



# PET PLANET CANDIDATE PACKAGE





# GETTING STARTED

Once we have reviewed your initial application we will book an initial call meant to give us an opportunity to get to know each other.

Here is what you can expect:

- You will meet your personal Franchise Recruitment Specialist, who will walk you through your qualification journey.
- You will be asked a series of easy questions like, how you heard about Pet Planet franchising opportunities, where you live and where you might like to open a store.
- You will learn more about Pet Planet, our history and our brand.
- You will discuss the economics of a Pet Planet franchise, including what your investment into a Pet Planet franchise looks like.

# MY NAME IS LAURA LEAH ENGLISH...

and I am one of the founding partners of Pet Planet. Like many people today, I came to a crossroads in my professional career that presented me with an opportunity to make a major change - continue to climb the corporate ladder or take the road less travelled and become an entrepreneur.

After much consideration I knew that adventure was calling and I had to answer that call. With my mother, and partner, by my side we set out to pursue our dreams. We knew that our efforts to successfully establish and operate a reputable and ethical business would offer us an outlet for our entrepreneurial spirit, while ultimately allowing us access to a lifestyle we were seeking. After the devastating loss of our family dog, Rueben, we knew the pet industry was our destiny and in 1996 my mother and I opened the first Pet Planet store in Calgary, Alberta with the mission to change an industry and to make a real difference in the lives of our pets.

Since 1996, we have grown from one store in Calgary, to almost 60 strong from coast to coast in Canada, and in the Phoenix valley in Arizona, all with a unified mission to serve our customers with honesty, integrity while only offering safe, supportive and trusted products. We have built the foundation for success, and now we look into the next phase of this adventure – growth.

## This is where you come in!

This is the first step in what will be a very exciting journey. Owning a franchise and living and entrepreneurial lifestyle is exciting enough - but doing that while being able to affect positive change for animal health and welfare can bring immeasurable rewards. It can offer you a lifestyle change that you have been looking for. An opportunity to fulfill your own destiny, to reap the rewards of your hard work and dedication. It ultimately gives you the opportunity to control your own success - you and the hard work and dedication you put forth will determine the life you get to live.

I know that this is a very big decision - I understand, I've been where you are now. The unknown can be scary, but also very exciting. The one thing you should know is that we are not going to try and "sell" you a franchise - this is a partnership. Thank you for your interest in Pet Planet, we look forward to getting to know you.



# A LITTLE HISTORY

Over 20 years ago, the founders of our company recognized a need in an industry that was in its early stages of evolution. A need that would ultimately help pets live longer and healthier lives. They set their sights, took a deep breath, and dove in, opening their first store in Calgary, Alberta in 1996. Today Pet Planet has over sixty-five stores across Canada and in the Phoenix Valley, and we are growing.

Since 1996, our mandate has remained steadfast - to educate families with what we know and support them during every step of their Guardianship journey. As the industry has evolved and matured, it became even more evident that our continued point of differentiation is our desire, and more importantly, our ability to help.

We help families find solutions to questions and problems – the ones they identify, and even ones they don't know they have.

## 250K - 350K INVESTMENT

WHERE DOES IT GO?

FRANCHISE



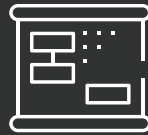
The \$30K franchise fee is included in the total investment.

LOCATION



This includes all real estate fees, construction and build-out costs.

THE STORE



Infrastructure that makes your store - shelving, product display, gondolas, treat table and counters.

FIXTURES



Freezers, POS system and Self-Wash and Grooming Equipment

INVENTORY



All of the product that you will sell as a part of our curated, mandatory product assortment.

MARKETING



Interior and exterior signage, branded materials for in-store use.

TRAINING



Training with our teams in Arizona.



SINCE 1996

YOUR PET'S *Natural* GROCER

# FREQUENTLY ASKED QUESTIONS

# ON YOUR JOURNEY TO SUCCESS

Q. What is the investment required?

A. The estimated initial investment ranges between \$250,000 and \$350,000. This includes the \$30,000 Franchise Fee plus store build-out costs, fixtures, furniture and equipment, point-of-sale computer system, interior and exterior sign packages, opening inventory and fees associated with training.

Q. What are your fees?

A. The initial franchise fee is \$30,000. Royalty fee is 6% of gross sales and the marketing fee is 1.5% of gross sales.

Q. What is the term of the Franchise Agreement?

A. The term of the initial Franchise Agreement is 10 years. We offer two 5 year renewal options.

Q. Am I required to work in the store?

A. Yes. Our years of experience tell us that an engaged and committed Franchise Operator is the key to a successful store. You will have greater success if you are intimately engaged to and devoted to full time effort in the business.

Q. How do you find the location for my store?

A. Pet Planet works with many real estate partners to look for locations that meet our requirements for space, amenities and lease terms. Our objective will always be to secure the best possible location for the best possible terms.

Q. How long does it take to open the store after I've been awarded a franchise?

A. While every case is different, the typical length of time between the time you sign the Franchise Agreement, we approve your location, and you open your business, is between 6 and 12 months.

# FREQUENTLY ASKED QUESTIONS

## ON YOUR JOURNEY TO SUCCESS

Q. Do I purchase my equipment through Pet Planet?

A. Yes. This is part of the total initial investment. We partner with fixture and equipment suppliers for brand consistency.

Q. Do I purchase food and supplies through Pet Planet?

A. We partner with national or regional distributors who provide timely delivery of the Pet Planet approved product assortment, at preferential pricing.

Q. Do I need previous pet industry experience to qualify?

A. No. We partner with like-minded entrepreneurs who share our dedication to exemplary Customer Service and who share our passion for animal welfare.

Q. What about ongoing support after I open my store?

A. Pet Planet offers our franchise partners a comprehensive system of tools, ongoing training and brand standards that work to govern all tactical aspects of owning and operating a Pet Planet location.

Q. What is your training program?

A. We're an education based company. Our comprehensive training covers all of Pet Planet's Brand Standards that include product education, merchandising standards and marketing standards. We also include nutritional training, in-store experience and the opportunity to meet the key members of our leadership team. Training takes place both in the form of online courses and in-classroom training in Mesa, Arizona.

Q. Are you a publicly held company?

A. No. Pet Planet is a privately held, family owned and operated company.



SINCE  
1996

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