

# ***FREQUENTLY ASKED QUESTIONS (FAQS)***



## **1. How much investment is needed and what does this cover?**

The estimated investment varies depending on the store type and locations. The estimated investment is P5-7 M. Investment package includes the following:

- Store construction
- Equipment and Machineries
- Furnitures and Fixtures
- Initial hiring and training of manpower
- Pre-opening marketing support
- Operations support
- Franchise fee

## **2. What is the floor area requirement?**

The required floor area ranges from 20-30 square meters with storage

## **3. Can I apply for a franchise even if I don't have a site or location?**

Yes. Once qualified as a franchisee, we can match available locations.

## **4. Can a corporation apply for a franchise?**

Yes! But the major shareholder should be the representative of the franchise.

## 5. How long is the expected return of investment?

Several factors determine ROI, including managing and maintaining projected sales by marketing and promoting the Brand in its Retail Trade Area and the ability of the franchisee to manage his operating expenses. As long as these factors are controlled properly, projected ROI will be achieved.

## 6. How long is the franchise term?

The franchise term for a **Krispy Kreme** is three (3) years and renewable for another three (3) years.

## 7. Who looks for the location?

Usually, the franchise applicant proposes the store location subject to our site assessment, analysis and approval. However, the company may also match sites for the approved franchise applicant.

## 8. Is there a standard store design?

Yes, **Krispy Kreme** provides the standard store design, layout, equipment and facilities requirement.

## 9. What are the qualifications of a franchisee?

- *Preferably with experience in food and retail business*
- *Financial capability*
- *Has a good network in the trade area of the proposed store*
- *Will dedicate time and has the infrastructure to manage the store*

## 10. What about the supplies and materials for products to be sold?

**Krispy Kreme** will provide the franchisee all products, formulated ingredients and supplies. Franchisee may also use designated suppliers of **Krispy Kreme** according to the set of specifications.

## **11. Is there any training program provided?**

An initial training program will be provided to the franchisee, management team and staff. The training fee is already included in the initial investment.

## **12. What kind of continuing services will the company provide?**

Aside from the National level promotions and advertising, **Krispy Kreme** continues to do periodic visits by Area Managers to serve as coaches and ensure implementation of Krispy Kreme system and standards.