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## WHY FRANCHISE WITH DIPSIDOO?

### A clear Path Way

DIPSIDOO is a company that believes in **Transparency**. The relationship we build with our franchise partners are constructed on **Trust, Honesty** and **Empowerment**.

### A Responsible approach

Our company adopts a corporate social responsibility philosophy that is developed on promoting sustainability, environmental awareness and community participation. Our products are health oriented with a high nutritious value.

### Be Part of a family

Being a franchise partner means a lot to us. We believe that our relationship is not a simple business relationship but rather a more sophisticated relation that is built on **Love, Care** and **Respect**. DIPSIDOO will always be there for its franchise partners to provide the needed support, help and advice.

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## WELCOME TO DIPSIDOO

DESSERT. As a word brings a tremendous flow of delight, optimism & happiness to our hearts & soul. Dessert is the essence of sweetness, yet its ability to surpass culture barriers has brought humanity together. Whether its frozen yogurt, waffles, churros, cookies or crepes, desserts will always be able to spread through its phenomenal contagious effect that surpassed any political, social or cultural obstacles. Just like the dessert effect, DIPSIDOO is the home where family, friends and individuals come to socialize, share and indulge. Healthy & fresh treats are the building block of DIPSIDOO and we are

dedicated to our product and the overall DIPSIDOO experience. We maneuver along with our customers through our smooth frozen yogurt swirls, deep chocolate crepes and fascinating signature churros. For us it's not only about food but rather about generating a vibrant and inviting atmosphere for guests to come together with their beloved ones to share an extraordinary experience of joy and happiness.

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## **OUR VALUES ( we did it before in the previous booklet)**

## **OUR BRAND**

A unique Brand is a significant pillar for any successful business operating in the food & beverages sector. In such a competitive market, it's essential to have a brand that can provide a bold statement, be detected and strongly recognized. More over the way our guests perceive the brand must result in repetitive visits and loyalty building. DIPSIDOO is creating a robust brand and genuine reputation that provides an exceptional competitive edge. We offer a sense of belonging, comfort and warmth with in an overall atmosphere of **Love, Joy** and sheer **Happiness**. DIPSIDOO'S brand accomplishments are designed to enhance the level of connectivity while delivering the best service and product quality resulting in a distinctive Guest sensation.

## **OUR CUSTOMERS**

The DIPSIDOO concept appeals to people from various walks of life, united by the need to spend an enjoyable time while indulging in a unique healthy treat. Whether its work mates having a break, couples enjoying a night out, friends' reunion, family members celebrating an event or even teenagers gathering, DIPSIDOO is the place for everybody.

## **BRAND STORY**

Great Brands are assembled on great stories. Our Brand story is the base of our Brand approach to grow and expand. DIPSIDOO'S mission is to create a space that is more than just a Dessert Bar, but rather a place that embraces positive and healthy living. DIPSIDOO is the place where people can be themselves, and simply getaway from all life stresses. DIPSIDOO is the ultimate place where people gather to share a joyful experience with their beloved ones.

The DIPSIDOO name was born as a reflection of the famous sporty maneuvers that bring both excitement, entertainment, joy & surprise. The name reflects how our products that consist of the finest ingredients and healthy nutrition can provide the sense of surprise and joy just like a hockey or basketball "Dipsidoo" can bring. DIPSIDOO's rich and tasty frozen yogurt provides an exceptional experience that is even better when accompanied with our churros, waffles & crepes that adds for a unique signature treat.

## **OUR DESSERT BAR**

Everything has been carefully studied, from the interior materials used, furniture, the lighting and the background music. Extra care has been provided to the design concept to ensure effective workflow is achieved while maintaining a cost effective operation. We have various design templates ranging from small kiosks (approx. 220 sq.ft) , mall islands ( approx. 300-400 sq.ft) and ending by the dessert bar Ranging from 1200 sq.ft to 1600 sq.ft. Each design template serve a specific goal in our pursuit to provide our services and products to various guests.

More over DIPSIDOO's dessert bars provides a balanced fusion of the traditional North American architecture that is carried into a contemporary environment, unlike any other concept in the market each bar or Kiosk will reflect the location uniqueness and distinctiveness.

## **PRODUCT DEVELOPMENT**

Our product development concentrates on constructing a delightful and a unique menu of delicious treats. The simple food assembly and self-service concept ensures a more fluent operation that requires no special skills, making training of staff easier, cost effective and ensures quality consistency. This allows for better Guest service and consumer satisfaction as more focus is directed towards our Guests whom we believe is the building block of our business.

## **OUR SUPPORT STRUCTURE**

### **SUPPORT**

From the moment you decide to contact us till the moment that you start operating your business we provide you the sufficient unconditional support, advice and assistance .We provide the information, skills and knowledge needed to run a successful DIPSIDOO. Our operations support team is the base of our franchise system and they are dedicated to overcoming any problems to ensure that your operations would be smooth, simple and successful. We have developed an operational system that provides distinctive details of our operations and systems making it conveniently accessible from anywhere through our online system. DIPSIDOO vows on delivering a safe work environment for all its employees, franchisees and Guests, thus our franchise partners get the sufficient training on quality control , environment well-being, food safety and related health regulations to guarantee that the workplace are safe. Moreover we provide our franchisees with extensive business and retail training prior to the dessert bar opening.

### **Our training program comprises the following:**

- **Hands on involvement:** you will be invited into a DIPSIDOO Dessert bar or training facility to work directly with our qualified trainers to learn more about the process and store operations.
- **Business and management skills development:** you will be provided with the needed training to help you manage the business successfully and smoothly.
- **Conventional schemes and measures:** you will be provided with all the information and knowledge needed to recruit the right employees and preserve and motivate the best staff through an efficient and cost effective way.
- **Technology:** to make sure that our franchise partners are up-to-date, an online communication system has been established to help provide a convenient and efficient service.

- **Training program:** the training program lasts for 4 weeks. Once the store is operational extra training and ongoing support from our head office would take place. Moreover management and financial advice would be provided on frequent bases to ensure operational smoothness and successfulness. We monitor the Dessert bar performance and introduce guidance in relation to local marketing strategies, employees training and overall business planning.

## **OUR SUPPORT SYSTEMS**

**Key performance measures:** We provide key performance measures for our franchisees to help enhance performance and drive improvement where necessary.

**Human Resources:** Our team through expert advice will share our systems and processes in recruiting, payroll and performance enhancement methods to help construct and retain the best teams and individuals.

**Ongoing Training:** Our extensive training program provides franchisees with the opportunity to acquire the essential knowledge needed about our products, operational strategies and business aspects. Furthermore the ongoing assistance during trade periods provides our franchise partners with the needed point of contact, allowing endless opportunities to enhance and maintain a healthy business environment.

## **BUILDING YOUR DESSERT BAR**

### **Finding the location**

Finding the right location for a DIPSIDOO Dessert Bar is essential to its success. We have special criteria for location selections that ensures that our stores are located in designated dining and entertainment areas within major shopping centres and popular entertainment districts. Our real-estate team identifies and evaluates each location opportunity, taking into consideration aspects such as the traffic flow, Visibility profile, establishment of adequate seating, tenancy blend, competition level and other commercial and rental terms.

### **Dessert bar Development**

Our store development team is responsible for the design and will assist in the buildout of the Dessert Bar. The team contains various internal and external personals ranging from designers, engineers and project managers. The team will be there to assist from the start of the project till the store is fully operational.

## **MARKETING AND PROMOTIONS**

A complete promotional calendar assists drive our business and formulate for strategic trading times. Key seasonal promotions and advertising supporting our main products run repeatedly throughout the year. This is accompanied by seasonal events such as Christmas, Valentine's Day, Easter and other occasions. We are always seeking to enhance our marketing strategies to help build a recognizable and expandable image that are well recognized in top printed and watched media. We also build a great emphasis on social media ensuring that our message, brand and vision are well communicated.

## **JOIN OUR FAMILY**

### **STEPS TO BECOMING A FRANCHISE PARTNER**

#### **1. Interested? Submit your application**

Complete an application form (can be downloaded online). Your application will be reviewed and assessed by our franchise selection team who, if they find your application meets the initial selection criteria will contact you to invite you to attend a meeting with our franchise representative.

#### **2. Let's meet**

You will meet one of our franchise representatives to get to know you more and confirm that we share the same values, philosophies and objectives. Our representative will provide you with our latest franchise booklet that will provide information about our brand, mission, vision and various steps towards being a franchisee.

#### **3. Presentation**

At this point you will receive our Disclosure Document which will be reviewed with our team to ensure that all aspects are well understood.

#### **4. Congratulations**

A meeting will be conducted with both the CEO and Vice president in which formal approval will be granted.

#### **5. Deposit**

A Deposit of \$10,000 will be provided and which is fully refundable.

#### **6. Dessert Bar location**

Our real-estate team will provide you with various store location proposals which will be linked to your needs and approval. The team will ensure that just top locations are introduced to our partners and which meet the overall corporate criteria.

#### **7- Agreement**

Final franchise agreement will be signed at this time.

## **8- Time to learn about the business**

Your training will last for approximately 4 weeks, with a program that will cover both the operational and business aspects. You will have the opportunity to test the operational side of the business with in our training facility before the dessert bar initiation to ensure that all operational aspects are well covered and that you are 100% ready to succeed.

## **9- Building the store**

While you are learning about your new business, our building and construction team will be designing and following up with the construction company.

## **10- Opening DAY**

We will provide you with the guidance and help to produce a viral grand opening that would help boost your Dessert Bar awareness and drive interest and traffic. Various marketing strategies will be involved as a way for a successful start.

## **WHAT IT TAKES TO SUCCEED?**

DIPSIDOO franchisees must initially have a sincere interest in people and take pride in making others happy. Having a positive personality is a must for our brand to prosper. Moreover you should have the following

- A friendly attitude
- Excellent communication skills
- Ability to provide outstanding customer service
- Ability to motivate and manage individuals and teams
- Be passionate about what you do
- Opened to learning and knowledge sharing
- Prepared to be a team player
- Enhance the surrounding community
- Always act in integrity

## **FREQUENTLY ASKED QUESTIONS**

### **WHAT IS THE INITIAL INVESTMENT?**



The initial investment includes the franchise fee, store design, store construction and training. Depending on the location and store size the cost may vary :

Kiosk \$175,000 – 250,000 (plus applicable taxes)

Street front or Mega store \$250,000 – \$550,000 (plus applicable taxes)

### **HOW CAN I FINANCE MY BUSINESS?**

One of the most common ways to finance your business is to use the Canadian small business loan which is provided by most major banks in Canada. The Canadian small business program loan provides loans that is associated with business assets (e.g.: equipment & construction). Other lending programs are also available by financial groups and providers.

### **DOES DIPSIDOO HELP WITH LOCATION SELECTION AND THE LEASE?**

DIPSIDOO will assist in securing a location and deal with landlords to ensure that a franchisee gets the best possible deals and lease advantages.

### **WHAT IS THE AVERAGE SIZE OF A DIPSIDOO STORE?**

The size of a DIPSIDOO store varies according to the location and range of services it provides.

Mall Locations (kiosk- island-store) : 220 - 800 sq.ft

Street Location (store) : 1200 - 1600 sq.ft

Street location (DIPSIDOO MEGA) : 2200 + Sq.ft

### **HOW LONG WILL IT TAKE TO OPEN A DIPSIDOO DESSERT BAR?**

It takes approximately 12-16 weeks to build a DIPSIDOO Store once a retail lease has been signed.

### **AM I REQUIRED TO WORK IN THE DESSERT BAR?**

We believe that it's important for our franchise partner to be part of the store daily operations. From our experience stores that are run and managed by franchise partners are more likely to succeed and produce phenomenal results. However we offer store management services too for franchisees whom have difficulties or constraints.

## **HOW DO I LEARN TO RUN MY DESSERT BAR?**

DIPSIDOO conducts a broad 4 week training program for all franchise partners. The program will cover aspects such as the operational aspects and product making. More over the program will provide franchise partners with extensive business management knowledge to assist them run a healthy business. The training program will also provide advice on recruitment procedures and various techniques to keep employees motivated.

## **WHAT HAPPENS ONCE MY DESSERT BAR OPENS?**

Our DIPSIDOO support team will always be there to help with various operational and marketing aspects and will be conducting visits to the store to ensure that franchise partners are on the right track towards success. Furthermore periodical training will be provided to franchise partners to ensure that any new services and products are well understood.

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This phrases can be used in large font as found in the SAN CHURRO FRANCHISE KIT .

Simply the Best Dessert Place Ever

“Unleash Happiness”

“A place for everyone “

“HEALTHY AND TASTY CAN MIX”

“FULL OF SURPRISES”

“We take pride in making others happy”

“positive personality is a must for our brand to prosper”

