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Advantages of Franchising

Franchising has some of the advantages of buying a successful business— You get brand identity, uniforms, a product line, machinery, technical support, training, menus, layout design, lease negotiation, advertising and point-of-sale software— some of the many things you would get if you bought a business. This represents a huge savings of effort and time.

As a franchisee, you get the help of experts who have been in the business a long time. You also get to **meet the people who will support you** and decide if you have confidence in them.



Last but certainly not least, you get the training and machinery you need without having to experiment.

Another very important benefit of a franchise is that you get a very **clear idea of cost** before you invest.

There may be surprises later but nothing like the unpleasant surprises that can occur during startup.

The Dream Cones Franchise



Dream Cones is different from franchisors in that most of our international franchisees **make as well as sell ice cream.**

The product, gelato, tastes and looks significantly better than mass-produced ice cream—but it is slightly more expensive. It does best in upscale malls or areas where people with some money congregate.

When you franchise with Swensen or Baskin you get the power of their name—but you gotta pay! Usually they want \$30,000 USD up front and 6-8% annually of your net. That might be as much as 18% of your gross! We are not as well known—yet--and therefore charge much less. You don't get the massive brand identity as with Baskin, but you do get a lot for your small franchise fee. And, we do not charge an annual royalty or commission.

What you get from Dream Cones

What you get:

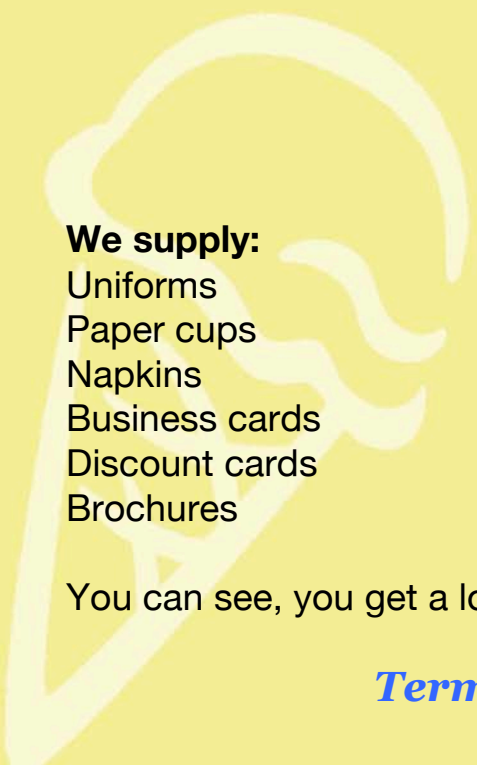
Location selection assistance
Lease assistance
Shop design
Lighting and electrical plans

Perspectives and renderings
Exterior façade design
Exterior sign design

We provide and train you to use:

Display freezers
Batch freezers
Blast freezers
Pasteurizers

Cake cases
Coffee machines
Cone bakers
Stainless kitchen equipment



We supply:

Uniforms
Paper cups
Napkins
Business cards
Discount cards
Brochures

Promotional graphics
Advertising
Website design
Promotional campaigns
On-going technical support

You can see, you get a lot for very little money!

Terms and Conditions

Shop franchises

All shop franchisees are obliged to buy our machinery, furnishings and ingredients for the life of the Agreement, five years, and put up a small performance guarantee, which is refundable if you do not renew the contract, providing you have lived up to the Agreement.

The Dream Cones franchise is much less expensive than buying an existing business or franchising with a name brand. Our franchise is almost like taking on an experienced partner—except you don't have to split the profits!

Our franchise network is growing so quickly! Join the family! Become a Dream Cones Franchisee!

