

Franchise Fact Sheet



Opportunity

- The QSR Industry grew 6.5% last year
- Over 200 Million Americans say they ate donuts last year
- A majority of Americans say they love donuts
- Shipley Do-Nuts sales grew Over 14% in 2021 and over 17% in 2022!

The Numbers

- Initial Franchise Fee: **\$40K**
- Store Equipment: **\$150K - \$200K**
- Opening Inventory: **\$7.5K - 25K**
- Leasehold Improvements: **\$350K - \$750K**
- Working Capital for 3 Months: **\$50K - \$150K**
- Initial Advertising: **\$5K - \$10K**
- Initial Royalty*: **1% of Gross Sales**
- Monthly Co-op Fee: **1% of Gross Sales**

In total, you can expect to pay between **\$655,000 - \$1,339,500** as an initial investment to get your first franchise up and running.

The difference between low and high investment levels exists due to labor, location, varying store sizes, build-out costs and expenses, and your experience and management of the store's development.

With a monthly royalty as low as 1% of gross sales* and a monthly local marketing requirement that costs just 3% of gross sales, Shipley Do-Nuts allows our franchisees to reap more of the financial rewards of their successful locations than they would likely see in many other QSR franchises!

The Incentives

- Single-unit franchisees who open their shop within 14 months of executing their agreements will pay reduced royalties of 1% of gross receipts for a year*
- Multi-unit franchisees who open more than one shop within a specified time frame will get a reduction in royalties for a year and 50% off the franchise fee*

Our franchise opportunities are designed for entrepreneurs with experience and success investing in the Quick Service Restaurant (QSR) industry, and who are looking to build their portfolios with another top-performing brand. Our franchising business model gives entrepreneurs a strong opportunity to hit the ground running. The donut franchise segment has some of the most competitive investment costs in the QSR industry, Shipley Do-Nuts offers growth potential ideal for hands-on investors!

*Conditions Apply

Contact



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