

Welcome to the Dope Burger Franchise

Many thanks for your interest in the Dope Burger franchise. The Dope Burger franchise is a fantastic business opportunity, and we're proud that even in the midst of a worldwide pandemic, we still grew and continued to serve our exciting menu range to our customers. It shows that our model is extremely robust, and our menu is highly attractive. Customers simply can't get enough!

Our investment in our menu, our technology and staff mean we will continue to grow over the coming years, and we want franchisees to join us to share in this success. We need motivated franchisees who want to work in the food sector, who with our help and support will be very successful.

We hope that you enjoy reading this franchise brochure and learning more about our business. If the franchise is of interest, then the next stage is to complete a questionnaire and return it to us (along with a copy of your CV). In the meantime, if you have any questions, simply get in touch via email at franchise@dopeburger.co.uk

About Dope Burger

Dope Burger was originally established in 2011 by Oliver Johnson, and the business has grown substantially over the last decade and now includes multiple brands. We operate outlets in Hull, Doncaster and Leeds. As a gourmet street food business, we provide customers with a selection of high-quality fast foods created using fresh produce cooked to order for pickup, eat in and delivery. Further information can be found at our website at www.dopeburger.co.uk.

The UK Food Sector

The Covid pandemic really shook the UK economy, and the food sector was one of the hardest hit. Prior to the pandemic, the UK restaurant and food service industry had undergone a considerable period of growth, with a huge number of new brands coming into the sector. However even before the pandemic, restaurants were struggling to survive as rising costs, reduced consumer spending and an over-saturated market meant that outlets were closing. Takeaways on the other hand were seeing increasing popularity, supported by the widescale delivery services that many were offering.

With the emergence of online ordering portals such as Just Eat, uber eats and Deliveroo, the market entered a new era where technology and marketing combined to provide consumers a new experience. It is estimated that the UK delivery market was worth around £9 billion in 2019, largely thanks to the rise of online delivery concepts. This expansion has continued even during the pandemic, where social distancing rules have worked in favour of the takeaway service. As we move into 2022, the takeaway sector will grow well above the £10 billion mark and it's in this busy environment that we expect Dope Burger franchisees to operate.

Dope Burger Franchise

Our franchise model is built around the Dope Burger outlet and extensive menu. Our range includes delicious items such as burgers, fries and rainbow bagels plus custard milkshakes, desserts and much more. Each Dope Burger franchisee will be run by an owner operator franchisee, who will manage their business on a local basis. You will be supported by a team of staff who will be responsible for the preparation and delivery of the of the customer's orders. Our premises can be extremely busy environments, so you need to be comfortable working in business that is fast moving. Orders will come from a variety of sources including the website, food portals, the phone and customers who want to eat in. It can be hectic but fun!

Dope Burger Customers

As a food business, Dope Burger appeals to a wide range of customers. Its customer base includes all demographics and social backgrounds. Its extensive menu means that all tastes are catered for, and many customers want high quality food that gives them and their families a tasty experience.

Our Business Philosophy

We're looking for franchisees that want to work in a busy takeaway environment, which offers models that range from hole in the wall service with limited to no seating, to larger models with restaurant style seating offering fast casual dining. Working in the food industry means paying attention to detail including the quality of the ingredients you use, the orders that you make and pack and of course the customer service that you provide. We are committed to building a successful franchise network and are looking for franchisees who can commit 100% to the Dope Burger franchise. It's hard work, but a lot of fun and profitable. But you need to pay attention, because with so much competition and so many customer options available, if you take your eye of the ball you will struggle.

Why Are We Successful?

In the food business the secret to success is very simple – more customers mean more turnover. You need to ensure you get as many customers as possible and use all the tools we have provided at your disposal. Our digital setup means you will get orders from numerous sources and various portals at the best possible commission. It is then your responsibility to give the customer a great Dope Burger experience. We'll continue to invest in our marketing and our technology, and with our help we expect every one of our franchisees to be successful and profitable.

Dope Burger Franchise Start-up Costs

Dope Burger Projected Franchise Start-up Costs	
Franchise Package	
Pre-Opening Support - 4 days	
Initial Franchise Training - up to 12 days	
Onsite Post Opening Support - up to 5 days	
Offsite Post Opening Support - up to 5 days	
Business Advertising & Promotional Launch Activity	
Marketing & Promotional Materials	
HR and Personnel Support Package	
Legal Expenses (to issue Franchise Agreement)	
Franchise Operations Manual	
Total	£15,000
Premises Budget	
	Estimate
Initial Deposit & Rent (initial 3 months deposit)	£5,000
Planning/Application Fees	£1,000
Shop Front Fascia & Entrance	£5,000
Kitchen Design & Installation	£10,000
Kitchen Canopy	£10,000
Kitchen Flooring	£4,000
Graffiti Design (Front of House)	£3,000
Booth Seating	£5,000
EPOS System	£2,000
Telephone & Broadband	£300
Kitchen Equipment/Utensils	£28,000
Initial Stock	£2,500
	£75,800
Other Costs	
Training Expenses (franchisee and staff members)	£1,200
Legal Fees for Lease - franchisee	£750
Legal Fees for Franchise Agreement - franchisee	£750
Sundry Expenses	£500
	£3,200
Total Start Up costs (excluding VAT and working capital)	£94,000

The first twelve months of any businesses are crucial, and our comprehensive franchise support means that we help you at every stage of development. This includes:

- The rights to use the Dope Burger brand name and our trademarks.

- A comprehensive support package to help you into business.
- Assistance with identifying premises for your outlet.
- Assistance with the fitting out of your unit.
- Assistance with website and food portal ordering setup.
- Franchise training covering all areas of the business for you and key staff members.
- Full onsite post opening support that ensures that things go well in the early days.
- Initial supply of stock and help with identifying local suppliers.
- A wide range of marketing materials and collateral.
- A detailed listing within the Dope Burger website as well as access to our social media profiles.
- Assistance with producing a business plan and help raising finance (if it is required).
- Fully exclusive franchise territory.
- Access to our comprehensive franchise operations manual and SOP's.
- A 5-year franchise agreement with a right to renew at the end of the term.

We've thought of everything because as our role as the franchisor, we intend to make your journey as a franchisee both exciting and problem free. By the time you've opened your doors, you'll be an expert on the Dope Burger way of life!

Business Support from Head Office

Pre-Opening Support

- Assistance with site selection, design, and setup
- Access to our equipment list and suppliers
- Access to our stock suppliers
- Assistance with the business plan
- Pre and Post opening training
- Detailed operations manuals that cover all aspects of the business
- Marketing tools and collateral
- Full business launch campaign

Ongoing Support

Franchises are only successful when the franchisor supports its franchise network and helps each individual franchisee develop their local business. Our ongoing support includes:

- Annual franchisee review – to help and assist your business development
- Field visits and business audits
- Ongoing development of the Dope Burger menu
- Ongoing marketing support
- Business training
- Operational advice and guidance
- National and regional promotional activities
- Ongoing integration of all high-profile food portals
- Website development and maintenance
- HR and Personnel support
- General problem solving with our franchisees

Franchise Income Potential

We have developed a set of detailed franchise forecasts that illustrate the financial potential of a Dope Burger franchise. We will share more information with you as part of our recruitment process. These franchise projections can be used as part of a business plan, for you to access additional business funding if its required.

Franchise Territory

Like all franchises, each franchisee gets a defined territory which is protected. It's the role of the franchisee to generate as much business as possible by marketing and promoting the Dope Burger brand. We have extensive experience in sizing our territories, based on our own experience managing our company owned outlets. This is a very important factor contributing to the success of your business and will be discussed in more detailed at a later stage in the recruitment process.

Ongoing Stock Supply

Our franchisees will use a combination of nominated suppliers and local suppliers. We expect certain products to be ordered from nominated suppliers who we have checked and approved in terms of quality. However, some stock will be bought from local suppliers to maintain freshness. We will help you in terms of advice and guidance on how to identify good quality local suppliers. Remember your end product is only as good as the ingredients that you use so it's critical that only agreed suppliers are used at all times.

Ongoing Franchise Fees

As a franchisor we generate our income from the Management Fee and a Marketing Fees that our franchisees pay to us on a monthly basis. This is charged to all our franchisees and is designed to provide ongoing support to the franchise network: Our monthly franchise fees are as follows:

- 5% Management Fee
- 2% for a Marketing Fee

All our franchise fees are paid on gross turnover of the franchise unit on a monthly basis and are usually paid on the same day of each month. The fees are covered in the franchise agreement and our EPOS systems will automatically calculate the fee that has to be paid.

Are You Cut Out to be a Dope Burger Franchisee?

We are dedicated to providing a high-quality menu to our customers and we need you to be disciplined and hardworking. High standards are critical, simply because the food sector can sometimes be fraught with danger due to food safety. If you want to become a Dope Burger franchisee, you need to be organised, motivated and be capable of managing staff. If you feel uncomfortable about the idea of dealing with customers on a daily basis and managing staff in an intense environment, then this isn't the business for you. We'll provide you with all the training and tools to be

successful so be ready for hard work and long hours. You should also be prepared for great financial rewards that come from being a Dope Burger franchisee.

Your Next Step

Love what you have read so far? Well, a brochure can only provide so much information and if you believe that you have what it takes to succeed as a Dope Burger franchisee, then why not complete our franchise questionnaire and email it back to franchise@dopeburger.co.uk Once we receive your questionnaire, we will review the information and contact you to take you to the next stage of recruitment. We can also answer any questions you may have.

We're very selective about who we take on board, simply because not everyone is cut out to be a Dope Burger franchisee. However, if you meet our profile, we will do everything to help you come on board and build a wonderful long-term business. That's our promise to you.

We look forward to hearing from you soon!

Franchisee Q&A

Do I get help in identifying premises?

Yes. Once you have identified potential premises, we will help you make a decision on which unit will work for the business. The great thing is, our model can work in an industrial unit, which means that the rental costs should be lower.

Will you help in the fitting out of the kitchen?

Once premises have been identified, we will help with equipment and layout. You can use your own builders for any construction work, but you will have access to all our suppliers during this setup phase.

Do I buy all future equipment and stock from the franchisor company?

We will provide most of the ongoing equipment that you need to run your business. This is important, as it maintains the quality of the equipment and stock you use. We also get the best possible prices, so it's in your best financial interest too.

Will you assist with the food portal setup?

Yes, we will. In addition to this, we will also set you up on our own website systems so that customers can order via the Dope Burger website.

What about the Franchise Agreement?

Every Dope Burger franchisee is granted a 5-year franchise agreement. The franchise agreement contains a right of renewal (subject to compliance with the terms of the initial agreement by the franchisee). Our franchise agreement will give you the

confidence you need to build the long-term development of your Dope Burger business.

What training will I receive?

All our franchisees will receive upto 22 days training and support. This includes a franchise induction training programme that gives them an insight into every aspect of the business. By the time we finish with you, you'll be an expert!

Is training included in the initial franchise fee?

Yes, it is. The induction training is part of initial fee and will be provided by us. Franchisees are responsible for their own travel, accommodation etc.

Who can attend the training?

Both you and your key staff can attend the franchise training.

Will you give me a copy of the operations manual?

Yes. We will use it to train you as well as provide a hard and electronic copy for you to use on a day to day basis. Remember, it's an important document so you must ensure it remains confidential.

Will the franchisor provide ongoing support with marketing?

We will be heavily promoting the Dope Burger brand through our digital channels on an ongoing basis. Our marketing support is extensive and includes comprehensive digital marketing campaigns for all franchisees through our website and social media platforms.

Are franchisees OK to carry out their own local marketing?

Franchisees are expected to carry out some local marketing within their franchise area to promote the brand and the services. These local marketing activities are managed by the franchisee using a marketing plan and marketing collateral developed by Dope Burger.

Does this business have any insurance requirements?

Insurance is a critical part of any business, and we'll support our franchisees to ensure you have the right cover in place for both public liability insurance and employer's liability insurance.

Will I need a vehicle?

The short answer is yes. Having a small vehicle will enable you to have your own transport for delivery. On top of this, you will also use 3rd party drivers to deliver your food to customers.

Will you advise franchisees on pricing?

We provide all of our franchisees with a local pricing strategy, and we will work with you on an ongoing basis to ensure that your pricing works locally.

Can I sell my franchise in the future?

We envisage that as the franchise network matures some of our franchisees will want to sell their business and our franchise agreement offers this opportunity subject to our approval of the incoming franchisee. Subject to the success and profitability of your individual business it is normally possible to sell a franchise for a significantly increased capital value for the benefit of the outgoing franchisee. On business sale we charge a fee to cover our costs in managing the sale and training the new franchisee. We will discuss this in more detail when we meet.