



Information for Regional Franchise Consideration

Our Regional Franchise Partners take pride in achieving excellence in serving their guests. It is important that you share with us your enthusiasm in this area. You will be expected and encouraged to fulfill our brand promise. Second Cup cafés are known in their market places for providing a comfortable environment and offering individualized service.

We invite you to prepare and submit the [Information for Regional Franchise Consideration](#) and the requested additional information set out on the attached document.

Our Strengths

- A highly respected international brand operating globally in 44 regions and 33 countries around the world.
- An international leader in specialty coffee and tea
- A proven design and concept
- Participating in the fastest growing worldwide consumer category – specialty coffee.
- Dedicated international resources to support franchise development and growth of the Second Cup brand

Second Cup International provides the following support to each of its Regional Franchises:

- Highly qualified and experienced people to provide direction and support you in the growth of your business
- Operations manuals, marketing & public relations support materials
- International product supply & access to Second Cup international resources
- Comprehensive training at Second Cup School Of Business®, and online
- Flexible design concept
- Proven multi-unit system

Franchise Partner Support

The Second Cup team offers a proven franchise system of passionate people and proven support systems in Operations, Marketing and Development. Our team focuses on ongoing operational involvement and franchisee support. In addition to staying in touch and providing ongoing support, the team works behind the scenes to develop marketing concepts and promotions to enhance the brand image and strengthen the business for each region.

The Second Cup International team takes care of every aspect of its café experience for the Franchise Partner, including: interior design, layout, menu, recipes, suppliers, product specifications and marketing.

The consistency and quality of these standards not only create and reinforce our brand, but also ensure that Second Cup café guests have the same experience, at any Second Cup café, each and every time. We also pride ourselves on taking into account products that also reflect the local culture and tastes.

Our philosophy is to continually improve our business by revisiting our products, systems and procedures: developing new products and services; improving facilities; sustained training; effective marketing; and more efficient purchasing.

What We Are Looking For

Business-oriented, Regional Multi-unit Franchise partners share our passion for exceptional coffee and enhanced guest service.

Ideally, the Regional Franchise Partner is an owner of a well established medium to large business with a distinguished network of contacts, infrastructure and suitable resources, including the ability to meet established financial criteria. A background includes demonstrated business acumen, leadership and experience in the following:

- Real estate, leasing and construction
- People Management, financial concepts and money management
- Marketing

- Retail Sales
- General Management

In addition, a track record of personal and corporate achievement along with proven high ethical and business standards are a must.

Our Selection Process

The Second Cup Regional Franchise Partner process is a multi-step process designed to ensure that potential Regional Franchise Partners are informed, equipped, and trained to run Second Cup cafés successfully. Our selection process is built on years of experience in franchising. Our objective is to get to know you and assess your comfort level in becoming a franchise partner. We are looking for the right “fit” between you and our franchise system.

Stage 1

What is the first step to obtaining a Second Cup Regional Franchise? Fully complete the Information for Regional Franchise Consideration and submit.

Stage 2

Once we have reviewed your application, we will set up an interview to get to know more about you and/or your company.

Stage 3

Assuming the initial application/introduction meets the Second Cup criteria and you are still prepared to move forward, you will be asked to meet with our team in Mississauga, Ontario or through a video conference to discuss in more detail your application and the development plan you envision for the region you are interested in. You will be asked to sign a confidentiality agreement.

Stage 4

At this stage we expect to receive from you a formal business plan that outlines your development plan over a ten year period. We will be happy to provide guidance however you should seriously consider to seek professional advice at this stage. Once we have agreed on the general terms of the development plan we will then forward to

you a letter of intent. You will be required to provide at this stage the negotiated region fee which is refundable less reasonable expenses, along with the signed letter of intent. We will then visit the region with you to better understand the development plan and potential sites.

Stage 5

Once you are approved as a regional partner and have signed the letter of intent we will forward copies of our franchise agreement for you and your solicitors to review. We typically expect the franchise agreement to be signed within 30-60 days of letter of intent signing.

Stage 6

Once we have finalized the Franchise Agreement we will provide you with a final executable Franchise Agreement to sign and return. A condition of all our Franchise Agreements is that each regional partner must send an approved individual to our "School of Business" training course in Mississauga, and successfully complete the program. During this time we will also visit the region to review the proposed site locations.

Location is the most important factor in getting into business with your first Second Cup café. Site selection and its development require a substantial commitment of time and expertise on the part of the Regional Franchisee and his organization. Site selection will include at least the following: site location, lease negotiations, design, layout, and Second Cup site approval. Following approval of a site and construction plans, your café can be completed in as little as 90 to 120 days. The whole process can take up to six months.