

# FROYO HOUSE

self serve frozen yogurt



Since its re-introduction in 2005, Frozen Yogurt sales nationwide have exploded, with no signs of slowing down. The people behind Froyo House have years of experience operating successful restaurants and other businesses. We understand what an entrepreneur is looking for in a business, and we've tailored our franchise model to be the most simple and attractive it can be.

## What makes our model different

- Unique/ competitive royalty fee:** A low flat monthly fee, calculated to be the lowest in the industry based on break-even analysis. This method also allows *your* business to be *your* business. (No need for sales disclosures, no disincentive for higher sales)
- Unmatched personal support:** We're there for you every step of the way. Our #1 priority is for you to be operating a simple, successful business, and having a great time doing it!
- Low initial cost:** Stores can be opened, everything included, for under \$350,000.

**Initial franchise fee: \$30k**

**Monthly Royalty: \$1k**

The goal of our franchise model (and the reason we chose to design it differently) is to remove as much risk as possible at a clear and simple cost.

- Proven operations:** Simple and effective day-to-day management laid out in a well organized Franchise Packet. The systems we've created are the recipe for your success.
- Product/Industry knowledge:** Our knowledge of what works and what doesn't will help you avoid costly mistakes, avoid damaging start up errors, and keep the business running on track.
- Marketing/Branding:** The Froyo House brand and marketing tools have been exceptionally well received by our customers. Use our brand to "coin" the Froyo craze in your area!

