Franchise Business Plan

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I. Executive Summary

COMPANY OVERVIEW
Totally redefining food pop culture and comfort food with its 100% plant-based menu, Veganburg is a burger joint with a full sensory experience. From seeing and feeling the raw industrial safari-themed interior design, smelling the aroma of your favorite comfort food, hearing the crackle of pan-grilled goodness, to tasting the perfect combination of our fiber-fueled vegan burger bun, farm fresh greens, GMO free patty, and gourmet sauce. We have fused the concept of a sustainable fast food and serving plant-based vegan burgers in San Francisco and Singapore that are nutritious and great in taste.

BUSINESS ENVIRONMENT

<table>
<thead>
<tr>
<th>P</th>
<th>Governmental pressure for food outlets to serve healthier foods and consumers to be more aware of their diet</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>Economy moving into a recession phase with a large concentration of middle earners, minimum wage is increasing, and interest rates are at record low levels</td>
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<tr>
<td>S</td>
<td>Densely populated city centre with an increasing health conscious demographic as well as animal rights enthusiasts</td>
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<tr>
<td>T</td>
<td>Advancing technology makes online ordering easy via app and the use of social media and digital marketing more effective</td>
</tr>
<tr>
<td>E</td>
<td>Being an environmentally friendly business is making active contribution to the fight against global warming</td>
</tr>
<tr>
<td>L</td>
<td>Our business follows Ontario laws in respect to employee, health and safety, and consumer regulations</td>
</tr>
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PRODUCTS AND SERVICES
Veganburg offers a wide variety of delicious plant-based meals including burgers, poutines, salads, drinks, and desserts. All the meals are created using organic ingredients. In addition to wholesome, nutritious meals, Veganburg also offers a catering service, online ordering, reservations, and delivery.
LOCATION
Downtown Toronto is the ideal location to start up a business of this kind as there is a dense population with a high concentration of people consistent with our target customer.

TARGET MARKET

| Demographics                      | - Focus on 35 years of age and under  
|                                  | - Incomes of $40,000 or higher        
| Psychographics                   | - Care about the environment and sustainable lifestyles  
|                                  | - Care about animal rights             
|                                  | - Desire to live a healthier lifestyle |

COMPETITION
Our main competition is going to be the top vegan restaurants of Toronto including the Urban Herbivore, the Grasshopper, and Hogtown Vegan. We stand out because we are the only franchise from these top three that offers a catering service, an online ordering option, and we also take reservations. Veganburg also has comparatively more delivery options.

MARKETING
We will target our customers by making use of digital marketing techniques; Adwords and a social media campaign using targeted ads and post boosting will ensure that we are seen by our profiled customer. We will entice passing trade by having a representative out in front of the store with free samples. Seasonal promotions will keep us fresh and relevant to our existing patrons, and we will also raise our profile on a local level by supporting charities that align with our values.

MANAGEMENT
The management team at this new Veganburg location will consist of the two franchisees: Mahek Gill and Puneet Gill. In addition, eight part-time workers will be hired to help run the business. We will hire more staff as our business grows and prospers.
Veganism is a growing trend that is rapidly gaining momentum. As city dwellers become increasingly conscious about the food they consume being not only healthy but ethical and sustainable, this current niche will become a cultural norm within the next few years.

**BUSINESS RESOURCES**

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>We will have two managers (franchisees Mahek Gill and Puneet Gill) and 8 part-time employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Resources</td>
<td>Furniture, grill, deep fryer, oven, plates, glasses, cutlery, stove, cash register, computer monitor, walk in cooler and freezer, and a cold table</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>Organic ingredients including vegetables, speciality sauces, herbs, spices, and more</td>
</tr>
</tbody>
</table>

**FINANCIAL INFORMATION**

<table>
<thead>
<tr>
<th>Personal Investment</th>
<th>A total of $80,000 will be invested by franchisees Puneet Gill and Mahek Gill ($40,000 each)</th>
</tr>
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<tbody>
<tr>
<td>Loan Required</td>
<td>$220,000 at an interest rate of approximately 8.5% that will be paid back over the course of 5 years. Loan payments will start in year 3</td>
</tr>
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</table>

**EXIT STRATEGY**

At the end of Veganburg's 10-year franchise agreement, the franchisees will sell the franchise location to another capable owner. The franchise will have made a substantial amount of profit by then and will have a high market value. Veganburg will send a representative to interview and accept the new franchisee of Veganburg Toronto.