



## **Background**

Fit For Life is a fast food concept catering to the health and nutrition conscious consumer. The menu focuses primarily on nutrition developed around healthier eating and prepared with locally made bread, with no chemicals or preservatives. The Fit For Life menu has earned an excellent reputation through many satisfied customers. The Fit For Life franchise is protected under federal and provincial trademark laws. It offers an exciting and outstanding opportunity to become part of a highly successful and rapidly growing fast food industry. Fit For Life's unique concept responds to the increasing consumers demand for a high quality nutritious product provided in an attractive, efficient format.

## **Commitment to the Relationship**

We assume the person interested in a business is an entrepreneur, ready to give their all for themselves and their business, wanting to guide their own destiny and make critical decisions.

A comprehensive training program is in place, covering all aspects of the business.

It is well understood that problems occur through lack of knowledge with a new business. Fit for Life ensures that the business owner will be fully versed in all operational procedures. Our strength in planning and teaching will prove to be an asset.

Marketing tools and marketing strategies will launch your business to a positive financial picture.

We at Fit for Life fully understand the needs of a business to run efficiently and profitably. Our system caters to these needs. The Fit for Life system is comprehensive in its functions and is designed to be easy to learn and operate.

## **A Package for Success**

As a Fit for Life Franchisee, you will receive the following:

Access to franchise systems & techniques

Protected locations

Management support systems

Comprehensive training program including:

- Business Operations
- Public Relations
- Management Tools
- Accounting Skills
- Financial Controls
- Marketing Strategies
- Opening promotion
- Financial guidance
- Comprehensive store design and build out
- Advertising and promotional program
- Ongoing support
- A winning location
- Other Related Skills

## **Frequently Asked Questions**

- What is the cost of opening a Fit for Life location?
- What portion of the total cost could be financed?
- Do I need to have prior experience in food retailing?
- What does the franchise fee cover?
- What is the royalty fee?
- Where do I purchase my supplies?
- What are the requirements for obtaining a Fit for Life franchise?
- Are there standard operating procedures that I must follow?
- What kind of support can I expect?
- Will I be successful?

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What is the cost of opening a Fit for Life location?

The total cost of opening a Fit for Life location typically starts at \$150,000 depending on location. Fit for Life will acquire your location, negotiate the lease and provide a projection of the store build-out and equipment prior to commencing the construction of a new store if required.

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What portion of the total cost could be financed?

We will assist you in the application necessary for a Small Business Loan. Upon completion of an application we will determine the amount to be requested from a lending institution. A minimum amount of a 40% cash investment is recommended.

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Do I need to have prior experience in food retailing?

No. Fit for Life will provide comprehensive training covering all aspects of operations including food preparation procedures, administration, selling and merchandising, marketing, advertising, management control and all other facets of the business.

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What does the franchise fee cover?

Your initial franchise fee covers the expense of establishing your own business. This involves Fit for Life finding the best possible location and handling the complete design, construction and equipping of your store as part of our Turnkey Franchise Package.

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What is the royalty fee?

A royalty fee of 7% of gross sales is paid on a weekly basis. The royalty entitles you to be part of the Fit for Life system as well as the benefit of ongoing operations and management support. The royalty can be viewed as a management fee. Whereby Fit for Life looks after products, supply, discounts, menu improvements and changes and many other facets of the business that enables the owner/operator to concentrate on building the sales of their own location.

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Where do I purchase my supplies?

The Fit for Life head office establishes all required supplies and inventories for each store and uses bulk buying power to optimize profitability for each Franchisee. Fit for Life guarantees that all stores receive only the highest quality products. Other retail products are purchased through a variety of suppliers that are approved by Fit for Life.

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What are the requirements for obtaining a Fit for Life franchise?

We will set a private meeting to discuss the business in detail. We require a confidential information form to be completed, which allows Fit for Life to determine each individual's suitability to the Fit for Life Franchise System. Further requirements are a qualification of your financial stability and overall ability to operate a store. We will arrange a subsequent meeting with the Franchiser.

Your ability to provide a "hands-on" management is an integral part of your franchise qualifications. The individual's interpersonal skills and motivation are key factors in determining the effectiveness and success of each store. It is the mandate of Fit for Life to have only successful Franchisees and business owners as a part of the Fit for Life System and all endeavors are made to ensure success. Fit for Life understands fully, that the success of Fit for Life is based on the success of each individual franchisee.

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Are there standard operating procedures that I follow?

Yes, there are certainly essential functions that all contribute to the efficiency and success of the Fit for Life operation. Like all good procedures they are simple, and they work! Following our systematic practices, and cost controls will allow you to enjoy a successful business of your own, while knowing you have a proven and winning team behind you.

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What kind of support can I expect?

At Fit for Life, we fully understand the needs of a Franchisee "Business Person" and further understand that change in the business environment is constant and indeed needed. Fit for Life Head Office personnel are available on an ongoing basis to aid and assist in all levels of management for the benefit of the Franchisee.

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Will I be successful?

This is always the ultimate question. Fit for Life prides itself in obtaining the finest locations for its Franchisees, offers a superb training program, offers quality and desirable products for its customers and goes to great lengths in store appeal. These are the key factors in success and should be expected from a quality Franchising System. However, the overwhelming reason for success is placed with the business owner; the desire, willingness and ability to work with both staff and customers added with hard work and perseverance puts the formula for success firmly in place.

**Franchise information:**

Angela Bennett

Email: [abennett@fitforlifefood.com](mailto:abennett@fitforlifefood.com)

Phone: 905-826-0862 Ext 24, Fax: 905-826-2105

website: [www.fitforlifefood.com](http://www.fitforlifefood.com)

