



To: Prospective ADR Pet Stores Franchisee

Thank you for considering a franchise partnership with ADR Pet Stores, one of Canada's most exciting new franchise concepts, built on the huge growth of the Canadian health-conscious, raw pet food market.

ADR Pet Stores is a dynamic and entrepreneurial company that has an exceptionally strong and positive internal culture and philosophy. Part of that philosophy emphasizes our view that when you join the Alpha Dog Raw team, you are not just investing in a franchise – you are becoming part of a family that is totally dedicated to your success. We provide you with the opportunity to be in business for yourself – but not by yourself.

The enclosed Franchise Kit contains a considerable amount of information, including: a brief overview and history of the company; the opportunities and benefits of joining our team; and the investment required to open an ADR Pet Stores franchised business. It also includes a section on "Frequently Asked Questions."

After reading through this Franchise package, if you are interested in discovering more about our organization, your first step is to complete our Franchise Application Form and return it to us. Please include additional documentation to support the liquid assets you have listed on the application.

We look forward to exploring franchise opportunities with you.

Sincerely,



Ryan Radley - President

Jen Radley - COO

ADR Pet Stores Franchising



ADR Pet Stores is a leader in the retail raw pet food industry in Ontario. Founded in 2019, ADR Pet Stores offers our customers the highest quality proprietary raw pet food and pet-related products in friendly, contemporary surroundings.



Our Vision

Through nutrition, education, and advocacy, ADR pet stores strive to help all carnivorous pets achieve optimal health and happiness from the inside out.

Our Mission

ADR Pet Stores support the health and wellbeing of carnivorous pets by providing a species-appropriate diet, and the products, services, and resources required to achieve optimal health.

Why ADR Pet Stores?

- 🐾 **Competitive Start-Up Investment** - Your entire investment for a full-service, single location franchise business starts at just under \$100,000 all-in, including: franchise fee; all initial equipment; build-out costs, insurance; initial working capital; substantial opening inventory; grand opening marketing budget; comprehensive training and a lot more. Full details are in our Franchise Disclosure Document.
- 🐾 **A Popular Choice for Customers** - The retail pet food industry and in particular the raw food sector, is booming in Canada and is significantly growing each year with the continuous growth in pet ownership and public adoption of raw and health-conscious products.
- 🐾 **Ease of Operations** - At ADR Pet Stores, we have used our knowledge and experience to streamline our operations, and this rewards our franchisees with a slick, efficient and easy to perform operating system.
- 🐾 **Efficient Space** - As an ADR Pet Stores franchisee, you do not need to operate a large footprint location, so your store can be suitable for many plazas and in-line locations, in urban, suburban, and rural areas. We

can also provide a full turnkey build-out service for our franchisees, where we take care of all construction and fitting. We do, however, prefer fully hands-on franchisees!

- 🐾 **Reasonable Labour Costs** - Most times your business operates with no more than one/two frontline staff, normally the franchisee, and another staff member. As your business grows, you can recruit as the business demands.
- 🐾 **Flexible Operating Hours** - Our flexible operating hours are very attractive for franchisees. ADR Pet Stores does recommend standard operating hours; however, franchisees are free to operate earlier or later on any day (subject to local by-laws). Our business is non-cyclical with strong demand all year round. We also offer delivery to our customers where possible.
- 🐾 **Growing Market Demand** - ADR Pet Stores services an ever-increasing market in Canada, with sustained annual sector growth.
- 🐾 **Integrated Franchise System** - ADR Pet Stores uses a high specification integrated software system, giving franchisees a powerful tool to organize and run their businesses.
- 🐾 **Innovative Marketing** – Our marketing programs are specifically designed to be inexpensive and yet deliver maximum impact. They are uniquely designed for your specific location(s) in your community. All initiatives are tailored to make your customers part of the ADR Pet Stores family.
- 🐾 **Alpha Dog Raw Territories & Sizes** - ADR Pet Stores franchise territories vary in size and population and your franchise fee will reflect this. ADR Pet Stores retail locations typically service a local population size of between 40,000 to 100,000 people.
- 🐾 **Canadian Company** - ADR Pet Stores Franchising is a privately held, financially strong, professionally managed Canadian corporation. ADR Pet Stores principal locations are all in Southern and Central Ontario and head office is located in Keswick. As part of our commitment to franchisees, you have full access to the entire executive team including the President.
- 🐾 **Our Executive Team** - ADR Pet Stores has a highly motivated and competent executive team in order to maximize your success. Members of this group possess significant services and business management experience, are committed to the raw pet food industry and work very much hands-on. We encourage you to contact our team members to learn more about the organization.

- ✦ **We Partner with You** - Decisions made by the ADR Pet Stores corporate team always take into consideration the needs of both franchisees and customers. In that regard, franchisees participate in our research & development, provide direct feedback from customers to help us improve our products and services, and always participate in marketing programs. As well, a portion of your advertising fees, are invested back into your business and your territory. Every cent of this money goes back to directly helping you to build your business. In every way, we are partners.

Additional corporate information:



Year Founded: **2019**

Franchising Since: **2020**

Corporate Locations: **1**

Franchised Locations: **6**

Additional Franchise Territories Sold / Under Development: **1**

Franchise Fee: **\$20k (plus applicable taxes)**

Monthly Royalty: **5% of gross monthly sales**

Advertising Fee: **1% of gross monthly sales**

Typical Overall Franchisee Investment: **** \$95,450 to \$153,250**

*Other annual fees are detailed in our Franchise Disclosure Document.

**Numbers can vary depending on territory, location, retail footprint, level of inventory and other factors. In some cases, this number can be significantly less if the franchisee currently has an operation they wish to convert/re-brand to an ADR Pet Stores franchise.

ADR Pet Stores Franchise Candidate Profile

ADR Pet Stores is interested in partnering with individuals or groups who possess a high level of integrity, entrepreneurial spirit, customer service skills and a strong work ethic. You may already own your own business. Perhaps you are a budding entrepreneur. Or maybe you are ready to move from the corporate world into being your own boss. Regardless of your walk-in life, when you decide to join the ADR Pet Stores team, you are becoming part of a family. And as part of our family, you can count on our dedicated efforts and support – every day of the week for as long as you choose to own an ADR Pet Stores franchise.

Here are the numbers and additional requirements in order to be considered for an ADR Pet Stores franchise:

- 🐾 Net Worth: Ideally at least \$150,000
- 🐾 Liquid Assets (Cash): Ideally at least \$50,000
- 🐾 Excellent communication and people skills
- 🐾 Good credit record and no criminal record
- 🐾 Passion for customer service and excellence
- 🐾 Ideally retail or business management experience
- 🐾 Above all = a love of animals!!

ADR Pet Stores Franchise Support

ADR Pet Stores provides complete support in all facets of your business. Let's look at these individually.

- 🐾 **Training** - Our training program is comprehensive and covers every conceivable detail of our business. At the beginning, you will receive at least one week of comprehensive classroom and in-store training. As well, you can expect regular and frequent interaction with the ADR Pet Stores executive team and in-field support. And of course, our Operations Manual is always close at hand for instant and easy reference.
- 🐾 **Real Estate** - ADR Pet Stores provides real estate support to franchisees where required. Franchisees typically take on the head lease of their location, with our support. We will then provide guidance with construction and build-out and can also offer a full turnkey build-out program.
- 🐾 **Operating Systems** - ADR Pet Stores will offer access to a dedicated software system to all franchisees. This in-field system provides automated check points that give franchisees total control of their businesses including scheduling and payment channels. You will always know where you stand with your operation. No guess work, just easy, efficient, and accurate.
- 🐾 **Marketing and Sales Growth** - ADR Pet Stores' marketing systems are custom designed for the success of every ADR Pet Stores franchisee. We focus primarily on local programs that are specifically oriented to your business. These programs are inexpensive and formulated to give you the biggest "bang for the buck." You will have the opportunity to work closely with our marketing team on a regular basis. And the ADR Pet Stores marketing team will be right beside you every step of the way.

- 🦋 **Financial and Legal** - Our company provides carefully prepared financial and legal protocols and internal measurement systems to ensure you have all the information for your operation to make effective and timely decisions. They are easy to understand and efficient to follow. Even if this is the first time you have been in your own business, you will find our administrative systems simple and straightforward.
- 🦋 **New Product and Service Development** - Under the direction of our President, ADR Pet Stores continually reviews the products and services provided to our customers. As a company, ADR Pet Stores works very diligently to stay abreast with the current trends and evolving world of our business sector.

Frequently Asked Questions

How Do We Get Started?

First step is always to fill out an ADR Pet Stores Franchise Application Form. This does not obligate you to ADR Pet Stores in any way and is simply used to help determine mutual compatibility. Upon receipt and review, we will contact you and arrange a telephone interview. If we both agree to proceed, then we will arrange a face-to-face meeting and then provide you with our Franchise Disclosure Document for your review. This document contains all the information for you to diligently investigate our Franchise and corporate operation. This is followed by a further personal face-to-face meeting, which will then lead to our approving you as a franchisee. It is that simple.

What Types of Opportunities Are Available?

Individual and Multi-Unit franchise opportunities are available within Ontario. We also have area development opportunities in other parts of Canada.

What is the Initial Term of the Franchise Agreement?

The initial term of the agreement is five years, with further five-year renewal periods.

What is the Initial Franchise Fee?

ADR Pet Stores has an initial franchise fee of \$20,000 (plus applicable taxes), per single location franchise.

How much does it Cost to get an ADR Pet Stores Franchise Fully Operating?

The average cost for the total Franchise with tools, franchise fee, opening inventory, training, working capital, supplies and equipment is approximately \$95,450 - \$153,250. This can vary from territory to territory based on size and population and several other factors. All costs on each territory are estimated beforehand and evaluated by ADR Pet Stores and the franchisee.

What are the Other On-Going Costs?

There is a 5% Franchise Royalty fee payable every month and based on the previous months' Gross Sales revenue, together with a 1% cooperative advertising fee.

Does ADR Pet Stores provide a Protected Territory?

Yes, your trading area is strictly protected for the duration of the franchise agreement.

Will ADR Pet Stores Assist me in finding a Suitable Territory?

We assist all signed Franchisees in securing suitable territories. We use demographic software, Census Canada statistics, various financial models, as well as significant in-house experience to help with evaluation of territories.

Does ADR Pet Stores Offer Financing to Franchisees?

ADR Pet Stores does not offer any financing options currently. We will assist in providing contact information and company information to various lending institutions for application to the Canada Small Business Financing Program.

How Long does it take to Open an ADR Pet Stores Franchise?

Typically, it takes as little as 12 weeks from the franchise agreement signing to be open and doing business. This can vary from location to location depending on permits, licenses, by-laws, and other factors. Initial approval to become a franchisee should take around 6 weeks.

What training do I Receive from ADR Pet Stores?

It is a comprehensive program that covers all aspects of running the business and the franchise, lasting a minimum of one week. There is also initial business opening support where an ADR Pet Stores executive will assist in helping you get your business off the ground.

How Much will I make from owning an ADR Pet Stores Franchise?

Individual results will vary based on income, costs, effort, and several other costs/variables. All franchises perform independently and are exclusive to their own business environment. Our training and territory allocation is designed to provide an optimal platform for each franchisee's success.



Steps to Opening Your ADR Pet Stores Franchise



Moving from an inquiry, through to signing a Franchise Agreement and starting your business will take some time, with specific timeframes varying from location to location. We want to make sure that you have all the information you need in order to make an informed decision about our Franchise System, so please carefully read the information we provide and ask as many questions of us as you need to. We sincerely look forward to working with you to ensure that this is the right opportunity for you.

1. Completion of the franchise application form that describes your background, status, skill set, experience, and financial position.
2. Initial telephone interview with a representative of ADR Pet Stores to outline our concept
3. Face-to-face meeting with ADR Pet Stores executives and receipt of franchise disclosure document.
4. Prospective franchisee performs due diligence and researches the ADR Pet Stores brand
5. Optional Discovery Day – Meet members of the ADR Pet Stores Executive Team and learn if our business philosophies align.
6. Preparation by the prospective franchisee of basic business plan (if required) and the time to make a decision.
7. Finalization and mapping of territory.
8. Approval of location.

9. Submit signed franchise agreement
10. Payment of franchise fees.
11. Signing of lease / sub-lease agreement.
12. Construction begins.
13. Training begins.
14. Grand Opening!



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