



### **WHY FRANCHISE WITH SPARKLE CUPCAKE?**

*Congratulations on your interest in SPARKLE CUPCAKE COMPANY. This is a great time to be in the boutique cupcake industry! We are excited that you have chosen to explore the SPARKLE CUPCAKE COMPANY franchise program and look forward to showing you more about who we are and what makes us unique!*

*We have had an incredible interest in our franchising program and now is the perfect time to get involved! Thanks to our top-quality product, amazing creative flavors, unsurpassed customer service model and strategic marketing strategy; we have an excellent formula for success.*

*You've already decided that you're ready to take on a new business, but now you're facing a big question: Should you build your new business from the ground up? Or should you invest your resources in an established brand where the operating system is proven, and buy a franchise?*

*42 % of U.S. retail sales come from franchises. If you are looking at this investment from a strictly statistical standpoint, franchises often represent a better success rate than start-up businesses.*

*The Small Business Administration (SBA) reported that 30 percent of independent, non-franchise companies fail during their first year. Conversely, the U.S. Department of Consumer Affairs reported that less than 5 percent of franchises fail.*

### **So here are the facts!**

- **Risk minimized.** SPARKLE CUPCAKE COMPANY is a reputable franchise and has a systematic and proven business method.
- **Name recognition.** SPARKLE CUPCAKE COMPANY is well-known name and will bring customers into the business providing a competitive advantage for the franchisor.
- **Training.** SPARKLE CUPCAKE COMPANY provides a regimented training program to teach our franchisee about the business operation and industry even if you have no prior experience.
- **Support.** SPARKLE CUPCAKE COMPANY will provide managerial support and problem-solving capabilities for our franchisees. Training is essential for the operation of any business, especially one that has so much staff and customer interaction. Our training is very detailed, intentional and purposeful with over 40 hours of instruction.

- **Economies of scale.** Cost savings on inventory items is passed on to our franchisees from bulk purchase orders due to our preferred national vendor program.
- **Advertising.** Cooperative advertising programs provide national exposure at an affordable price for SPARKLE CUPCAKE COMPANY franchisees.
- **Site selection.** SPARKLE CUPCAKE COMPANY will assist our franchisee in selecting a site for the new SPARKLE CUPCAKE COMPANY location.
- **Costs.** It is a proven fact that the initial franchise fees can be much less costly than the research, development, and ramp-up costs associated with a new independent business.
- **SPARKLE CUPCAKE COMPANY** has established bulk purchase discounts with vendors and suppliers - the discounts offered to SPARKLE CUPCAKE COMPANY franchisees can offset the costs associated with ongoing royalty investments.
- **Marketing Brand recognition** is one of the most frequently cited reasons for buying SPARKLE CUPCAKE COMPANY franchise.
- **SPARKLE CUPCAKE COMPANY** offers Franchisors exclusive territories.
- **SPARKLE CUPCAKE COMPANY** franchisees benefit from comprehensive initial training and start-up support from the SPARKLE CUPCAKE COMPANY training team...
- **SPARKLE CUPCAKE COMPANY** already has time tested and refined marketing practices, so our franchisee can put their money and effort into established, successful methods.
- **Success Rate** – Businesses that are part of a larger system typically have a much higher success rate, versus independent start ups. Take the expensive learning curve that you experience on any new business that can quickly lead to becoming undercapitalized and weigh it next to having expertise and support once phone call away. (The Number 1 reason for most business failures is being under experienced and undercapitalized).
- **Unique Recipes** – SPARKLE CUPCAKE COMPANY has 50 (and growing) different proprietary recipes.
- **Research and Development** – We are committed to continued product development that allows all units to stay ahead of competition and industry trends. A significant part of our business comes from parties, corporate events and repeat customers. SPARKLE CUPCAKE COMPANY R&D develops programs that cater to the above mentioned groups needs and supports it with a comprehensive marketing plan.

*SPARKLE CUPCAKE COMPANY*

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*We bake what you crave!*

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