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# *Area Franchise Opportunity*

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## *Awarding Territories*

Each area is evaluated for market potential to ensure that it is capable of supporting enough franchise outlets to provide an **attractive revenue** stream for its' Area Franchise Partners.

Area Licenses are granted to individuals and companies who demonstrate strong skills in managing multiple locations, abiding by a development schedule and **supporting franchisees** on a local basis.

Area Franchisees will have the right to market and award unit franchises in their regions. Revenue opportunities come from initial franchise fees, training fees, royalties and resale fees coming from the local franchise network. While enjoying this exciting income potential, Area Franchisees will simultaneously be building their own business equity as the local Instant Imprints network grows in size and reputation. Area Franchisees will also be licensed to operate their own Instant Imprint retail stores and can enjoy the **financial benefits** of these commercial operations.

Upon award of an Area Franchise, the Area franchise Partner commits to paying the fee and assumes the duties of bringing new Unit Franchises into the network through awarding of the individual franchise licenses. Once new franchise licenses are granted, the Area franchise supervises and directs the site location and opening of the new stores as well as provide **local support** in the development of these businesses.

It is important that Area Franchise Partners are successful in developing the number of franchise outlets as quickly as possible in order to recoup their investment and fund the Area Franchise organization to justify the necessary and proportionate support structure. The Instant Imprints development department will assist new Area Franchise Partners through the franchise award process.

Area Franchise Opportunity

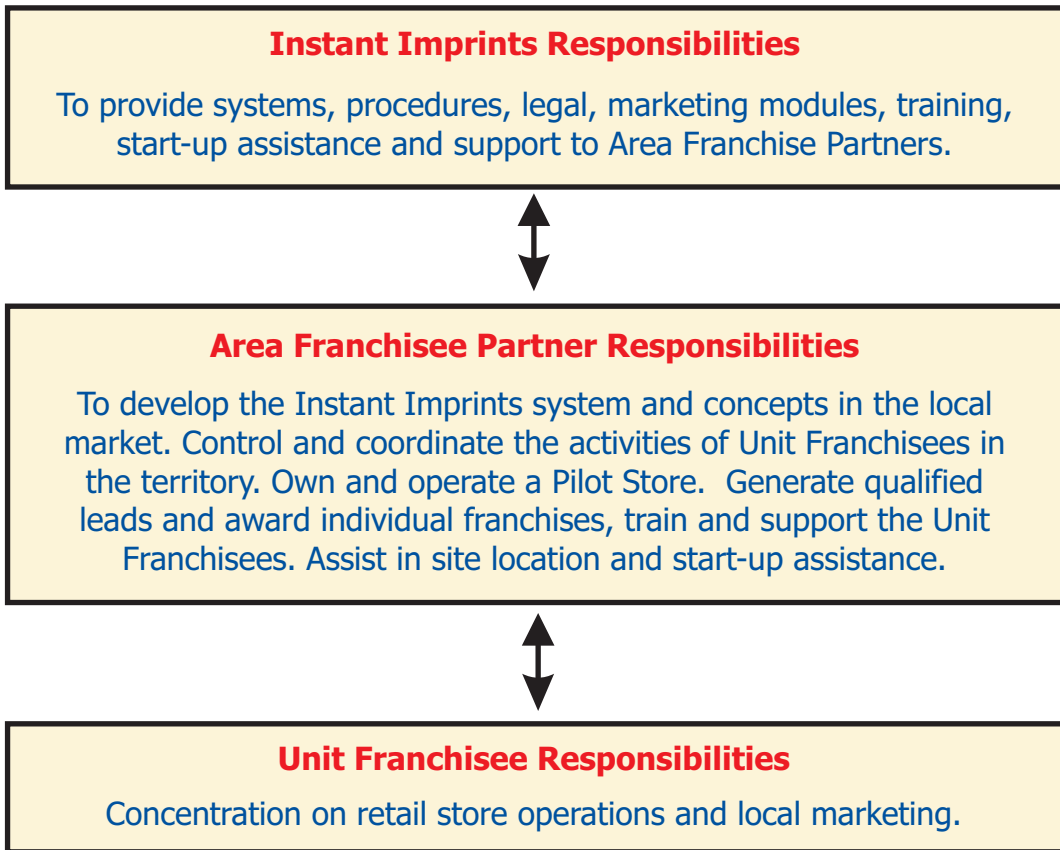




## A Team Effort

Instant Imprints is committed to the support of its Area Franchise Partners. The franchise development department, Operations and marketing staff are **dedicated** to assisting the Area Franchise Partners in all aspects of their business on an ongoing basis.

Though this partnership initiative we believe that we can provide a solid foundation for both Area and Unit level growth. By working closely together with our Area Franchise Partners, we will all benefit in cost reductions, new marketing initiatives, operational efficiencies and additional service opportunities.



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## *Pilot Store*

After executing the Area Franchise Agreement, Instant Imprints will assist you in selecting an appropriate retail location, design and construction of your **Pilot Store**.

The **Pilot Store** will be the model Store for your Area and as such should reflect the image of our brand in the most positive light. Our turnkey package will include everything needed to equip the Store for full production including equipment, software, signage, furniture, samples and initial inventory.

The location of your **Pilot Store** will be a fair representation of the environment that the Unit Franchisees are likely to experience. Lease expenses and labor costs will be the primary expense for them, therefore Store size should correspond to need and comparative lease rates.

During the early stages of development, the Area franchisee Partner will directly incur some marketing expenses to publicize Instant Imprints' market entry, **Pilot Store** Grand Opening and placing advertisements for franchise opportunities.

Store operations should also be consistent with the prescribed methods from Instant Imprints. Instant Imprints has developed a wide range of marketing materials, procedure manuals, software systems and business and finance methodologies for the **benefit of the network**.

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## *The Next Step*

If you want to lead Instant Imprints' development throughout an Area, it will take more than investment capital and management skills. It will require the same **entrepreneurial vision** and long-term commitment that the founders had to establish the network as a world class franchise organization. If you have the capability and the willingness, you may qualify to become Instant Imprints' exclusive Area Franchise Partner for a prescribed Area Territory.

As an Instant Imprints Area Franchise Partner, we will provide you with the training and support as well as our **proven methods** and systems to help you grow your Instant Imprints Network and maximize Store performance across your Area. Franchising also provides an opportunity to **generate revenues** through the awarding of franchises and the collection of royalties from Instant Imprints Stores in your Area.

**The Next Step** to be considered for a Instant Imprints Area Franchise, please complete and attach your application resume. All information will be held in the strictest confidence. Submitting this form does not obligate you or Instant Imprints in any way. Upon receipt of your application, we will contact you to arrange a meeting to discuss this **exciting opportunity!**

Area Franchise Opportunity

