



Paul's Bakery

Specialists in Egg & Eggless Cakes

A close-up photograph of a white cake with a grid-like pattern. The words "Happy franchise" are written in brown chocolate icing. The cake is decorated with fresh fruit, including sliced strawberries, kiwi, and pineapple. The background is a red pattern of concentric swirls.

Happy
franchise

A FRANCHISE OPPORTUNITY



Welcome to London's Famous



Home of the Most Delicious Egg and Eggless Cakes

A huge thank you for your interest in the Paul's Bakery franchise. We are delighted that you would like to find out more about our franchise opportunity. We've developed this brochure to give you an insight into who we are and what we do. You can also visit our extensive website at www.paulsbakery.co.uk



OUR CUSTOMERS TELL US THAT WE MAKE THE BEST CAKES

Our business is all about cakes. Our retail outlets are famous for offering wonderful celebration cakes that are fit for every occasion. Birthdays, Weddings, Anniversaries, Valentines, Baby Showers, Leaving Cakes - we make cakes for every occasion and reason that you can think of and our customers tell us that we make the best cakes ever!

THE SECRET IS IN THE SPONGE

People travel many miles to buy our cakes for themselves, their friends and family members because they really like the look and taste of our cakes and the secret is in the sponge – it's truly delicious and unlike anything else on the market.

Paul's Bakery has been in the cake business for a long time and we know everything there is to know about cakes!! That's why the Paul's Bakery is such an exciting business to be involved in. Our customers love our cakes and the range we offer is extensive and delicious and people keep coming back for more and more.

We have over 20 years' experience of making a wide variety of cakes including an extensive range of celebration cakes and eggless cakes. The business started in Southall in London in 1994 and as the demand for our cakes grew we opened more branches in the local areas and the business became increasingly successful. The success of these initial

shops and the continuing extensive demand for our products combined with ongoing customer requests to open in different areas gave us the confidence to expand our business by franchising.

Franchising works best when you combine a proven business formula with individuals who share the passion for the business and have the skills and commitment to make a success of the business in their local area. We want individuals that share our business goals, are dedicated and hard-working with the commitment and passion to work in a competitive industry and can achieve a high commitment to customer service. But don't worry, there's ample space for you to be creative. Remember, cakes must look enticing and it's up to you as the franchisee to make sure that your customers are happy and tell all their friends and family how great the business is!

All our sponges are centrally produced to our secret recipe and using our bespoke ingredients and then delivered to the local store to be finished on site so that every cake is perfect when the customer comes to collect it and it leaves the shop. Achieving perfection in cake making is a highly skilled and systemized process and it's a joint effort with our franchisees and store managers and staff.

If you've got good management skills, good people skills and a good eye for detail and like the look and sound of our business model then let's talk. Simply complete and return the attached questionnaire, and we'll take it from there and get back in touch with you to discuss how we can progress.



Cakes, Cakes and More Cakes!!

EXTENSIVE RANGE

Our cake range is extensive and continues to grow and expand as either we think of new ideas or our customers ask us for something new and different. The key to our success is the taste of our cakes – and that's down to our secret sponge recipe – our customers simply love them and keep coming back for more.

UNIQUE TASTE

Our unique cake taste is due to a combination of the quality of ingredients that we use, our secret sponge recipe, our baking process and the professional and creative way in which we decorate and present all our product range. Our experience over decades has perfected the taste of our product, and that's why customers rave about our product range.

EGG OR EGGLESS

All our cakes can be made to be either with eggs or eggless to suit our customers tastes and increasing the appeal for our products across all sections of the community. Our Eggless cakes are often chosen for dietary, religious or cultural reasons or simply because customers like the taste.

INDIVIDUALLY DESIGNED

Our extensive product range offer cakes for all occasions and our design service allows the customer to choose how they want the cake to finally look.

CHOICE OF FINISH

Our cakes are available in a variety of finishes to suit the clients personal taste including Fresh Cream, Fresh Fruit, Chocolate, Icing, and Buttercream.

EXTENSIVE OPENING TIMES

Many of our shops are open between 10am to 7pm, which means customers have plenty of opportunity to visit our shops at a time to suit them and have the time to spend on choosing the product and design that they like the best. It's one of our key features that customers love.

ONLINE SHOP

Customers can also place their order online with collection at the outlet of their choice. All our cakes are finished instore so the local franchisee receives the orders for their shop and can finish the cake in-store according to the customer's requirements.

SPEEDY SERVICE

Most clients order in advance for celebration cakes but we do offer an Xpress service where cakes can be finished to the customer's individual requirements within 30 minutes if necessary.

PERSONAL SERVICE

We aim for a personalised cake for each and every one of our customers. We complement this with our exciting shop designs. All of which is designed to give customers an exciting cake experience.

In fact, we're famous for our cakes and have been for many, many years!



And the Market is Huge

The UK bakery sector is currently worth £3.5 billion and with customers buying cakes all year round the market is non-seasonal.

We cater for an extensive range of events and many of our customers use us on an ongoing basis for all of their events and family celebrations including:

- Birthdays
- Weddings
- Engagements
- Anniversaries
- Baby Showers
- Eid
- Christmas
- Christenings
- Holy Communions
- Vaisakhi
- Mother's Day
- Father's Day
- Easter
- Halloween
- Valentine's Day
- Graduation Cakes
- Mehndi Cakes
- Retirement
- Leaving Cakes
- New House
- Corporate Events



The cake industry has come a long way over the last 30 years, and customers are now much more discerning. They want choice and they want quality. Many opt to use specialist bakeries to get the best possible cake for their occasion. With celebrations occurring on a regular basis, the demand is never ending. On top of this, many people also buy cakes for regular consumption with their families. Either way, the demand for quality cakes keeps on coming!

Franchising is booming too with annual sales of over £15 billion through franchised businesses. There are many opportunities across the UK for suitable people to join the Paul's bakery network to take advantage of the gap in the market for Cake shop franchises.

Pauls Bakery Franchise Model

The Paul's Bakery franchise model is built upon our great cakes. Our outlets are well branded and well designed to showcase our products to the public. The role of the franchisee is to manage the business in their franchise area including the shop and staff. There is no cooking on site as all of the cakes are prepared centrally to our unique and bespoke recipe. The cakes are then finished on site to the customer's personal specifications and requirements. We've designed our franchise model to be successful and profitable for both our franchisees and ourselves. And it's now something we want to share with franchisees that are as dedicated as we are.



A FRANCHISE SYSTEM WITH CREATIVE FLEXIBILITY

We have an extensive range of cake designs that are offered in all of our shops and on the website. Most customers will choose their cake from one of our design templates but occasionally we do get customers who bring in their own bespoke design and ask us to create their cake in-line with this. That means being creative with an eye for detail. It has to look good and taste good, because it's a Paul's Bakery cake!

THE PAUL'S BAKERY BUSINESS PHILOSOPHY

To succeed in business, you have to be passionate about your business and the products you sell. We're passionate about cakes, and that's why we're successful! We want franchisees who love our cakes and want others to share the pleasure of eating our delicious high quality cakes on a regular basis. As a franchisee you will be involved in every aspect of the business, but the most critical one is dealing with customers and meeting their requirements. Each cake has to leave the shop in perfect condition and it's up to you to make sure it does. We have a great core product – our cakes taste great and look great and we are all about providing a great experience for the customer at their celebration or event. That's why so many of our customers use us repeatedly and again.

As a business we are also committed to building a successful franchise network, and are looking for franchisees who can give the same commitment to the franchise.

WE'VE GOT THE RIGHT RECIPE FOR YOUR SUCCESS

We know we have a great business formula, and that's why we're about our franchise model. We've spent time developing our business systems and procedures, which all add extra strength to the Paul's Bakery franchise model. We have a business model that has all the ingredients for a good franchise system. And our franchisees are the icing on the cake!



Get It Right - First Time

The first twelve months of any businesses are crucial, and our comprehensive start up franchise support means that we will be holding your hand every step of the way. A full breakdown of the franchise package that we provide and an indication of your start-up costs is available at the end of this brochure, Our franchise package start up support gives you all of the training, help and support that you will need to get the business launched in your franchise area including:

- **Rights to use the Paul's Bakery brand name and trademarks**
- **Assistance with producing a business plan and raising finance (if required)**
- **A comprehensive support package to help you into business**
- **Advice re a good area to open your business**
- **Assistance with finding a suitable site and acquiring the lease**
- **Shop design and layout advice**
- **Assistance with arranging your shop fitting**
- **Initial induction training for you and your staff covering all areas of the business**
- **Onsite opening support**
- **Marketing and promotional launch**
- **Branded marketing materials**
- **Web presence within our company website**
- **Exclusive franchise territory**
- **Copy of our comprehensive franchise operations manual detailing all aspects of how the business should be operated**
- **Intensive cake decorating training for franchisee and staff**
- **A five-year franchise agreement with a right to renew at the end of the term**

We will supply all of our franchisees with all the necessary products to produce a great cake. There's no onsite cooking, which means you concentrate on the creative aspects of the cake. This includes decorating, packing and customers sales.

OUR BUSINESS PLANNING AND SUPPORT

As part of the recruitment process we will help and support you to develop your business plan and this can be used by you as an aid to raise finance (if required). We have developed detailed financial models based upon our own experiences and we will happily share these with you once we have had an initial meeting to discuss your suitability. We have developed working relationships with a range of potential funders including the franchise units from some of the high street banks and other commercial funders so if you do need finance for your business we can provide support with that. Remember, you're in business to be successful so you must make time to understand the financial elements of your business. But don't worry, we'll be there every step of the way.

FRANCHISE TERRITORY

Territory is of critical importance, and that's why each Paul's Bakery Franchisees gets a defined territory. This is protected, to allow you to get the best out of your investment. We work with all of our franchisees to ensure that the location of the shop is right, as this will enable you to grow the business over the long term. We want you to be successful, and that's why we work with you to get the best out of your area.



ONGOING DEVELOPMENT AND SUPPORT

A well supported franchisee is usually a successful franchisee. Our support is built into every stage of your development, from startup to growth.

PRE-OPENING

- Assistance with site selection for your Paul's Bakery unit
- Assistance with lease negotiations and terms
- Use of our in-house team for shop design and shop fit
- Assistance with producing a business plan
- Assistance with staff recruitment and training
- Onsite support during the shop fitting period
- Induction training and support programme for franchisee, manager and key members of staff
- Detailed operations manual
- Wide range of marketing tools and collateral
- Full local launch for your shop

ONGOING

- Field visits to help you run your shop successfully
- New ideas for improving the product range
- Refresher training for you and your staff
- Operational advice
- Ongoing marketing campaigns, guidance and support
- Financial advice
- Website development and maintenance
- Assistance with problem solving

Our success has been built on taking care of all the details, and it's something that we will share with each of our franchisees.

ONGOING PRODUCT SUPPLY

For quality control and product consistency it's essential that only the right ingredients go into and onto our fabulous cakes so that our customers are always delighted with the end result. All of the toppings used in store to decorate the cakes must be purchased either from our central warehouse or from one of our nominated suppliers. We also have a range of branded items that we source and supply centrally and a range of party accessories for additional income. We use our group buying power to get the best deals and as a franchisee you have access to our full product range on an ongoing basis at preferential buying terms. We do all of the hard work re-sourcing the supplies to help you maximise your sales and profits.

ONGOING FEES

We charge an ongoing Franchise Management fee of 5% of monthly sales and a Marketing Fee of 1% of monthly sales. The Marketing Fee is used to help with the development of the brand and maintain the website and central social media activities.



Are you Suitable to be a Paul's Bakery franchisee?

We are committed to developing a nationwide chain of high quality Paul's Bakery shops to make Paul's Bakery the first choice in celebration cakes across the UK offering a product range second to none. We need franchisees committed to running the individual shops that can offer our products and customer experience providing a high-quality service to our customers. In order to succeed, you must have high personal standards and share our commitment to providing a quality service to your customers. You also need to be organised, self-motivated and have a determination to succeed. Customers want to see a bright, happy friendly individual, and that individual must be you!

You will be responsible for the day to day running of the business, dealing with staff, customers, local marketing and promotional activity and of course solving any problems that you encounter locally. There is also an accounts and administration role which you will need to deal with effectively to ensure that the business is run smoothly.

We'll provide you with all the training and tools to be successful, but be ready for hard work and long hours. But be also prepared for great financial rewards, happy customers and a business asset that grows in capital value.



The Paul's Bakery Recruitment and Shop Opening Process

We have developed a structured recruitment process so that you can collect all the information that you need to decide if this is the right business for you and vice versa. We will only give you the option to join us as a franchisee if we believe that you have what it takes to be successful in this business. So, if you'd like to find out more information please complete the franchise questionnaire attached to this brochure and email it back to us at insert email address.

Our recruitment process is as follows:

- 1. Complete and return the franchise questionnaire**
- 2. Initial meeting and shop visit including discussion re areas and territory**
- 3. Provision of detailed financial model (subject to signing a non-disclosure agreement)**
- 4. Formal offer (if both parties want to proceed) including copy of our franchise agreement**
- 5. Business plan produced and finance obtained (if required)**

Then we help you find a suitable site and get it ready to open including:

- Local area search to find a suitable site**
- Design the layout and get initial costings for site**
- Agree lease terms**
- Attend Induction training**
- Shopfit carried out**
- Onsite staff training**

After the initial stages of the recruitment process if we both decide that this is the right business for you then the shop opening process will take anything upwards of three month's subject to finding a suitable site and obtaining finance (if required). This is a serious business opportunity and we've got to get the right people and the right sites so that the business will succeed.



Paul's Bakery
Specialists in Egg & Eggless Cakes

STEP



NEXT



YOUR



A brochure can only provide limited information and if you believe that you have what it takes to succeed in our business and would like to know more then please complete the franchise questionnaire available to download from our website as an editable PDF or can be completed online and submitted via the franchise section of the website www.paulsbakery.co.uk

Once we receive your questionnaire we will review the information provided and contact you to agree the next stage within the recruitment process. We will also answer any questions you may have.

If you have anything that you would like to discuss prior to this, please do not hesitate to contact us.

Balraj Dhaliwal

E: franchise@paulsbakery.co.uk

M: 07930 866217

www.paulsbakery.co.uk

We look forward to hearing from you soon.





Paul's Bakery

Specialists in Egg & Eggless Cakes

www.paulsbakery.co.uk