

Wonderland Bakery®



FRANCHISE OPPORTUNITIES



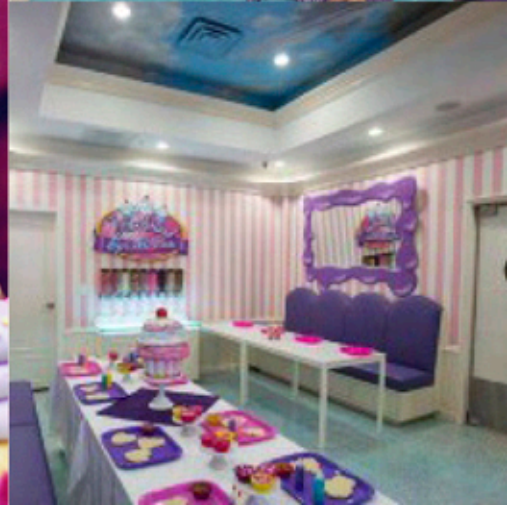
Straight out of a fairytale, Wonderland Bakery mixes childhood favorites with dashes of Willy Wonka, Candyland and namesake Allyson in Wonderland to create a space and experience that is both vibrant and enchanted. The bakery specializes in custom cupcakes, cookies, creatively crafted desserts, themed gift baskets and whimsical gifts. For special occasions Wonderland can wrap up delicious trays of treats, cookies or cupcakes to go. The ideal setting for birthday soirees and gourmet gatherings, the bakery offers cookie decorating parties with a variety of frostings and artistic finishing touches that will bring out everyone's inner artist.

Wonderland has created a unique destination bakery experience specializing in delicious desserts, distinctive gifts and memorable parties. Founded by Allyson Ames, Wonderland Bakery offers a range of desserts and products that dazzle the senses and leaves a lasting impact on all who visit.

The menu includes:

- Cakes
- Cookies
- Cupcakes
- Macarons
- Confections
- Catering
- Desserts
- Gift Baskets
- Parties
- Workshops
- Logo Cookies
- Corporate Gifts

If opening a bakery is something you've dreamed about, owning a Wonderland Bakery franchise is your opportunity. Wonderland Bakery has developed and implemented a franchise model that is based upon a flexible growth strategy of a concept that has been in operation since 2005. We have outlined the qualifications and targeted experiences for franchise owners; however the most important ingredient is passion. Join our Wonderland Bakery Franchise Team and help to make every day a celebration!





Costs

The investment to open a Wonderland Bakery franchise is outlined and will vary depending on your specific location. Wonderland Bakery has national partners including CBRE to assist in your site selection, lease negotiation, tenant improvement budget and an option of construction management is also available. Wonderland Bakery is SBA approved and has partnered with BoeFly as a financing platform resource for our franchisees.

Description	Low	High
Real Estate/Rent	\$4,000	\$12,000
Utility	\$1,000	\$1,500
Leasehold Improvements	\$150,000	\$250,000
Market Introduction	\$5,000	\$8,000
Furniture, Fixtures, and Equipment	\$50,000	\$70,000
Computer Systems	\$2,000	\$4,000
Insurance	\$2,000	\$3,000
Vehicle	\$0	\$1,000
Signage	\$7,000	\$12,000
Office Expenses	\$1,000	\$2,000
Inventory	\$10,000	\$20,000
Licenses & Permits	\$500	\$1,000
Dues and Subscriptions	\$200	\$500
Professional Fees	\$2,000	\$4,000
Travel, lodging and meals for initial training	\$1,500	\$3,000
Additional funds (for first 3 months)	\$30,000	\$50,000
Total Before Franchise Costs	\$266,200	\$442,000
Franchise Fee	\$50,000	\$50,000
Total with Franchise Costs	\$316,200	\$492,000
Average	\$404,100	

Support

When you join the Wonderland Bakery team as a franchise owner, you will receive outstanding support.

- Location & Site Development
- Training Support
- Operational Support
- Customer Development
- Purchasing Support
- Ongoing Product Development
- Marketing Development
- Ongoing Training
- New Product Development



Training

- Approximately 2-4 weeks of training at Wonderland Bakery in Las Vegas, NV beginning approximately 12 weeks before the franchise is scheduled to open for business
- 1 week of training at your location to get your business started
- 2 sessions per year, which can be up to 2 days of refresher/update training or meetings in each session
- Ongoing support and guidance in building and operating your business

Qualifications

- Strong Sales and Client Service Abilities
- Good with Timing and Schedule Management
- High Personal Standards
- Able to Meet Initial Investment Requirements
- Strong Sense of Integrity in Corporate and Client Relationships
- A Willingness and Commitment to Excellent Service

Targeted experiences for potential franchise owners may include:

- Franchise Operations
- Hospitality Service Industry
- Business Owner Experience
- Managerial Experience
- Marketing Background

Sweet Recognition for Wonderland



Inc Magazine – 5000 Fastest Growing Companies



Ernst & Young Entrepreneurial Winning Women



Best Gingerbread Cookie Award



California Business of the Year



Best of Las Vegas - Bakery & Birthday Party Place



White House Favorite Cookies

Next Steps

Step 1 – Introduce Ourselves

- Complete information request
- Complete Franchise Application

Step 2 – Personal interview with Franchise Team

Step 3 – Receive and review the Franchise Disclosure Document

Step 4 – Qualification

- Undergo credit and background checks
- Provide proof of assets and financing
- Sign Franchise Agreement and pay franchise fee

Step 5 – Explore, Discover and Approvals

- Investigate potential store locations in your geographic area
- Sign lease for store
- Start store construction

Step 6 – Documentation and Training

Step 7 – Equipping and Furnishing Your Location

Step 8 – Menu Development and Training

- Attend training session for franchisee and crew

Step 9 – Open for business!

- Grand opening promotion and celebration





For More Information:
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