

# Our Solution



## Premier Restaurant Group Concept

- Provide resources and expertise to improve existing franchisees sales and profitability
- Expanding franchises through incentive programs and territory development rights
- Advancing expansion through dual complementary brand locations
- Implementing efficient PRG supply chain and labor practices
- Technology enabled platforms (e.g. social media, mobile apps, etc.)



## Expertise

PRG's Chairman and CEO **Anthony Wedo** developed the core principals and business methodologies over the past 30 years building large-scale businesses in the franchised restaurant industry. He has been a Fortune 50 public company executive, entrepreneur, turnaround CEO and operating partner for several private equity firms, developing new restaurant franchise systems in every major US market.

# Strategy and Tactics

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## Acquisitions

PRG acquires franchise systems with mass consumer appeal which have potential for growth and profitability under our PRG consolidated management model. Our on-boarding process significantly improves franchise level operations, leading to higher sales and increased profit margins.



## Tactics

### Unit Level:

- Lower operating prime costs
- Lower fit-out costs (< \$350k)
- 3 year estimated cash on cash return
- Consolidated social media and mobile apps
- Multiple franchise incentive program

### PRG Corporate Level:

- Consolidation of back office infrastructure and G&A expenses
- Consolidated national franchise recruiting program
- Exclusive area development agreements
- Extensive corporate support from site selection to opening
- Corporate level consolidated sourcing and procurement agreements

# Development Process

## 1. Sign Franchise Agreement

## 2. Site Selection

- Receive floor plan survey from landlord
- Site Analysis (see below)
- Franchisee and Broker prepare Site Approval Package (see below)
- With approval, submit letter of intent to property owner
- Lease/Contract preparation and negotiations

## 3. Store Design

- Architectural design prepared.
- Design submitted for approval and plans prepared

## 4. Construction and Permit Process

### A. Submit drawings to local building and zoning departments

### B. Get approval from all necessary government agencies

- Send drawings to potential general contractors for bid
- Bid analysis
- Select contractor
- Obtain building permit
- Fixture, furniture & equipment ordering
- Pre-construction meeting
- Demolition (if required)
- Start construction
- Construction inspections
- Store opening



# Site Selection Process Overview

As the franchisee, you will work with your broker and your real estate attorney to look for the following information to help you with your site decision. Use maps and zoning/regulatory agency information. You will want to find sites with a strong balance of homes, work and shopping.

- Locate offices, shopping centers, colleges, universities, factories
- Determine the difference between commercial and residential area
- Know the difference between commercial and residential area
- Realtors, newspapers and local magazines may be helpful
- Find out if any of the locations you are looking at that are now occupied by another concept are going to become available in the near future

Visit potential locations on different days of the week and also at different times of the day to get a feel for the population base and also the traffic patterns. Drive through the location extensively. These things will help you determine a location's true capacity for the business.

After you familiarize yourself completely with the location you have chosen, you then need to estimate your start up costs. Consider the following factors:

- Rent
- Operating Costs
- Costs of Needed improvements to location (If required)
- Landlord Contribution to improvements
- Signage
- Insurance
- Taxes
- Maintenance charges
- Zoning and regulatory agency requirements





# Cheeburger Cheeburger Site Selection Guidelines

- High visibility
- Located no more than 100 feet from a main road
- Sources for strong business are trade area mix of offices, hotels and retail with surrounding upscale residential areas
- Median Household incomes in the top 25% for the MSA
- Site has already been food vendor or has an approved food vendor-friendly layout
- 10,000 or more households with household income above \$100,000
- Per capita income 30% greater than MSA average
- Strong co-tenants consisting of high-end retail, entertainment venues such as movie theaters, daily needs and/or lifestyle centers
- Look for strong office parks and schools
- Do a detailed competitive analysis of your trade area
- Strong day population within one mile
- Minimum of 20,000 vehicles per day along the main frontage road
- Maximum signage as allowed by code with ability to secure tenant panel shopping center signage



# Site Approval Package

\*PRG must approve all final sites and will provide franchisee with a choice of up to three approved sites for consideration.

## 1. Cover Page

- Franchisee name-proposed location address – DMA- Projected opening by month/year

## 2. Approvals

- Site approval form (minimum requirements)
- Site physical profile
- Lease/Purchase fact sheet/signed LOI
- Project budget estimate
- Three year pro-forma

## 3. Trade Area Characteristics

- Decision logic – market/site/traffic/retail/day pop/competitive analysis
- Demographics
- Ground photos
- Aerials

## 4. Design and Construction

- Site investigation report
- Preliminary site/access/signage plan
- Shopping center plan
- Floor and equipment plans
- Development schedule/timelines

