



How To Start Your Picnic People Division

What are the steps for approval?

- Initial Phone call or Inquiry (approximately 10 minutes)
- Review Franchise website www.picnicpeoplefranchise.com
- At the end of the initial inquiry our Franchise Development representative will set up a phone meeting in which your goals and objectives will be discussed. This will help to define the next steps required for our approval process and your development goals. (approximately 30 minutes)
- Information sent for review and next phone call set to review information.
- Decide whether or not to visit San Diego office for an Orientation weekend. Picnic People will introduce you to our processes, goals and objectives. You will be given a basic overview of kitchen and warehouse operations and will visit actual Picnic People events. Orientation is structured so that you will meet key department heads who will be providing ongoing support and service for the franchise.
- Request available Orientation dates from Picnic People San Diego
- Complete and return franchise application form
- Decide on date for Orientation.
- Once Picnic People receives your Franchise application, you will receive a Franchise Disclosure Document (FDD) to review prior to your Orientation visit.
- Book Travel Arrangements. Ask Picnic People for recommendations
- Attend Orientation. Typically Friday through Sunday.
- Decide whether or not to purchase franchise
- Franchise territory will be determined.
- If deciding to purchase, final review of Franchise Disclosure Document (FDD), execute FDD and return with deposit
- Plan to OPEN utilizing all of your new resources!

Fee Structures

Initial Franchise Fee	\$25,000.00
Ancillary Fees	pending existing resources
Royalty	6% of gross sales

PICNIC PEOPLE SERVICES, INC.
CONFIDENTIAL APPLICATION

The following is the basis for our preliminary qualification review. This application in no way obligates you or Picnic People Services, Inc. This application is to be completed by each applicant. All information is strictly confidential. None of it is released to any marketing organization or other third party. If appropriate, mark "N/A" for not applicable. If there are additional principals in your company, this application may be copied as needed. Please type or print neatly in ink.

ATTACH A RESUME IF YOU HAVE ONE AND DO NOT PROVIDE INFORMATION ON THIS FORM IF IT IS IN THE RESUME.

Personal Information as of _____ / _____ / _____

Last Name:		First:	M.I.:
Business Address:			Age:
City:	State:	Zip:	Home Telephone No.: ()
Do you own or rent your home?	e-mail address:		FAX Phone No.: ()
Current Name Business:		Years in Business:	Work Telephone No.: ()
Type of Business: (Restaurant, Catering, Off Premise, On Premise, Type of Food)			
How long has your current operation been open?			
Have you owned any other businesses? If so, list with brief description			
Do you still own those businesses? If not, what is the reason?			
List your Current Business Unit (or Units) with Annual Revenues:			
Current Picnic Business Revenue (if any):			
What Picnic revenue estimates are you anticipating in your first three years of your franchise?			
Year 1:	Year 2:	Year 3:	
Did you go to college? If so where and what degree did you earn?			
Number of full time employees:		Part time employees:	
What management do you currently have in place?			

How involved are you in the daily business operations?	
What is your role in the company?	
Do you have any partners? If so, how many? What role would they play in Picnic People? (active, silent etc.)	
Do you cater Company Picnics currently? Yes or No (circle one)	Number of Company Picnics per year if any:
What Event Services have you provided? (Catering, planning, rentals, entertainment, group activities, etc.)	
How many catered events do you produce per year?	
What is the largest group you have provided services for?	
Have you serviced multiple events in a single-day? Yes or No (circle one) How Many?	How many for a Two Day Weekend?
How far have you traveled to provide services for an event?	
How big is your current facility (sq. ft.)? _____ How big is your kitchen (sq. ft.)? _____ Your warehouse (sq. ft.)? _____	
How could a Picnic People Franchise add value to your current business?	
Why are you considering Franchising?	
Territory you are interested in: (County, Township, Metropolitan Area)	Estimated Population:
Name of City or Regional Chamber of Commerce in your area:	Chamber of Commerce website:
Number of public picnic sites in your area? How many accommodate groups larger than 200 guests?	Number of private picnic sites in your area? How many accommodate groups larger than 200 guests?
Do private sites have exclusive catering agreements in place: (Y/N)	With whom currently?
Who is the leading picnic caterer in your area/region?	
What software do you currently run?	Accounting Software?

Event Management/Catering Software?	Current Network/Hardware Environment?
List all Civic Activities that you and all principals currently participate:	
List all Service/Community Organizations and any Boards/Committees that you and all principals currently participate:	
What is the source of funds for your initial investment? (Please check all that apply):	
<ul style="list-style-type: none"><input type="radio"/> Cash on Hand<input type="radio"/> Other _____ (If "Other", please provide any supporting detail and documentation)<input type="radio"/> Business	
Have you ever been convicted of a crime involving fraud or theft? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If "Yes", please explain:	
Please provide us with 3 business references:	
Are there any judgments against you or suits against you presently pending? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please explain: _____ _____ What are your hobbies and interests? _____ _____ _____ Is there anything else about you that you want us to know or consider? _____ _____ _____	

I hereby acknowledge that the information contained herein is complete and accurate. I authorize Picnic People Services, Inc., or its authorized agent(s), to make a complete credit/character check where, and in the manner in which, it deems necessary. I understand that this is for the purpose of general information and is in no way binding upon Picnic People Services, Inc. or the undersigned.

Printed Name: _____

Signature: _____

Title: _____

Company: _____

Date: ____ / ____ / ____

WHEN COMPLETE, RETURN THIS APPLICATION TO:

**PICNIC PEOPLE SERVICES, INC.
ATTN: FRANK CHRISTIAN
9558 CAMINO RUIZ
SAN DIEGO CA 92126-4435
Email: frankc@picnicpeoplesandiego.com
Fax: (858) 547-3777**