



DAPPER[®]
DOUGHNUT
Fresh Treats & Coffee

As part of your journey to learn more about our franchise, here is your opportunity to continue educating yourself. Below we list some of the most commonly asked questions. Review our FAQs to help provide you with an honest, inside look at our culture, and its advantages and challenges.

FAQ

Q1. Do I need experience to operate a DAPPER DOUGHNUT[®] franchise?

A1. Since we provide you with a complete training program, any prior experience can be an asset, but is not required. The key is to be able to free yourself to learn a new system.

Q2. Can I operate a DAPPER DOUGHNUT[®] franchise and keep my regular full-time job?

A2. The DAPPER DOUGHNUT[®] business requires a full-time commitment. However, if you do not have the flexibility to operate the store, then you will have to hire a full time equity manager. They will need to be approved by us and must successfully complete the Franchisee designated training program.

Q3. Will DAPPER DOUGHNUT[®] help me with marketing?

A3. Yes. We will provide a template for your local store marketing and advice on best practices via all media channels. The goal is for you to own your 3-5 mile radius (and beyond) from your store. We also have a complete inventory of visuals, and marketing materials on our Dapper Doughnut Franchisee Support Platform.

Q4. What makes a successful DAPPER DOUGHNUT[®] Franchisee?

A4. There are three elements to any successful franchise relationship: the concept; the location; and the operator. We have the first element - a great concept. We will work with you and help you find the right location. The 3rd element is the real key and is always the Operator. As a DAPPER DOUGHNUT[®] franchisee, YOU make all the difference.

Q5. Do you provide financing?

A5. DAPPER DOUGHNUT[®] does not provide direct financing. However, we will assist you in obtaining financing through our third-party contacts or a financial institution of your choice.

Q6. How soon can I be in business once I have executed a franchise agreement and located a mutually accepted site?

A6. You can be open for business generally within 60 to 90 days from the date that you receive a permit for your construction.

Q7. What ongoing support will be provided?

A7. We have a fully integrated support platform that provides you with all the Operations, Training, HR and Marketing materials needed to help you run your business properly. The support platform allows you to ask direct questions to the Franchisor group and collaborate with other operators.

Q8. Okay, I'm ready to open my first DAPPER DOUGHNUT[®] franchise. What's the next step?

A8. Your DAPPER DOUGHNUT[®] franchise journey has begun, and you need to be proud of getting this far. Once you finish the discovery step with us, and you have been approved to move forward, we will award your franchise by entering into a Franchise Agreement. You are almost Dapper!