



# BAKE AND CHURN

## Frequently Asked Questions:

**1. Aside from the franchise/dealership fee, are there other fees to be paid?**

None. No Royalty and Renewal Fees.

**2. Is the contract renewable?** Yes, annually. We normally renew all contracts by default. We only terminate contracts, if and when the franchisee/dealer starts to have unpaid dues on delivered items.

**3. Can I choose what I like among the packages?** Definitely yes, but, more often than not, the mall or the establishment also has a great say which cart set-up is best for the space that they are offering you. They may offer you a 3 x 3 square meter space, and therefore obliged to match that space with an appropriate cart. Then again, everything may be put into dialogue with the mall people to come up with the final cart set up.

**4. What's the term of payment for the dealership fee?** Upon agreement, applicant is expected to give 50% of the amount of the chosen dealership package, through a dated check at least 1 to 2 months before the desired store Opening. The remaining 50% is to be paid 7 days before the Ingress, again through dated check. This is a company policy.

**5. What is included in the package?** The cart including the setting-up in the location, the freezer/s with sneeze guard (as what are indicated to be included in the package chosen, all additional freezers are to be paid separately), Logo, initial inventory, start-up small equipment and materials (e.g. scooper, bell, tissue, cones, uniform), storage cabinet, x-banner with tarpaulin, and training of the crew.

**6. Who hires the personnel?** The dealer hires the crew/s. All issues and concerns regarding the sales staff (e.g. salary, benefits) are matters between dealer and the personnel.

**7. Who trains the crew?** The company will train the crew in basic outlet operations. It is advised that the dealer also attends. Minimum training days is 5, in an outlet most accessible to crew and/or dealer.

**8. Who searches for the location?** This works two ways. We sometimes have invitations from malls/commercial centers and we offer these to interested dealer-applicants, like you. A dealer-applicant may also search and locate his/her own space, and merely needs to refer it to us for

evaluation.

**9. Who prepares and pays for government permits and licenses (barangay and mayor's permits, DTI and BIR registrations)?** The dealer does. These are usually done prior to the opening. (Although, most malls/commercial centers would allow the opening without these or pending the release of the actual documents.)

**10. Are there other expenses before the outlet is opened?** Apart from the dealership package and government permits, the dealer is also (almost always) expected to put up a security deposit for the leased space (this ranges from 3 to 6 months of basic rent). Major malls also require fire and general liability insurance.

**11. Can the outlet be transferred?** In extreme cases like when market or foot traffic have shifted, transfer may be allowed subject to Sales & Marketing department's approval. 1 Month Prior notice is required.

**12. Is there a term for the products delivered?** Yes. 7-day terms is afforded to dealers. This is why check payments are strongly recommended.

**13. How is the ordering done?** Contact numbers of Customer Service Representatives (CSRs), one handling Payments and one for Ordering will be provided to you for better service. Order is to be made a day before the schedule of delivery following the 1pm cut off period.