



franchise documentation





The Bone & Biscuit Co. is a retail specialist of human grade holistic raw and dry pet foods. Our goal is to be the consumers' source for all their four legged friends' needs. Our expertise extends to a full selection of specialty bakery goods and a superior merchandise line of boutique accessories. Our mission is to provide pet owners with wide variety of products that optimize the wellbeing of their dogs and cats.

The pet industry continues to expand as more information about pet care becomes readily available to pet owners. **The Bone & Biscuit Co.** recognizes that high quality natural pet food is the market of the future and we welcome the opportunity to share our knowledge and supply healthy eating for all canines and felines. We want pet owners to choose natural products that are free of preservatives and chemically substituted by-products. Investing in a pet's health gives them the opportunity to live a stress free life from allergies, skin ailments, diabetes and cancer. Customers are sure to benefit with less trips to the veterinarian and their pet is sure to live its life to the fullest.

Our customers are middle to upper income with an equal ratio of males to females shopping in our stores. The wide age range of 30-60 years of age includes educated individual holding values for a comfortable lifestyle adhering to quality conscious decision making. We are a one stop shopping location for people who cherish their four legged friends. We are a reliable source that they trust for the wellbeing of their pets. Our goal is to provide today's pet owner with the awareness and education to make informed decisions for their pets nutritional health and wellness.

The Bone & Biscuit Co. currently has five locations operating in Alberta and British Columbia. Our success shows that consumers welcome **The Bone & Biscuit Co.** and demonstrate market acceptance with positive growth in customer base, sales, and interest to expand the brand image with more locations via franchising.

Our business model sets the stage for all franchisees to reap the benefits of an established brand image, existing relationships and cost pricing with vendor suppliers, and an eager marketplace demanding our product.

We are very excited and confident that we have assembled broad experience and skill that will contribute to our growth strategy in today's competitive landscape. With the ever evolving and changing consumer demand for a healthier diet for their pets, **The Bone & Biscuit Co.** makes healthy pets their number one priority.

franchise opportunity

Joining our team at **The Bone & Biscuit Co.** is a great beginning to many facets of success personally and professionally. It is our goal to integrate each franchisee into our systematized business operations that yield a proven blueprint to a positive and prosperous retail environment resulting in profitable margins. To all franchisees, we extend our public relations network of customers, vendors and marketing relations to set a firm foundation for the new business location.

Our team dedicates itself to excellence on all levels to ensure growth for all franchisees and our national brand image. An investment opportunity awaits an eager franchisee and offers a three month turnkey operation with all the essential tools in marketing, accounting, training and support and paves the way to a prosperous venture in the pet food industry.

marketing

With the pet industry experiencing explosive growth, our key to success is our extensive marketing strategy aimed at educating consumers about high grade foods and how they impact the healthy and quality of life of their pets. Our marketing initiatives are our web services, community involvement, and high volume of print advertising and promotions.

The Bone & Biscuit Co. realizes the marketing power of web services and utilizes its website to advertise and promote products. Our company encourages customers to use the web as an interface to shop our products and ask us questions about what food is the best choice for their pets. We prioritize our web services as a top initiative to promote our brand awareness and will



continue to invest in the website to provide information and encourage customers to shop their local **Bone & Biscuit Co.** location to purchase product.

Our company places strong emphasis on community relations. We commit our brand image to support local charities and events that promote healthy living for all pets. We expect all franchisees to want to participate in causes for all pets such as “Pets in the Park”, “SPCA” fundraisers, etc. We welcome opportunities to incorporate **The Bone & Biscuit Co.** into any local events.

Our graphic designer has all formats readily available for all marketing initiatives including: business cards, signage, mail outs, editorials and newspaper ads. Essentially, the only cost incurred to franchisees is printing expenses and reproduction of the more elaborate materials such as store front signage.

accounting

Prompt financial reporting is a requirement for all franchisees. Our team is fortunate to have an accountant on board that is familiar and responsible for all franchisees financials.

The Bone & Biscuit Co. has a compilation of necessary forms and systems in a software package installed in all POS systems that streamlines financial reporting. Submission of monthly reports and 5% royalty payment are due on the 15th of the following month.

training

Central to the growth of our company is passing valued education to our customers about how high quality grade foods are manufactured and ultimately the impact on the health and quality of life of their pets.

Two week in-store training is required of all franchisees prior to opening their own location. All franchisees have to be willing to travel and incur costs associated with training. It is the best opportunity available to learn all materials, product and systems to meet expectations set forth by head office.

support

The Bone & Biscuit Co. commits all its effort to ensure the success of all franchisees. A strong support system lends itself at any time for any concerns that may arise. We are here to help and create a positive and prosperous environment for all.

Our company dedicates itself to team selection as all franchisees personal and professional goals should adhere to the fundamental values of **The Bone & Biscuit Co.** Our commitment is to provide our customers with the best knowledge and pet food products in the industry. We have the combination of values and proven business model to be a success.

If you have good public relations, are able to make direct sales, and have a keen interest to educate pet owners about how to provide the best food for their pets, please enquire further about franchise information.

