?

A: Woof Gang Bakery stores are built on the concept that one person can easily manage daily operations, including opening, serving customers, baking treats, stocking, cleaning and closing. Of course, peak retail seasons can be bustling, so extra help to provide excellent customer service during those times is highly recommended.

Q: Does Woof Gang Bakery help with marketing and advertising?

A: Yes. We understand the importance in creating awareness and building the brand image in each of the communities we serve. Marketing campaigns are developed to support the overall positioning of the Woof Gang Bakery brand. Marketing supports these objectives by assisting franchise owners with implementing their own local advertising, marketing, print and promotions programs. New marketing tools and concepts are made available to our franchisees as they are developed.

Q: Do all franchises buy food and products from the same vendors?

A: Yes. One of the benefits of joining an established franchise company is that solid relationships are in place with food distributors, product vendors, printing companies, equipment suppliers and others. Our purchasing department negotiates services and price agreements with approved suppliers and distributors. You will be provided the systems and products that are identified as the approved core menu to create brand alignment and to leverage the purchasing power of our company.

Q: Do you assist with site selection?

A: We are ready to assist you in locating a site for your Woof Gang Bakery. We have developed site selection criteria you can use as a guideline in locating your new store. While we do not select your site for you, we will be available to consult with you and offer recommendations based on our own site selection experience. We will review your site choices and help you make an evaluation based on building criteria, market area, site characteristics and access.

We also have real estate guidelines in place:

- High visibility strip mall, approximately 600 to 1,500 square feet.
- Sources for strong foot traffic: trade area mix of offices and retail with surrounding upscale residential.
- 15,000 or more households with household income above \$85,000.
- Strong co-tenancy consisting of high-end retail, daily needs and/or lifestyle centers.
- Minimum of 15,000 vehicles per day along the main frontage road.

Q: Do you offer advice on construction?

A: We will work with you to develop a layout to fit the particular characteristics of your site. Our construction personnel can visit your site and offer recommendations for necessary modifications. We can also assist you with remodeling enhancement programs, equipment specifications, source lists, document/permit review and design review.

Q: What makes a Woof Gang Bakery Franchise the leader of the pack?

A: Simply, we are the best at what we do. Following is an overview of what we offer:

- Treats cooked on site
- Premium pet foods
- Unique natural pet care products and merchandise

- Home delivery service
- High repeat business
- Customer loyalty initiatives
- Ongoing franchisee support and training
- Site selection assistance with demographic requirements and recommendations
- Store design and construction support
- Equipment procurement sources
- Each franchisee receives the Woof Gang Bakery Master Recipe Book, complete with recipes, helpful tips and detailed instructions on preparing our exclusive line of gourmet treats
- Hands-on baking and kitchen training
- Established product suppliers and vendors
- Effective marketing materials
- Recession-proof business

Q: What does it cost to become a Woof Gang Bakery franchise owner?

A: The franchise fee is \$35,000.

Estimated Range of Initial Investment – First Location

	Estimated Low	Estimated High
Initial Franchise Fee	\$35,000	\$35,000
Construction Costs	\$5,000	\$20,000
Fixtures & Fittings	\$2,000	\$4,000
Equipment	\$2,000	\$8,000
Licenses	\$1,000	\$3,000
Inventory	\$8,000	\$12,000
Signage	\$1,000	\$5,000
Additional Funds	\$5,000	\$8,000
Total	\$59,000	\$95,000

More information regarding these cost estimates is found in the Franchise Disclosure Document (FDD).

Note: Financial forecasts are benchmarked on past experiences in opening new Woof Gang Bakery stores and results may vary from the experience of these standards. Potential franchisees should review these figures carefully with a business advisor before making any decision prior to purchasing a franchise.

Q. Is it possible to operate multiple Woof Gang Bakery stores?

A: In addition to operating multiple stores through an Area Development Agreement, a franchisee may operate additional units through single franchise agreements once a successful track record has been established.

Q: Does Woof Gang Bakery offer Area Development opportunities?

A: Yes, if you choose to develop multiple units in an exclusive geographic area. The area development fee is individually negotiated for each geographic area based on a variety of factors, including the number and location of franchised bakeries to be developed, an evaluation of market conditions such the area's size, population, per capita income and other demographic and psychographic data.

Q: What are the ongoing fees?

A: A 5% monthly royalty.

Q: Where can I open a franchise?

A: At this time, we are offering single unit franchise opportunities and area development agreements in all states.

Q: What amount of sales and profits can I expect from my Woof Gang Bakery franchise?

A: The Federal Trade Commission has specific regulations that restrict any franchisor from projecting potential revenues or profits for any franchise. Obviously, your success will depend on your desire and ability to succeed, along with many other business factors: your location, traffic count, the effectiveness and consistency of your marketing and the capability of the franchisee.

Q: What is the next step?

A: The Woof Gang Bakery franchise is successful only if you, our franchisee is successful. Our franchise opportunity is available for consideration to individuals who meet certain financial and personal requirements.

If you feel that you follow the same vision that we do and would like to learn more, please complete and submit the franchise request form on www.WoofGangBakery.com. Once we review your information, we will send additional information to you about on joining the Woof Gang Bakery family.

In order to qualify for a Woof Gang Bakery franchise, \$40,000 in liquid capital is necessary. Prospects that do not meet these requirements will not be considered.