



BTIC, INC. FRANCHISE SYSTEM

Contact Us

138 T. Kalaw St.
San Juan City 1500 Philippines
Tel: (63-2) 725-4313 (63-2) 799-5365
Telefax: (63-2) 724-5978
www.bticfrozenyogurt.com
franchise@bticfrozenyogurt.com



Thank you for your interest in Better Than Ice Cream's franchise opportunities.

BTIC, Inc. takes your privacy seriously. Similarly, we expect that all information disclosed between our two parties will be kept private and confidential and will not be sold, rented or released to external parties without explicit prior consent from both parties.

Copyright 2010 by BTIC, Inc. No part of this publication and all subsequent documents provided by BTIC may be reproduced or transmitted in any form or by any means without the prior written permission by authorized BTIC, Inc. representatives.



138 T. Kalaw St.
San Juan City 1500 Philippines
Tel: (63-2) 725-4313 (63-2) 799-5365
Telefax: (63-2) 724-5978
www.bticfrozenyogurt.com
franchise@bticfrozenyogurt.com

FRANCHISE SYSTEM

BETTER THAN ICE CREAM, INC

Better Than Ice Cream Inc.(BTIC) is the pioneer frozen yogurt manufacturer in the Philippines, opening its first scooping station at Parksquare I of the Ayala Shopping Center in November1989. It has since expanded its line from hard-frozen yogurt in over 30 flavors to soft-serve frozen yogurt and yogurt popsicles. BTIC has developed a unique system for the distribution of its frozen yogurt products through a network of standardized scooping stations and soft-served frozen yogurt store. This system consist in part of a distinctive design, presentation, a set of operating procedures, and the use of the BTIC, YOSWIRLS, and BOGART NYOGART logos, brand names, trade names, colors, slogan, and marks.

BTIC, Inc. is now processing applications from parties interested in obtaining a franchise to retail BTIC hard frozen yogurt using its scooping station system and its complete line of hard-frozen, soft-served, and popsicle yogurt.

TYPES OF FRANCHISES

A. BTIC SCOOPING STATION

A BTIC scooping station will usually occupy from 4 to 10 square meters and will consist of one or two display freezers and, in cases where the volume justifies it, a storage freezer. It will primarily be selling BTIC frozen yogurt by the scoop but may also sell BTIC half gallons and pints and Bogart Nyogurt popsicles.

B. YOSWIRLS by BTIC FROZEN YOGURT STORE

A YOSWIRLS by BTIC frozen yogurt store will usually occupy from 10 to 40 square meters and will have tables and chairs for customers. Only YOSWIRLS by BTIC stores will be allowed to offer frozen yogurt concoctions such as splits, shakes, and sundaes. It may also sell pastries, sandwiches and light meals, subject to the prior approval and arrangements with BTIC management and further subject to the fee structure of the franchise agreement.

C. PROVINCIAL DISTRIBUTOR

A BTIC provincial distributor will have the license to distribute BTIC hard frozen yogurt in half-gallons and pints. YOSWIRLS soft-served frozen yogurt, and BOGART NYOGURT popsicles. It may also operate BTIC scooping stations and/or YOSWIRLS by BTIC stores on an exclusive basis within a province or defined area of the franchise.



138 T. Kalaw St.
San Juan City 1500 Philippines
Tel: (63-2) 725-4313 (63-2) 799-5365
Telefax: (63-2) 724-5978
www.bticfrozenyogurt.com
franchise@bticfrozenyogurt.com

FRANCHISE QUALIFICATIONS

BTIC strongly believes in the personalized management of its franchised operations by the franchisee himself. Potential franchisees must have tried our product and believe they can market it strongly within their chosen area. The franchisee must meet strict qualification requirements, including the following:

A. FINANCIAL STRENGTH

The franchisee applicant or group of applicants must have a satisfactory financial rating. Credit information will be ordered for each applicant and it must reflect a financially secure individual who enjoys a good credit standing in his community.

B. GOOD HEALTH

A franchise applicant must be in good health.

C. OWNERSHIP

BTIC, Inc. prefers 100% owners or operators as their franchisees. However, in the event we allow two or more applicants to be considered as co-franchisees, then one of the individuals in that group must be an on-premises operations partner.

D. FULL-TIME OPERATOR

A franchise applicant who will be designated operating partner/managing director must be prepared to devote his/her full time and best efforts towards the success of the franchise.

E. COMMITMENT

The operating partner/managing director may not have any operational or management conflicts in any other business.

F. CONFLICTS

Investors or partners in the franchise cannot be BTIC suppliers of goods or services or existing franchisees for a competitor.

G. SUBJECTIVITY

Many other factors, some of which may be purely subjective, are also taken into consideration when evaluating a prospective franchisee or group of franchisees, for example, character, motivation, ability, etc.

H. APPLICATION

A properly accomplished application form is required prior to any formal discussion for franchising agreement.



138 T. Kalaw St.
 San Juan City 1500 Philippines
 Tel: (63-2) 725-4313 (63-2) 799-5365
 Telefax: (63-2) 724-5978
 www.bticfrozenyogurt.com
 franchise@bticfrozenyogurt.com

BTIC SUPPORT SYSTEM

BTIC offers the following marketing support to its franchisee:

- Assistance in Site Evaluation
- Assistance in:
 - Site Design and Construction
 - Store Set-up
 - Sourcing of Equipment
 - Costs and Profitability Estimates
 - Market Study
- Assistance in hiring/evaluating/training of Personnel
- Training on BTIC Operations & Controls
- Comprehensive Store Operations Manual
- An Opening Supervisor assigned for the branch's first few days of operation (for Metro-Manila Franchisees)
- Continuous research and development of the BTIC product line
- Continuous training programs
- Regular communications with franchisees
- Access to POS and Promo Materials

INVESTMENT REQUIRED

The Investment Package for a franchised BTIC outlet starts at around P250 thousand plus franchise fee for a Scooping Station, P2.5 million plus franchise fee for a YOSWIRLS by BTIC store. The franchise fee for an exclusive Provincial Distributorship is P1 million and allows the distributor to establish as many BTIC scooping stations and/or YOSWIRLS by BTIC stores in its designated province. The franchise shall be valid for a term of 5 years.

FRANCHISE FEES

	<i>TYPE</i>	<i>FEE</i>
BTIC Scooping Station	P	50,000 + VAT = P 50,000
YOSWIRLS by BTIC	P	250,000 + VAT = P 280,000
Provincial Distributor		P1,000,000 + VAT = P1,120,000

****Fees are subject to change without prior notice.***



138 T. Kalaw St.
San Juan City 1500 Philippines
Tel: (63-2) 725-4313 (63-2) 799-5365
Telefax: (63-2) 724-5978
www.bticfrozenyogurt.com
franchise@bticfrozenyogurt.com

FRANCHISE APPLICATION SYSTEM

STEP 1 – FRANCHISE APPLICANT

Identify a specific site or province and begin negotiations for a possible BTIC Scooping Station or Yogurt Parlor.

Fax or Email a Letter of Intent containing the name and contact information of the interested party, expressed interest in what type of a franchise and proposed site and location to:

The Franchise Manager
Better Than Ice Cream, Inc.
138 T. Kalaw St.,
San Juan City, Philippines 1500
Telefax: (+63-2) 724-5978
Email: franchise@bticfrozenyogurt.com

STEP 2 – BTIC, INC.

Initial assessment of the proposed site upon receipt of the Letter of Intent.

Contact the Franchise Applicant to proceed or not to proceed with a Market study of the proposed site.

STEP 3 – FRANCHISE APPLICANT

Accomplish a Market Study/Plan for the proposed site and present to BTIC, INC. (Refer to Market Study/Plan below). Sign a Non-Disclosure Agreement. Accomplish the BTIC Franchise Application Form.

STEP 4 – BTIC, INC.

Exchange of Confidential data. Schedule a meeting with Franchise Applicant to discuss other procedures.

FOR MORE DETAILS, CONTACT THE FRANCHISE MANAGER AT TEL# (+63-2) 725-4313 OR (+63-2) 799-5365.



138 T. Kalaw St.
San Juan City 1500 Philippines
Tel: (63-2) 725-4313 (63-2) 799-5365
Telefax: (63-2) 724-5978
www.bticfrozenyogurt.com
franchise@bticfrozenyogurt.com

MARKET STUDY/PLAN

A. BTIC SCOOPING STATION OR YOSWIRLS by BTIC FROZEN YOGURT STORE FRANCHISE

Draw a location or vicinity map of the area in which you propose to put up a BTIC Scooping Station or YOSWIRLS by BTIC Frozen Yogurt Store.

If you are negotiating a specific site or already have one, please clearly indicate in your drawing its specific location, size and dimensions. Otherwise, simply identify the potential sites.

Say whether you own, propose to buy or rent the site (if the latter, at what monthly rental rate).

Discuss why you believe a BTIC Scooping Station or YOSWIRLS by BTIC Frozen Yogurt Store will be successful in that area or specific location describing the volume and flow of pedestrian traffic and the advantages and disadvantages of your specific site or potential sites in relation to the location of other stores selling similar products (e.g. ice cream, cookies, snacks, etc.) and well-known stores with crowd-drawing power.

B. PROVINCIAL DISTRIBUTOR

Please describe and draw a map of the province or region you wish to develop.

Describe the existing and potential market for frozen yogurt in your chosen area. Estimate as best you can its size and the relative strength of competition.

Discuss how you plan to develop the market for BTIC frozen yogurt, as a distributor of its packaged frozen yogurt and as operator of BTIC Scooping Stations and YOSWIRLS by BTIC Frozen Yogurt Stores in your area.

BETTER THAN ICE CREAM, INC. takes your privacy seriously. Similarly, we expect that all information disclosed between our two parties will be kept private and confidential and will not be sold, rented or released to external parties without explicit prior consent from both parties.