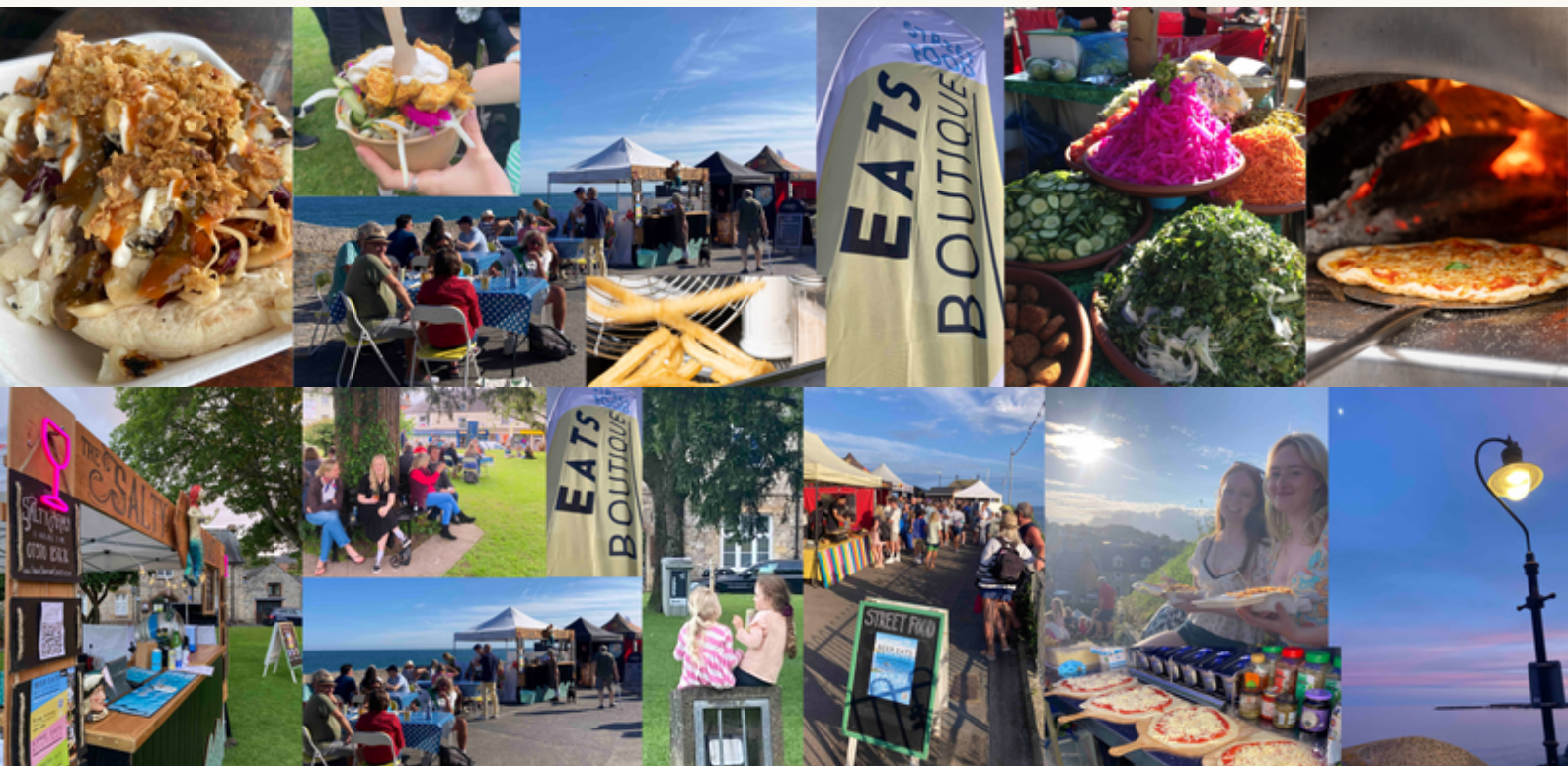


EATS BOUTIQUE

Love Landscape | Love Community | Love Food



by
Eleanor Carr,
Founder

*"A fabulous community
spirited event with a
brilliant atmosphere.
Brought everyone
together and promoted
the town" Donna*

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INTRODUCTION

Thank you for requesting details about the Eats Boutique franchise. We have recently launched our franchise opportunity and are keen to get our franchise network up and running.

Eats Boutique offers a simple but effective business. If you have the right attitude and commitment, we can provide you with the training and support to build a successful street food market business in your community.

You may be:

- a sole trader like me, looking for a flexible, fun way of creating a lifestyle business
- a CIC wishing to activate spaces in your community, creating employment and profit to invest in your people
- a town or parish council seeking to start a self-funding event as part of your regeneration strategy
- or anyone else looking for a lifestyle business

So have a read through, and feel free to contact me if you have any questions. There is a form to complete at the back if you'd like to set up an online meeting where we can talk more about Eats Boutique and your aspirations.



WHO ARE EATS BOUTIQUE?



Eats Boutique is based in Devon. The first Eats Boutique took place in 2015, and I formalised the business in 2017. We run pop-up street food markets on Friday evenings, which we describe as 'an intersection of a traditional retail market with the evening economy, creating a destination event'. It's an informal dining experience with an emphasis on community and beautiful locations.

Eats Boutique currently operates in 3 locations: Beer, Axminster and Lyme Regis. The aim is to create an informal dining experience in smaller communities that often miss out. The events tend to be relatively small, attracting lots of repeat custom from locals, operating throughout the summer months from May to September.

WHY FRANCHISE?

I was motivated to start the events because my community was missing something. Who knew it would grow into this? After 11 years of operating I'm ready to pivot, and to bring these lovely events to lots more smaller communities. By franchising, Eats Boutique gets to evolve, and I can pass on all I've learned so that you can get your events happening with the benefit of all that experience. That frees you up to invest your creativity and entrepreneurial skills.

I didn't want to just turn Eats Boutique into a commercial business - it's so much more than that. These events activate underused spaces and build community. They give people a reason to meet up, to connect. Similarly, working alone can be isolating. By joining the Eats Boutique franchise it means you join our community. During the monthly online meet ups we can support each other as businesses and people.

Sharing food is a ritual as old as time



THE SECRETS OF OUR SUCCESS

Our success is based on:

Established Brand: Eats Boutique has built a strong reputation due over the past 10 years. We've built up a relationship with food traders and councils, and franchisees will benefit from the credibility associated with our brand.

Quality Customer Experience: We prioritise a quality customer experience through our branding voice and our personal touch. We want customers to belong to our events.

Customer Support: We provide support to you, our franchise customers, and our traders.

Hard work and commitment: Our success is based upon hard work, commitment and fun.

Safe: Our events are fully licensed, insured and planned to ensure everybody has a safe evening.

YOU

I'll support you in your journey by sharing my experiences and learning of the last 11 years. You will need to invest the time and work and enthusiasm to make the magic happen.



THE EATS BOUTIQUE FRANCHISE MODEL



01

The Eats Boutique franchise model is owner owner-operator model. We expect a wide range of franchisee types, including individual sole traders, charities, councils, etc, we will provide training on all aspects of the Eats Boutique business, including service delivery and business management.

02

As a franchisee, your main role will be to manage the business on a local basis overseeing the service delivery, which involves operating events on a Friday evening during our events season. You'll be using existing office resources or being home-based, tapping into our shared resources and building your own network.

03

We operate in very localised territories, which means that you can build up your customer base quickly. And because you're local, you'll find that traders, councils and customers quickly build up a relationship with you.

THE FRANCHISEE ROLE

Your key role is organising the Friday night events, and that's what we expect you to focus on. However, franchisees are responsible for the management of the business on a day-to-day basis. This includes dealing with traders and the council, marketing the events and of course solving any problems that you encounter. You will be fully in control of your work schedule, and may wish to delegate certain roles (such as the accounts and administration) which you will need to deal with to ensure that the business runs smoothly.

THE FRANCHISE PACKAGE

Our franchise offers the training and support you need to help get your business flying. Our franchise support services include:

- 01** | Full rights to use the Eats Boutique trademarked brand within the franchise territory
- 02** | A dedicated page per event series on the Eats Boutique website, and your own email address
- 03** | A branded image to give your event a unique identity
- 04** | On-site support to help you get the event launched
- 05** | Fully exclusive franchise territory to accommodate your ambitions for your Eats Boutique events
- 06** | Digital copy of our operations manual, with templates
- 07** | access to our growing trader database
- 08** | monthly online franchisee support meeting to help you start up and importantly, sustain your business



FRANCHISEE SUPPORT AND TRAINING

It is in our best interests to support our franchisees to be successful, and so Eats Boutique is committed to providing comprehensive support and training, including initial training on how to set everything up, ongoing business support for when the unexpected crops up, and marketing assistance to build a loyal audience and reach new customers.

All of our franchisees will have dedicated sections on the Eats Boutique website, managed by head office, and will manage their own social media channels to promote the business locally. We'll find traders together and all traders will be stored in a central database.



PROMOTING YOUR FRANCHISE

If you want a successful business, then you've got to promote it locally. All franchisees will be responsible for local marketing within their territory with some initial assistance from Head Office. Much of the success of a franchise depends upon the local marketing and awareness building, and it is up to the individual as to how much or how little is invested in their area. It's no use having the best events business in the world if no one knows about it! But don't worry, we'll guide you through the ins and outs of local marketing. It's easy, because we've done it before.

YOUR FRANCHISE TERRITORY

Every franchisee gets a protected territory, which they will have a responsibility to develop. We will discuss the issue of territory with you to ensure that you have the best possible area to start your business. We want you to have an area that you can service, develop and grow over the coming years.

THE DRINKS BAR

The drinks bar is a very important part of the whole customer experience. In most of our events, the bar acts like an anchor for the rest of the food traders, and we consider it a resident trader. Franchisees have two options on the issue of the bar. You can buy a mobile bar and operate it yourself (although this will increase franchise startup costs), or you can invite a 3rd party bar trader to set up and operate at the events just like the food traders (which is more cost effective). This is entirely up to you and how you structure the business.





COSTS

start up costs	Amount
the package	£3,600
equipment	£2,600
Total	£6,200
event levy	2.5%

There are additional costs such as marketing materials, first aid kit, broom, chairs and tables, lighting - much of this depends on your organisation and what you may have available to use in kind. You'll also need a DBS check, some fire and first aid training and an insurance policy. These costs are estimated to be approx £2600, to include a computer.

The event levy is charged at an introductory rate of 2.5% of your takings per event. This covers the on-going support we offer as well as helping to improve our brand profile.

EARNINGS POTENTIAL

We have also developed detailed financial models for what your business could make, based upon our experience of running an Eats Boutiques business. We will happily share these with you once we have had an initial meeting to discuss your suitability.



NEXT STEPS

1

A brochure can only offer limited information, but if you like what you've read so far, then please complete the enquiry form at the end of this prospectus, or [this online form](#).

2

We'll contact you to arrange an initial meeting online. This is the first stage in our recruitment process and carries no obligation on either party.

3

This first meeting is an opportunity to get to know each other a little better and, of course, answer any questions that you have.

I look forward to hearing from you soon.

Eleanor

CONTACTS

Instagram

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@Eleanor_CarrUBE

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Email

chat@
uniqueboutiqueevents.
co.uk





EATS BOUTIQUE ENQUIRY

what's your name?	
what is your current job role?	
where are you located? which area are you considering as your franchise territory?	
why do you think this community would be a great fit for Eats Boutique?	
how confident are you in running a business? (1 - not at all, 5 I can do it with my eyes closed)	
what's your emails address, so we can arrange a call?	