



## Woof Gang Bakery Franchise Process and Timeline

### **Required Paperwork**

- Start the process by completing the franchise application and mailing or faxing it back.
- A Woof Gang Bakery representative will respond and inform you if your application has been approved for consideration in the franchise awarding process.
- The Franchise Disclosure Document (FDD) is sent to you.
- Woof Gang Bakery receives your signed acknowledgement of receipt form (Item 23 of the FDD).
- If you want to proceed after reviewing the FDD, we will request additional information from you and process credit and background checks.
- You prepare and submit financials and any other information that Woof Gang Bakery deems appropriate for final approval.
- You will be informed if you have been accepted as a franchisee and arrangements will be made to execute a Franchise Agreement.
- The Franchise Agreement is signed and you receive your manuals. This information, along with the assistance of Woof Gang Bakery corporate staff, will guide you through the operating process.

### **Estimated Time to Complete: 3 Weeks**

Congratulations! You have been awarded a Woof Gang Bakery and are now an official franchisee. From here, we begin to develop your shop and train you on how to operate and market it correctly.

### **Finding the Right Location**

With the assistance of Woof Gang Bakery and a real estate broker, you will find a location for your Woof Gang Bakery and will negotiate a Letter of Intent with the owner of the retail site. You will submit the site to Woof Gang Bakery for approval. Woof Gang Bakery will help you narrowing down the best type of retail centers in which to locate your Woof Gang Bakery store and provide helpful tips on securing the right location. Of course, Woof Gang Bakery corporate staff are always available should you have any location questions.

### **Estimated Time to Complete: 3 Weeks**

### **Lease Negotiation**

With the assistance of Woof Gang Bakery, you will negotiate a lease. Your real estate broker can also assist you in this process. Woof Gang Bakery will provide suggestions on how to approach typical retail lease issues and what you may want to include in your lease.

### **Estimated Time to Complete: 2 Weeks**

## **Lease Review**

Prior to signing your lease, Woof Gang Bakery will review the document and recommend any final revisions. If everything is in order and Woof Gang Bakery approves the lease, you will sign your lease and be on your way to opening your Woof Gang Bakery. You are now eligible to enroll in Woof Gang Bakery training courses which you will want to attend approximately two weeks before opening.

**Estimated Time to Complete: 1 Week**

## **Architects & Contractors**

You will have the option of using a Woof Gang Bakery approved contractor or you may use a local contractor, provided that they are approved by Woof Gang Bakery. The contractor will build out your retail space in accordance with the approved plans and will deliver to you a Woof Gang Bakery store. You will also start working with a Woof Gang Bakery approved sign contractor to ensure that all signage is installed prior to opening.

**Estimated Time to Complete: 1-2 Months**

## **Outfitting Your Woof Gang Bakery**

Your franchise manual will provide detailed instructions on what you need to buy and from whom. Most of the equipment and initial supplies that you need to open and operate your Woof Gang Bakery are purchased from Woof Gang Bakery or from approved vendors that understand exactly what is needed. For those items that you will purchase on your own, the franchise manual will list the items needed and suggest where they can be purchased.

**Estimated Time to Complete: 2 Weeks**

## **Woof Gang Bakery Training Courses**

Approximately two weeks before you open your Woof Gang Bakery, you will receive five days of intensive training on how to operate a Woof Gang Bakery. All instructors are Woof Gang Bakery corporate employees and will teach best practices in operating your Woof Gang Bakery. You will also spend time in an operating a Woof Gang Bakery to better learn the ins and outs of running your own store. At the conclusion of training, you will fully understand how to operate your Woof Gang Bakery and how to exceed the expectations of your customers.

**Estimated Time to Complete: 2 Weeks**

## **Creating a Grand Opening Plan**

With the assistance of Woof Gang Bakery corporate staff, you will create a marketing plan designed to inform individuals in your area that an exciting new Woof Gang Bakery is about to open. This will be important to the early success of your Woof Gang Bakery.

**Estimated Time to Complete: 2 Weeks**

## **Getting Ready**

You're almost there! Your store is near completion and your equipment and supplies are being delivered. POS and credit card personnel will install equipment and train you on their use. Just before opening, a Woof Gang Bakery representative will help with any last minute details.

**Estimated Time to Complete: 1 Week**

## **Grand Opening**

Congratulations, you are the owner of brand new Woof Gang Bakery store! A Woof Gang Bakery representative will be with you on opening day and together you will address any issues that arise.

Moving ahead, we will work with you to help you build your business and grow your opportunities for success!

**\*\* The above estimated completion times are approximate. Many steps in this process may be completed concurrently. \*\***