

Why A Franchise

- ¹ It's generally estimated that a franchisee has an 80 per cent chance of financial success whereas a person starting up their own independent business has about the same chance of financial failure within five years.
¹ *Taylor Gilbert et al., Franchising in Canada*
- A franchise allows the potential owner to start a business without experience.
- As a franchisee you have continuing access through the franchisor to support in all aspect of running a business.
- All members of the franchise have a vested interest in the financial success of their individual franchisee.

Why Choose Saint Cinnamon

Because:

- We have an established business model in a growing market
- We have a proven operating system
- We have expanded our menu offering to include breakfast and lunches
- All our food is prepared in full view of the customer
- Our locations are affordable to build and operate

Frequently Asked Questions Of The Franchisor

- **What is the franchise fee?**
 - The franchise fee is \$25,000.
- **What is the royalty fee?**
 - The royalty fee is 6% of gross sales
- **What are the marketing and advertising fees?**
 - The marketing and advertising fee is 3% of gross sales
- **What would the estimated build cost be of a Saint Cinnamon location?**
 - Build cost of a mall-based location would range from \$180,000 to \$220,000
 - Build cost of a street location would range from \$230,000 to \$300,000
- **What can I expect from Saint Cinnamon**
 - We provide:
 - Site selection
 - Full training of the franchisee and key personal in all aspects of running and managing the café.
 - Full assistance in ordering your initial inventory and supplies
 - On going support and mentoring
 - We:
 - Take complete charge of the build-out of the location including architectural design and layout
 - Work with you to manage and plan your grand opening
 - Give on-site assistance prior to and during your opening
 - You receive the ongoing benefits of Saint Cinnamon's continued research and development of new and exciting products.

Questions To Consider

- The word “franchising” describes a relationship between two parties. Are you prepared to become closely involved with another party?
- Do you realize that franchising is the purchase of the license to utilize a developed system, in conjunction with established trademarks, in order to operate a business?
- Are you prepared to work within a system, conforming to rules and regulations?
- Would you be willing to make a full time commitment?
- Will your family support you in this venture?
- Do you have the financial capability to open and operate a Saint Cinnamon franchise?