

Rock'n'business



“JaggerClub” franchise

“JaggerClub” franchise is an easy way to the world of one of today’s most successful brands. The key to the brand’s success is novelty and unique format, which has found its way to consumer and won leading position in the market incredibly fast.

The company was created in 2008 in St. Petersburg, Russia in collaboration of efforts by group of investors and a team of highly-skilled managers and marketing experts.

Customers of “JaggerClub” are one of the widest groups in the industry, comprising locals as well as city guests.

“JaggerClub” will help you to stand out in the overcrowded competitive market. You are a partner of well-recognized international brand, which offers a unique recipe for success — drive, security, longevity and flexibility.

“JaggerClub” franchise

Advantages

- A unique, comprehensively thought out format
- Thousands of loyal customers
- Multiple sources of income (tickets, cuisine, bar, brewery, advertising)
- Guaranteed consistent beer quality, high product margin
- 100% coordination of business processes
- Control simplicity
- Large number of customers regardless of the day of the week
- “JaggerClub” reputation is the key to your low staff recruitment costs — employees want to work for you

“JaggerClub” franchise

What does franchisee get?

- Full opening support
- Supervisor’s support during the whole term of cooperation
- Full set of corporate standards, staff trainings
- Brewery process implementation
- Implementation of kitchen
- Premises design guidelines
- Full package of corporate style components (brandbook)
- Light and music scene equipment project
- Audio/video content necessary for club broadcasting
- Participation in global program “Jagger Rock Tour”
- “Live Music” program
- Sales promotion scheme



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Franchise Cost

Lump sum payment is a one time fee payable to the franchiser, which depends on the size of the territory, number of places and duration of the contract.

Royalty is a monthly fee amounting to 5% of the franchisee’s turnover.



“JaggerClub” franchise

Who can become a franchisee?

Franchise can be granted only to serious, experienced companies, capable of meeting high standards of “JaggerClub”.



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Exclusivity

JAGGERclub International performs global brand management and undertakes not to open “JaggerClub” restaurants within your territory during the whole term of Franchise Agreement.

Investments

	<i>low</i>	<i>high</i>	
Design and Engineering Works	\$ 50 000	\$ 200 000	Depending upon market prices and amount of works
Project Management	\$ 30 000	\$ 100 000	Depending upon market prices and amount of supervising works
Permits, Licenses and Utility Networks	\$ 5 000	\$ 40 000	Depending upon the country and region
General Construction Works	\$ 400 000	\$ 2 000 000	For 1000 m ² . Depending upon market prices and condition
Permanent Structures	\$ 40 000	\$ 100 000	Depending upon design and layout
Kitchen and Bar	\$ 120 000	\$ 350 000	Depending upon number of floors, kitchens and bars
Audit and Video System	\$ 150 000	\$ 300 000	Depending upon market needs
Signs and Boards	\$ 40 000	\$ 125 000	Depending upon local restrictions
Fire and Security Systems	\$ 30 000	\$ 50 000	Depending upon local law
Furniture	\$ 50 000	\$ 80 000	Depending upon number of seats
Computers and Cashdesk Equipment	\$ 50 000	\$ 125 000	Depending upon import duties
Legal Support	\$ 25 000	\$ 75 000	Depending upon country and jurisdiction
Brewery	\$ 230 000	\$ 500 000	Depending upon country and jurisdiction
Real Estate Broker's Fees	\$ 16 000	\$ 100 000	Depending upon country and jurisdiction
Marketing and PR	\$ 50 000	\$ 100 000	Depending upon opening campaign
Pre-Opening Costs	\$ 50 000	\$ 200 000	
Total	\$ 1 336 000	\$ 4 645 000	Cost of franchise excluded

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Estimated initial investments, necessary for opening of a single restaurant, are given in the following chart.

We have prepared these estimates on the basis of our experience. The amounts specified are your initial investments up to the opening of your restaurant. Later on, you are recommended to have additional cash available, a credit line in your bank, or other available assets against which you may borrow fund for covering potential expenses and any operating losses, whether during start-up of the project or thereafter.

The amount of necessary reserves differs for each franchisee and varies significantly depending on many factors. We do recommend you to use services of an experienced accountant or financial advisor to develop a business plan and to evaluate financial prospects of your business.



“JaggerClub” franchise

Obligations

You are obligated to comply with our recommendations including but not limited to continuous operation, annual marketing and advertising plan, conference attendance, confidentiality, no diversion of employees, maintaining image by appearance of staff, price policy, etc.

As a franchisee you are obliged to protect our licensed rights.

You are obliged to obtain insurance in compliance with corporate guidelines.

You are obliged to maintain accounts in compliance with established requirements, including but not limited to monthly, quarterly and annual reports, auditing, record keeping, corporate computer systems, etc.

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New Place Development Process

Corporate Advisory Services

Development of a restaurant (advice on site selection, restaurant design advice, access to approved consultants, contractors, sellers)

Operations (advice on equipment and materials purchase, access to approved manufacturers and suppliers)

Additional Services

Additional services (marketing, sales and promotion, planning of the opening ceremony)

Pre-opening program (budget planning)

Pre-opening program advisor

Advice on key issues (business planning)

Development of **preventive measures against unfair staff related losses** in cooperation with the franchisee

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Full-Scope Training, Key Team Formation

- Approval of key management personnel
- Specification of operating staff recruitment requirements
- 12 week training program for the manager
- Pre-opening training on site
- Ongoing staff development program

Advertising & Marketing

- Pre-opening advertising
- Ongoing local advertising (% of gross receipts annually)
- Cooperation on corporate/franchisee advertising programs
- Global advertising fund (% of gross receipts annually)
- Internet promotion

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Standards

- Implementation
- Ongoing compliance with corporate standards
- Corporate standards compliance control standards
- Permanently acting supervisor, assigned to the place
- Audit schedule
- Annual reporting

Gifts

- Advice on retail outlet design
- Gifts design and development
- Initial production of gifts and access to approved manufacturers and sellers

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Conclusion

If you re-design your club or restaurant into “JaggerClub” under franchise, you will have an advantage: existing loyal customers and lower club creation costs, since all preliminary works can be done without closing the place.

You cut costs significantly when you organize joint show programs, since any performer costs less when on tour than when invited for a single performance.

You get advantages from global “JaggerClub” advertising and get new customers.

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Thanks to all project components you will have no competitors!

Consistently high quality of the beer you brew is ensured, which gives you highly loyal customers and high product margin.

You reduce pay-back period thanks to thought-out management and in-depth marketing.

You get advantages from using up-to-date cooking technologies: 80% items from presented in the menu can be prepared within 5–7 minutes but keep their unbeatable taste quality.

Your customers will appraise incomparable spirit of “total show”, created by the whole “JaggerClub” team using our technologies.



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