



## Frequently Asked Questions of SPARKLE CUPCAKE COMPANY Perspective Owners

1. What type of agreements does SPARKLE CUPCAKE COMPANY offer?

SPARKLE CUPCAKE COMPANY offers a Unit Franchise Agreement to operate a single SPARKLE CUPCAKE, within a protected defined trade area.

2. How much does a typical SPARKLE CUPCAKE cost to open?

Opening a typical SPARKLE CUPCAKE requires approximately between \$125,000 and \$175,000 not including the franchise fee. Among the major capital expenditures is the cost of configuring an existing retail site into a SPARKLE CUPCAKE COMPANY. This is site-specific and varies widely as does the availability of landlord funded "tenant improvements".

3. What fees will I pay?

The initial franchise fee to open a SPARKLE CUPCAKE is \$30,000. This fee is used by SPARKLE CUPCAKE COMPANY to assist you with site selection, planning the layout of your SPARKLE CUPCAKE COMPANY location, your initial training, and for the use of our Confidential Manuals. In addition, there will be a continuing monthly royalty fee of 4.5% and marketing fee of 2%.

4. How long does it usually take to open a store?

After a site has been approved and a lease executed, it typically takes around 90 to 120 days to be ready to open. There are many variables that could impact this time frame including the time required to receive construction approvals and permits from local government authorities.

5. What type of training does SPARKLE CUPCAKE COMPANY offer? What if I don't have any baking experience?

SPARKLE CUPCAKE COMPANY offers a combination of approximately 40 hours of classroom and on the Job training. Prior baking experience is not required.

6. Where can a SPARKLE CUPCAKE be located?

A SPARKLE CUPCAKE can be located in a mall environment, a strip center or a stand-alone location depending on area real estate options. Our intent is to maintain a consistent look and feel for all SPARKLE CUPCAKE COMPANY® franchises.

7. What days/hours are SPARKLE CUPCAKE required being open?

The objective is to maximize your revenues. Current locations vary in hours of operation however minimum standards will apply, including 6 days per week. (Option to be open on Sunday). Additional revenue opportunities are available and we certainly encourage you to utilize daytime hours however general hours of operations are 10 A.M to 7 p.m.

8. What if I don't bake?

We can train you! Being a world renowned baker is not required to operate a profitable SPARKLE CUPCAKE COMPANY. The most important skill is creating a warm, inviting and environment for your customers. We can also assist you with the hiring guidelines for a great baker.

9. Who is responsible for marketing and advertising?

SPARKLE CUPCAKE COMPANY® corporate office is responsible for the developing and approving all advertising and point of purchase materials. However, owners are responsible for developing their business locally through in-store, community-based promotions and activities they choose to utilize and execute.

10. How can I get further information?

Email [franchiseinfo@saparklecupcakecompany.com](mailto:franchiseinfo@saparklecupcakecompany.com) then you will need to complete our Preliminary Questionnaire, and return it to us. If preliminary requirements are met, then we will arrange a meeting for further disclosures which will include our Franchise Disclosure Document.

These are questions that are commonly asked of us. We present these to help you get acquainted with SPARKLE CUPCAKE COMPANY.

**We offer an exciting opportunity for those that qualify and we provide...**

1. Operations training and manuals
2. Hands-on Operational and Baking Training
3. National buying power through our vendor program.
4. Location assistance including prospecting, site approval, build-out assistance.
5. Accounting, Payroll, and Point of Sale setup assistance
6. Website assistance
7. Hiring recommendations with audition guidelines for instructors
8. Assistance with Marketing and Business development for local area
9. Over 50 unique recipes

*SPARKLE CUPCAKE COMPANY*

*Franchise Office: (931) 451-7595*

*Fax: (931) 901-1241*

*We bake what you crave!*

Email: [franchiseinfo@sparklecupcakecompany.com](mailto:franchiseinfo@sparklecupcakecompany.com)

[www.sparklecupcakecompany.com](http://www.sparklecupcakecompany.com)