



# FRANCHISE TEASER

**Big  
SCOOP**  
*Sweets & Crepes*



**OUR COMPANY**



Big Scoop is a Kosovan company established in 2011 in Prishtina, Kosovo

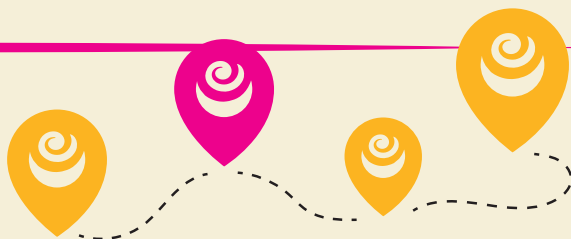


The founders have extensive work experience of over 15 years, working in United Kingdom in similar field and decided to pursue the venture in home country after returning in 2010.



Company's activities started with only one shop located in Albi Mall with its primary activity as a unique producer and seller of dough based baked products.

Today, the company delivers services to customers via its chain of company operated and franchised restaurants in several countries in the Western Balkans



Big Scoop has recorded rapid growth, almost doubling its turnover annually. Seeing the growth potential, Big Scoop has entered an expansion phase in both Kosovo and in the Western Balkan region.





# MISSION AND VISION



# *Our* MISSION

To deliver a unique experience  
to our customers by offering  
tasty and healthy food,  
and friendly service.

# *Our* VISION

To become a well-known  
regional brand through  
offering great food, convenience,  
and effortlessness.





# UNIQUELY POSITIONED WITHIN THE RESTAURANT INDUSTRY

Diverse menu appealing to a wide range of customers,  
particularly the millennial generation

We believe our innovative menu has a huge impact  
on our business and drives higher same-store sales growth



# MAIN MENU (% of sales)

## CATEGORIES



Fruit Salads  
3.3%



Desserts  
5.8%



Ice-Cream  
17.6%



Fresh Fruits  
3.6%



Coffee  
7.5%



Tea  
0.2%



Beverages  
13.3%



Toppings  
0.5%



Waffles  
14.3%



Crepes  
28.7%



Smoothies  
0.5%



Milkshakes  
14.3%

# Real-estate Model

- ☺ Stores range in size from 200 square meters to 400 square meters
- ☺ Prime locations in urban districts, suburban settings, and anchor locations in shopping malls





# Investment Highlights

- 🌀 First of its kind operator in the local market
- 🌀 Well-known brand for its traditional yet unique product spin
- 🌀 Unique and innovative menu of healthy, fresh and tasteful food
- 🌀 Franchise model with an exceptional new store growth opportunity
- 🌀 Standardized real estate model including modern store look-and-feel
- 🌀 Strong financial performance and attractive operating margins
- 🌀 Innovative and founder-led business team with a proven track record of success

# Franchising

Big Scoop provides in its concept provides two possibilities for a Country Master Franchise:

- ☺ **Option 1:** Standard Country Master Franchise, which expects that the Master Franchisee develops, investments and operates all the franchise restaurants through its own entity.
- ☺ **Option 2:** Alternative Country Master Franchise with ability to issue Sub-Franchises, thus mixing the development model between own developed stores and sub-franchisees

Big Scoop also provides the possibilities for a Single Restaurant Franchise.



# Drive Same-Store Sales

Big Scoop intends to drive same-store sales growth through the following approaches:

- 🌀 Attract new customers by expanding brand awareness – by regularly engaging in social media and public relations campaigns to expand the brand reach
- 🌀 Increase frequency of customer visits by offering an innovative menu – constantly apply customer feedback and analyze sales data to introduce and test menu items according to customers' tastes
- 🌀 Expand and optimize menu mix – by providing innovative menu offers and creative marketing campaigns – in the process maximizing returns for franchise operators



# Franchising Process





## **A candidate Country Master Franchisee as part of the process must follow the following process:**

- 1) Submit information on the Investor/Applicant Company – provide company and team profile
- 2) Submit the Development Plan for the next 5 years.
- 3) Submit a business plan with a financing plan
- 4) Submit a location plan – at least for the first year of the franchise award
- 5) Any other documentation required by Big Scoop

## **Based on information provided Big Scoop will follow the process:**

- 1) Big Scoop development team will analyze the submitted documentation by the Applicant Country Master Franchisee within a maximum period of 2 months
- 2) Big Scoop development team will engage with the applicant representatives to analyze the proposals and development possibilities
- 3) There will be a couple of interview rounds with the applicant management staff
- 4) Big Scoop will provide the Country Master Franchise Contract
- 5) Final approval and Contract Signature pending the Due Diligence process presented above.



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