



# BEACON COVE COFFEE Co.

[www.beaconcovecoffee.com](http://www.beaconcovecoffee.com)



## FRANCHISE PROGRAM FREQUENTLY ASKED QUESTIONS

### 1 Q What is the first step to obtaining a Beacon Cove Coffee Franchise?

A Completely fill out and submit an application for each party involved. If you qualify, we will invite you to a meeting in Dublin, to begin the process.

### 2 Q What kind of Franchise programs is available?

A Two kinds of franchise programs are available. There is an Area Developer Program and a Master Franchise Program. Typically, an Area Developer contracts to develop 2 - 3 to retail locations. A Master Franchise Agreement is negotiated individually, calls for the development of more than 3 locations, and allows for sub-franchising.

### 3 Q What determines the number of stores to be developed and how much time is allowed to fulfill the schedule?

A Beacon Cove's philosophy is to provide a territory that will accommodate the development of a mutually agreeable number of stores.

### 4 Q What is the Franchise Fee?

A The current initial franchise fee is €18,000 per store location, and €10,000 per kiosk. An Area Developer or Master Franchisee typically pays an up front, deposit of a portion of the projected initial franchise fees based upon the anticipated number of retail locations in order to obtain exclusive development rights in the territory.

### 5 Q What on going royalty fee do I pay?

A For Area Developers, our royalty is currently 4% of gross sales. For Master Franchisees, the royalty fee is negotiated based upon the size of the development agreement and other factors.

### 6 Q What is the advertising fee?

A Each Franchise is required to participate in an Advertising and Promotion Program fund negotiated by mutual agreement.

### 7 Q What is the total investment for a beacon Cove Franchise?

A Investment costs will vary significantly depending on county, location, local property cost levels, and many other factors. We will help you develop a relevant estimate for your area of interest once it is identified.

### 8 Q Do you offer financing?

A Financing is not available at this time.

### 9 Q What kind of experience is required?

A Ideally a degree of retail or restaurant experience is desirable but not essential as full training will be given.

### 10 Q What size specifications are required for Beacon Cove Coffee location?

A The Beacon Cove concept can operate effectively in a wide range of space configurations. As a general rule, we recommend developing stores in the range of 600 -1000 sq. ft and kiosks in the range of : 300 - 600 sq ft.

### 11 Q Where do I purchase my equipment package, small wares, signage, menu boards etc?

A Beacon Cove Coffee's will assist in acquiring all equipment and sourcing contractors at the most reasonable cost available.

### 12 Q How long does my Franchise last?

A The franchise term for each individual location will match approximately half the term of your lease or sub-lease, and be a minimum of five years and a maximum of 10 years before renewal.

### 13 Q What form of continuing operational support will I receive?

A You will receive periodic visits by our operations representative who will offer useful advice on all aspects of your business.

### 14 Q Do I receive guidance on the purchase of coffee, foods and supplies?

A Yes. Beacon Cove Coffees will provide training, appropriate product specifications and a list of approved suppliers. Beacon Cove is the sole source for coffee and certain proprietary products.

### 15 Q How soon can I be in operation once I have been accepted as a Franchisee or Area Developer?

A Location is the key-determining factor. The site selection and development requires a tremendous commitment of time, talent and expertise on the part of the Franchisee. Once a location is approved, including completion of the construction plans, your coffeehouse can be built in as little as 60 - 90 days.

B Again, site selection is one of the greatest obstacles for an Area Developer to overcome, because the process including: site identification, lease negotiations, design, layout, and Beacon Cove's site approval, can take around 6 months to complete.

We have attempted to answer the most commonly asked questions about the Beacon Cove Franchise Program. In the event that you have additional questions, please contact us, details below.

**GREAT COFFEES & TEAS... GREAT PRICES!**

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