



## **RUFFIN'S PET FRANCHISE APPLICATION PROCESS**

### **STEP ONE: Complete our Franchise Application**

Complete our online franchise application form and we'll send you our franchise package, either by email or regular mail. Take your time and review the materials if you would like to go further complete the enclosed financial details form and return to us, we'll review it and contact you to set up a meeting.

### **STEP TWO: Franchise Meeting**

At the meeting we'll talk openly about your goals, the Ruffin's franchise opportunity including the geographic area you would like to locate in. At this meeting you will receive our franchise disclosure package containing the franchise agreement, sublease form and more. This is when the cooling off period starts, under Ontario's franchise disclosure laws we cannot enter any agreements for 15 days. This gives you an opportunity to review all of the materials you have been given before deciding to move forward.

### **STEP THREE: Sign the Franchise Agreement**

After the 15 day period has passed and assuming both parties wish to move forward we will provide you with your Franchise Agreement You will review this agreement with your legal advisor and once satisfied, submit the signed agreement with the franchise fee and we'll begin the process of getting you your very own Ruffin's Pet Centre.

### **STEP FOUR: Research and Business Plan**

Thorough research and a comprehensive business plan and important for the success of any new business. It is at this point that you, with help from Ruffin's will conduct your own market research and form a business plan. This is helpful so you understand what's involved in operating your business and may be a requirement to obtain financing.

## **STEP FIVE: Secure Financing**

Using the business plan you created in the previous step you will secure your financing. Ruffin's will discuss with you the amounts required and be available to answer any questions you or your financial institution may have.

## **STEP SIX: Finding the Perfect Location**

While you are doing your research and securing your financing we will start looking for the perfect location for you. As you would expect Ruffin's has a list of criteria when choosing a market and location. We will discuss these with you and while working our team of real estate professionals search and secure the best location for you. We encourage potential franchisees to participate in this part of the process. Think about the area you would like to locate, is it close to home, are you willing to relocate or commute?

Due to the demands of operating your store we recommend that franchisees live a reasonable distance from their store. Now drive around your chosen area, take note what you see and discuss this with us. We can generally identify a location with 90 days but this sometime takes longer. You can opt out at any time at this point if we can't find a suitable location.

Once we find and secure your location you will enter into a sublease agreement for the location at the same terms and conditions as the head lease. Ruffin's does not mark up or make a profit on subleases to its franchisees.

## **STEP SEVEN: Secure a Location and Build Your Store**

Now things really get exciting. Once we take possession of your new location we will provide you with a store layout plan and a list of work that may be required depending on the location. This could run the gamut from basic cleaning to a full build out, but don't worry Ruffin's will be there to help guide you along the way.

## **STEP EIGHT: Participate in Training**

Customers expect our franchisees and staff to be knowledgeable and helpful. To make sure this is true your training will start as soon as we find your location and sign the sublease. Your training program will be designed by Ruffin's and will be a mix of book, online and in person training. Of course we're always here for help and with a network of stores and experienced franchisees help is never more than a phone call away.

## **STEP TEN: Store Opening**

The store is ready, cleaned, stocked and everyone is trained, Let's open for business. Ruffin's will create a marketing plan that will cover those crucial first few weeks after opening to ensure you get those customers in the door and have a great start to your new business! We will be there to provide more training as well as additional support after opening.

