



## Why a Designed Dinners® Franchise

### What is Designed Dinners?

Designed Dinners is a new concept in providing busy customers with gourmet meals at reasonable prices to help those who don't want to plan a meal, shop for ingredients and slave over a stove. Designed Dinners' Certified Chef de Cuisine designs restaurant-quality dinners made from premium ingredients that you cook at home

Started by Executive Chef Bruce Pinkerton, Designed Dinners is growing because it provides customers with value and franchise owners with a complete business system. Chef Bruce knows food and has based this system on over 25 years as an executive chef, managing food costs and providing quality meals.

### What We Provide Our Customers

- No planning, slicing, dicing or messy cleanup
- Eating less fast food and eating more nutritious, better tasting meals
- Less time spent grocery shopping, lower overall grocery expenses
- Ease of making a great dinner after work, kids' sports, the gym, etc.
- Imagine having your own personal chef.

### Tell me about the franchise

We provide excellent food with a proven plan for motivated owner operators wishing to be successful. At Designed Dinners the work environment is fun and rewarding. The business model works because you determine your working schedule. You do not have to be open all day, seven days a week. Our custom-designed website makes operations effective and easy for your customers. Here are some answers to common questions.

#### **Q: What pre-opening support and training is provided?**

**A:** We provide site selection criteria, general building and design requirements, an approved suppliers list, operations manuals, a store-opening package, and a training program.

#### **Q: What about ongoing support?**

**A:** We provide five additional days of on-site opening assistance. You will receive periodic store visits, as well as refresher training and training for new managers/owners (additional fee for this service).



**Q: Where do I get my supplies?**

**A:** Designed Dinners has negotiated pricing with a respected, high-quality national wholesaler. In addition, you will have one or two specialty food suppliers in your local market which we will assist you in setting up.

**Q: Why is the website so valuable?**

**A:** The website is an effective marketing tool and provides customers with monthly menus. It creates an easy order process for the customer. The detailed reporting system for storeowners saves time and money.

**Q: How are store territories determined?**

**A:** A territory is based on market demographics and franchise profitability.

**Q: What should I look for in a location?**

**A:** After signing your franchise agreement, you will need to locate a 1200-1800 square foot, well-trafficked space, close to freeway access, with plenty of well lit parking. Our staff will approve your location but you will play the primary role in locating the space. Choosing a good location is the first vital step in determining the success of your Designed Dinners store.

**Q: What is the cost of a franchise?**

**A:** The franchise and development fee starts at \$30,000.

**Q: What will it cost to get my store up and running?**

**A:** The estimated start-up costs including the franchise fee are \$72,000 to \$155,000 assuming the space is leased.

**Q: What are the ongoing fees?**

**A:** Your basic royalty fee is 6% of gross revenue. The corporate marketing fee is an additional 2% of gross. In addition, you are urged to devote at least 2% of gross to your own local marketing program.

**Q: How long will it take to open my store?**

**A:** After you have signed the franchise agreement, finding your location is the key. Once we have approved your site and the lease has been signed, it will take approximately 60-90 days to get the store open.



**Q: Why is marketing so important the first year?**

**A:** We want your store to be busy and successful which means getting as much traffic as possible into the store from day one. Designed Dinners is a new and exciting concept in your marketplace. It is imperative to generate awareness of the great service your store provides. People will want to know “What is Designed Dinners all about?” “What can it do for me”? A combination of direct mail, PR and more will educate your community and generate excitement.

**Q: Does Designed Dinners provide financing?**

**A:** No, each franchisee is responsible for securing his or her own funds to open and operate the business.

**Q: Do I need to have food service experience?**

**A:** We are looking for motivated, customer service oriented owner-operators. For a single-unit franchise no culinary skills are required. We are looking for those with a track record of success in their field and the ability to succeed in a structured entrepreneurial environment. For a multi-unit franchise, we are looking for successful multi-unit food or retail operators.

**Q: How much money can I make owning a Designed Dinners?**

**A:** Due to federal regulations, we are not allowed to provide estimates of gross sales or net profits. However, our UFOC does provide some historic sales and food cost figures to assist you in building your business plan.

**Q: How soon can I sign the franchise agreement?**

**A:** Generally, it takes 30-60 days to receive final approval for a franchise. During that time, you can begin your financing process as well as your search for a location.

**Q: I would like to move forward. What is the next step?**

**A:** It is to fill out and submit to us our Franchise Pre-evaluation form that we will forward to you after submitting a franchise inquiry packet. After receipt and review we will contact you to set up a personal meeting with a franchise representative. After we have had the opportunity to meet, and the necessary requirements have been met, the franchise agreement may be executed. Designed Dinners will help you with location selection; training, marketing and store build out. We look forward to adding self-motivated, customer oriented successful individuals to the Designed Dinners family. Please fill out the franchise inquiry to start the process.

*We suggest you view our website at [www.designeddinners.com](http://www.designeddinners.com) for customer information. We also encourage you to visit a store close to you as once you have tried the experience and cuisine you will be convinced that we are the leader in gourmet meals....made easy.*



## Initial Investment

All numbers are Estimates

	Low End	High End
Franchise Fee (Cost)	\$30,000.00	\$30,000.00
Equipment		
Freezers	\$13,000.00	\$15,000.00
Refrigeration	\$500.00	\$1,500.00
Sinks	\$500.00	\$1,500.00
Racks	\$500.00	\$1,000.00
Outside Signage	\$6,000.00	\$11,500.00
Miscellaneous	\$1,500.00	\$2,000.00
Store Furniture and Decorations	\$2,000.00	\$3,000.00
Small Wares	\$1,000.00	\$2,500.00
Site Plans and Permits	\$2,000.00	\$3,500.00
Pre-opening Advertising	\$2,000.00	\$2,000.00
Computer Setup	\$1,000.00	\$2,500.00
First and last Month's Rent	\$4,000.00	\$15,000.00
Liability Insurance	\$1,000.00	\$2,000.00
Travel Expenses for Initial Training	\$500.00	\$2,500.00
Leasehold Improvements (store buildout)	\$5,000.00	\$40,000.00
Other Expenses	\$1,000.00	\$19,000.00
<b>Total</b>	<b>\$72,000.00</b>	<b>\$155,000.00</b>