



### **Thinking about Franchising? Frequently Asked Questions?**

**Q. I have read the web site/brochure and am very interested. What is the next step?**

A. Complete and submit the Request of Information Form and someone will contact you within 24 hours. Please do not hesitate to call our offices at 858-586-1717.

**Q. What are the benefits of becoming a Picnic People Franchisee?**

A. A Picnic People franchise offers existing companies looking to grow, a way of adding a new revenue stream without losing their current identity in the marketplace. Also, a Picnic People franchise offers current business owners the benefit of a proven system for doing business and a brand name recognized in the special event community. Finally, Picnic People provides a well organized support system that helps new Franchisees achieve their desired level of success.

**Q. Do I have to have prior experience in Off Premise Catering?**

A. Yes, the Picnic People System works best with those companies that already operate off premise catering divisions, offer catering services from their restaurants or deliver catering services from industrial kitchens.

**Q. Do I have to personally manage my Picnic People Outlet?**

A. No. The day to day operations of your Picnic People Outlet can be managed by a Picnic People trained General Manager that you supervise.

**Q. Is there standard operating procedures in place, and how do I maintain quality control?**

A. Yes. Picnic People has developed systems and operating procedures over the last 20 years that enable you to deliver quality special events and catering every time. Our commitment to knowledge gathering, sharing, training and support will enable you to maintain the standards of quality and uniformity for which Picnic People is known. Also, every Picnic People franchisee will receive a Picnic People Confidential Operations Manual.

**Q. What is the Picnic People Confidential Operations Manual?**

A. This comprehensive manual contains the Picnic People system which includes sales and marketing techniques, event production and operations training, equipment information, control techniques and all policies, standards, and procedures necessary to operate a Picnic People franchise.

**Q. Who is Picnic People Services, Inc. (PPSI)?**

A. PPSI is the franchise company started by Picnic People to provide dedicated attention, time and support to each and every franchisee.

**Q. Does my franchise have a protected territory?**

A. Yes. No other franchise or company-owned Picnic People outlet will be permitted to open or operate in your defined territory.



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**Q. Can I sell or transfer my Picnic People Franchise?**

A. Yes. You can sell or transfer your Picnic People franchise with our prior consent.

**Q. What initial services do I get for my \$25,000?**

A. The Initial Franchise fee covers our expenses as we prepare you for opening your Picnic People outlet. You will be given training at our San Diego offices (no additional costs for first 2 trainees) and then we will complete your initial training at your offices as part of the package. In addition, we will provide you an initial uniform inventory, Operations Manuals (Hardcopy and Electronic Copy), Picnic Sales Book (Hardcopy and Electronic Copy) and electronic copies of all the marketing materials that you will need to begin to sell Picnic People special events.

**Q. What continuing assistance can I expect to receive?**

A. The support and assistance you receive is comprehensive and complete. It begins the moment you are accepted as a franchisee and continues every day as you are now a partner in the Picnic People Franchise system. Our team provides on-going support and assistance in the efficient operation of the Picnic People system. This includes the marketing, sale, production and post event wrap up of every Picnic People Special Event.

**Q. What products or services must a Picnic People Franchise sell?**

A. Picnic People have established a brand that covers many services for the client's Special Event or Picnic. As a franchisee, you are required to use our branded products wherever and whenever they are called for in the Confidential Operations Manual. Every franchisee will be trained on these items during the Initial Training.

**Q. How much kitchen space will a Picnic People franchise require?**

A. For an existing caterer, a minimum of 750 square feet of kitchen space with walk in refrigerators and freezers. For a restaurant, your kitchen must be able to produce food for a minimum of 500 people before 9 am without impacting your normal business.

**Q. How much office space will a Picnic People franchise require?**

A. Minimum office space of 300 square feet is required. Picnic People sales reps should be spending 80-90% of their time out at client's offices or events.

**Q. How much storage space will a Picnic People franchise require?**

A. Minimum storage space, if not available at your current location is 500 square feet.

**Q. Will I need to go out and purchase new vehicles for my Picnic People franchise?**

A. If you do not have any food transportation vehicles, then Picnic People will show you ways to produce your event. However, if you do own food transportation vehicles, we recommend adding the Picnic People logo to your picnic delivery vehicles.



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**Q. What is the time frame for setting up the franchise and completing training?**

A. Once the Franchise Agreement has been signed, a franchisee will complete training within 90 days of signing the agreement. Every franchisee will be evaluated after the training period and given additional training per PPSI standards before they are allowed to open their Picnic People Outlet.

**Q. How much is the Franchise Fee?**

A. The franchise fee is Twenty Five Thousand (\$25,000) dollars.

**Q. What is the term of the Franchise Agreement?**

A. The term of the franchise agreement is six (6) years.

**Q. What happens at the end of the 6 year term?**

A. You may renew the franchise agreement for an additional five (5) years.

**Q. Is there a renewal fee for the additional term?**

A. Yes. The renewal fee is \$2,500.

**Q. What are Picnic People Sales Revenues?**

A. Any and all Authorized Products and Services used in the Picnic People system qualify as Picnic People sales revenues and are subject to royalties.

**Q. How much is the Continuing Royalty Fee?**

A. The continuing royalty fee is 6% of gross sales.

**Q. What Additional Investment is required by the franchisee?**

A. In addition to the Initial Investment, a franchisee should plan on a range of Twenty Four to Fifty Thousand Dollars (\$24,000 - \$50,000) and this includes working capital.

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