



FRANCHISE  
PARTNERSHIP

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*Desserts • You • Deserve*





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# CHIEF EXECUTIVE'S INTRODUCTION

Who doesn't love to indulge in a delicious, freshly prepared dessert every now and again?

When I think back to some of my happiest memories, they always involved sharing special moments of celebration with my closest friends and family. There's usually a good bit of sun, and of course a mouthwatering dessert to make that special moment just a little bit sweeter. So, back in 2018, a (childhood friend) and I opened our first Sweet Spot branch in Coventry, to create a casual, comfortable space for others to share similar moments and create their own sweet memories.

We were clear from the start, we wanted the place to feel welcoming and accessible to all - no chandeliers or overelaborate décor - just a single-minded focus on creating and serving delicious desserts with a smile.

It turns out this obsessive passion for creating great desserts and delivering outstanding service is something that customers appreciate well beyond Coventry. Today, I'm delighted that our business has grown rapidly and we are now actively looking for similarly dessert-obsessed, passionate franchisees to join the Sweet Spot family.

We work closely with all our franchisees and offer them as much training and ongoing support they need to make their branch a roaring success. So, while our franchisees focus on creating special memories for their local customers - our ongoing business support remains committed to helping them create a few sweet ones of their own!

*Mohammed R Saleh*

Mohammed Rizwaan Saleh

# THE INSIDE SCOOP: WHY CHOOSE SWEET SPOT?

At Sweet Spot, we're fanatical about ensuring we deliver the highest quality desserts for our customers, whilst our business model is driven by the philosophy that the dessert shouldn't cost more than the meal! This, coupled with our family friendly, casual branch décor, ensures that Sweet Spot is accessible to a wide target audience through an affordable menu and a warm, welcoming atmosphere.

## THE DATA BEHIND THE SUCCESS

Number Of Units Sold Across All Sweet Spot Stores.

### New York Cheesecake

14,656 SLICES | SALES VALUE: £73,280

### Premium Shakes

37,824 UNITS | SALES VALUE: £189,120

### Classic Shakes

53,600 UNITS | SALES VALUE: £241,200

### Gelato Ice Creams

41,024 SCOOPS | SALES VALUE: £79,997

### Hot Drinks

88,864 UNITS | SALES VALUE: £151,069

### Cookie Dough

47,808 SLICES | SALES VALUE: £286,848

### Waffles

83,040 UNITS | SALES VALUE: £498,240

### Sundaes

6,176 UNITS | SALES VALUE: £30,571

### Brownie

11,712 UNITS | SALES VALUE: £40,992

### Churros

1,200 UNITS | SALES VALUE: £7,200

\* This data does not show some of our products and some items may vary. In addition, several factors make up this data, such as new product and store launches.





DESSERT FRANCHISE OPPORTUNITIES

# DESSERT FRANCHISE OPPORTUNITIES

Sweet Spot are now expanding, and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the uk, we would like to hear from you.

There can be no denying it: British people always find room for dessert. Interestingly the demand for desserts is on the increase with everything from milkshakes to New York cheesecakes on the menu for sweet toothed Britains.

Sometimes we just need comfort food whether It's a custard brownie on a red Monday afternoon to cure those post weekend blues or a celebratory New York cheesecake to mark a job promotion, our appetite for dessert has never been larger. In fact, dessert-only cafes and restaurants are now big business all over the country.

Running your own dessert franchise is a lot simpler than you might initially think. There are numerous benefits including the Independence of running your own business couple with the financial security of belonging to a brand that is upcoming ever-growing franchise. Experience is not required - there's plenty of hands-on training and guidance to help you make the most of your business, including how to develop a winning marketing strategy. Don't waste your time trying to build up a customer base from scratch - choose the quick and easy option by launching a franchise in this field and receiving the security and recognition of a trustworthy brand name. Franchises are very much in demand right now.

The magic of Sweet Spot is the simplicity aimed at people and families on the go! quick easy delicious desserts for eat-in, takeaway or delivered, right for today's market.



SWEETENING THE DEAL

# SWEETENING THE DEAL: WHAT DO I GET FOR MY INVESTMENT?

Since our first branch opening in 2018, we have grown to six stores due to our successful and innovative business model. To support our growth plans to reach 10 franchises by 2022, early adopters will benefit from special preferential franchise terms including:

- ▶ No royalty percentage, just a simple flat fixed monthly payment which doesn't grow as your revenue does!
- ▶ Fixed marketing fee
- ▶ Support with shop design
- ▶ No additional on-going support charges
- ▶ A range of store concepts available to cater to you and your investments

## THE EARNING POTENTIAL

What you can earn out of sweet spot franchise is in the final analysis, up to you: how hard you work, and how gifted you are, it's no different to anything else. but you'll be surprised at how the numbers can stack up.

	YEAR 1	YEAR 2	YEAR 3
INCOME	£360,000	£441,000	£530,000
GROSS	£230,000	£287,300	£344,500
NET PROFIT	£31,000	£58,200	£79,200

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\*These particulars, figure and estimates do not constitute an offer or contract. All such figures and estimates are made without the responsibility of Sweet Spot Ltd. No particulars shown are to be relied upon as a statement of fact

# THE FRANCHISE COST

Opening a franchise is an easy, fast and safe way to increase earning potential

## YOU CAN HAVE YOUR CAKE AND EAT IT:

The 2018 bfa NatWest Franchise Survey has shown that the franchising industry is growing more than ever before. The industry now contributes £17.2 billion per annum to UK GDP, employing 710,000 people, with 93% of franchisees claiming profitability and less than 1% of franchisors closing per year due to commercial failure.

**FIT-OUT COST: FROM £35,000**

**FRANCHISE FEE: £15,000**

**EQUIPMENT: £40,000**

**CASH FLOAT: £10,000**

**TOTAL  
INVESTMENT  
£100,000**

*\*typical 600sqft - 800sqft*

\* All Figures include VAT. These particulars, figure and estimates do not constitute an offer or contract. All such figures and estimates are made without the responsibility of Sweet Spot Retail Ltd. No particulars shown are to be relied upon as a statement of fact. Cost varies depending on the size and condition of stores.



# WHAT DO I GET?

- ▶ Comprehensive Training Package
- ▶ Operations Manuals
- ▶ Recruitment Guidance
- ▶ National Marketing
- ▶ Ongoing Operational Support
- ▶ Established Supply Chain Solutions
- ▶ Assistance With Bank Funding
- ▶ Site Search & Acquisition
- ▶ Turnkey Shopfit Solution
- ▶ Menu Development

So, if you're looking for a franchise opportunity with some real strengths search no more.

## A MODEL FIT FOR MY BUDGET

	TYPE	SEATING	COST
UNIT	DELIVERY	0	£40,000
CAFFEE	DELIVERY COLLECTION EAT IN	6-10	£80,000
FLAGSHIP	DELIVERY COLLECTION EAT IN	11-20	£120,000

\* The cost may vary depending on several factors.







## SWEET TALK

# SWEET TALK

## WHAT DO YOU NEED TO BE SUCCESSFUL AS A SWEET SPOT FRANCHISEE?

If everything you've read so far makes sense, and you think that a Sweet Spot franchise is something you want to know more about, we should talk further.

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of a sweet spot franchise will be there for you to see from day one. If you possess the following attributes then a Sweet Spot franchise could be just what you have been looking for:

- ▶ **A Willingness To Work Hard, Because There Is Simply No Substitute For Hard Work.**
- ▶ **A Willingness To Persevere, Because There Will Always Be Times When Things Don't Go According To Plan.**
- ▶ **The Desire To Work For Yourself, And Take Proper Control Of Your Own Destiny.**
- ▶ **The Desire To Work With Others Who All Share Your Commitment To The Highest Standards.**



SWEET STEPS TO OPENING YOUR STORE

# SWEET STEPS TO OPENING YOUR STORE

If you're reading this, you already know about the advantages of going into business as a franchisee. You'll benefit from an upcoming brand, a proven menu and become part of an existing successful business.

## 1. ENQUIRY RECEIVED

Thank you for your enquiry, we look forward to working with you!

## 2. TELEPHONE CONVERSATION

Give our franchise director a call for an informal chat.

## 3. INVITATION TO DISCOVER SWEET SPOT

You receive an exclusive invitation to our Sweet Spot store.

## 4. 1-2-1 CHAT

Let's chat about your feedback from your visit.

## 5. FINANCE & LOCATION SELECTION

However experienced or inexperienced, we have a team in place to help you understand your financials, and help you identify a proposed location.

## 6. FRANCHISE AGREEMENT & FRANCHISE INFORMATION MEMORANDUM

Signed your agreement and paid deposit.

## 7. INDUCTION TRAINING

Our training course will prepare you and your store manager with the tools and guidance to open your new venture.

## 8. FRANCHISE OPENS

In the run up to your branch opening, you can count on us to be there on the day, working alongside your team to deliver great desserts and outstanding service that helps give your business the best possible start. Not only that, but you will have the full support of our central marketing team, who will work closely with you.

# YOUR QUESTIONS ANSWERED

## **DO I HAVE TO HAVE A BUSINESS CATERING BACKGROUND?**

Not necessarily as full training is given

## **HAVING ACQUIRED SUITABLE PREMISES, HOW LONG WILL IT TAKE TO START TRADING?**

The average duration for store fit out, training and marketing is 12 weeks.

## **WHAT IS THE INVESTMENT REQUIREMENT?**

Investment ranges from £40K to £120K including VAT (this can be reclaimed when VAT registered) which will be subject to the condition of the premises and design layout. This investment should include working capital to fund initial trading.

## **WILL I NEED TO PREPARE A BUSINESS PLAN?**

Yes, as we will need to satisfy ourselves that what you project in your business plan is both realistic and achievable. You will also require this for your own planning and for raising any additional funding required to start your business. Your chosen bank will provide you with their required template.

## **CAN I TALK TO YOUR FRANCHISEES?**

Introductions can certainly be made through our Head Office.

## **ON WHAT BASIS DO YOU SELECT YOUR FRANCHISEES?**

We want our franchisees to succeed and on that basis, we will be very selective. We want ambitious people who are disciplined, capable and have a positive outlook

## **HOW LONG DOES THE TRAINING TAKE?**

We expect our franchisees or their nominated representative to train for 2 weeks in-store. The shift patterns to complete this training will be built around your availability. This experience maximises your chance for success, giving you a sound understanding of the Sweet Spot business model

## **IS MY SUCCESS GUARANTEED?**

Your success is our success. What our successful franchisees have shown us is that hard work, careful site selection, and dedication to their business pays dividends. We will be there to help you all the way, so with your commitment and the sweet method, everything is in place for a successful future.

# CONTACT US

If you liked what you read and see yourself as a Sweet Spot Partner, or would just like to have a sweet chat, please don't hesitate to contact our director via email or telephone.

**Telephone:** +4424 7676 2108 **Email:** franchise@sweetspotdesserts.uk

# SATISFIED CUSTOMERS

We at sweet spot aim to bring all of our customers the very best value for money, services and food.



Value for money



Service



Product quality



10/10 Mada



Great service. Mohammed



Absolutely amazing food! Samantha



This is by far the best dessert shop I've ever been to. The waffles are soooo amazing! Recommend to anyone feeling a dessert, truly you will not look elsewhere once you've eaten here. Kamilla



Literally my fave dessert spot in Coventry. You have my fave waffle which is the apple crumble one and can't seem to find it anywhere else anymore. Have ordered on multiple occasions and definitely recommend to anyone who asks :) Melissa



Nice deserts Callum



Absolutely amazing, delivery was quick and friendly, tasty desserts. Definitely recommend. Lisa



It was very nice. Leah



Nithu

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