



## **FREQUENTLY ASKED QUESTIONS**

### **1. WHAT MAKES JAZMO'Z FRANCHISE OPPORTUNITY UNIQUE?**

In a word - FUN! BOURBON STREET CAFE has developed what is clearly a market leading experience. We serve a broad mix of guests. All who demand high quality, freshly prepared food, coupled with a festive dining experience.

### **2. WHAT ARE THE STEPS INVOLVED IN OBTAINING A JAZMO'Z?**

If, after examining the material enclosed, you are interested in becoming a franchisee, please complete and the Preliminary Confidential Questionnaire. After we receive your response and assess your qualifications, you will be contacted to arrange a meeting.

### **3. HOW LARGE IS THE TOTAL INVESTMENT REQUIRED?**

It is anticipated that in establishing and constructing a JAZMO'Z franchise the franchisee should expect to make a capital investment of approximately \$400,000-\$1,230,000 excluding land and building. There are many variables involved such as local building codes, contractor charges, landlord contributions, market conditions, etc.

### **4. HOW MUCH IS THE FRANCHISE FEE AND ROYALTIES?**

The franchise fee is \$35,000. The royalty percentage is 6% of gross sales.

### **5. HOW MUCH IS THE LENGTH OF THE FRANCHISE AGREEMENT?**

Ten (10) years with options for renewals.

### **6. WHAT KIND OF FRANCHISE IS AVAILABLE?**

Both individual Franchise for single locations and development contracts for multiple units in selected areas are available. Such contracts are individually negotiated for your territorial needs.

### **7. AM I GIVEN TERRITORIAL PROTECTION?**

Yes. We establish a marketing territory, adjusted to market conditions and population density surrounding your location, within which no other JAZMO'Z will be developed.

#### **8. HOW IS THE ADVERTISING HANDLED?**

Each Franchisee is responsible for his own local advertising program. However, the franchisee must spend 4% of gross sales on advertising.

#### **9. WHAT IS THE TYPICAL SIZE AND RENT OF A BOURBON STREET CAFE?**

The typical size varies 4,500 to 9,000 square feet. Rent may vary from \$5,000-\$20,000 per month, depending upon the premises size and market conditions.

#### **10. DO I RECEIVE TRAINING BY BOURBON STREET CAFE?**

Franchisees, and their designate managers must attend and successfully complete the training program conducted at a designated JAZMO'Z. The cost of this initial training is included in your initial Franchise fee. Franchisees pay their own costs of transportation, lodging and meals.

#### **11. HOW MANY MANAGERS AND HOURLY EMPLOYEES WILL I NEED?**

You will need 4 to 5 managers depending on their experience and size of the store. You will need 50 to 75 full and part-time employees.

#### **12. DO I RECEIVE ASSISTANCE IN OPENING MY BOURBON STREET CAFE?**

Yes. In addition to your training period, Operations Specialists and opening teams will work with you in your unit at the time your unit opens.

#### **13. DO I HAVE TO RUN THE RESTAURANT?**

No, but either you or a very responsible manager should spend about fifty hours a week in the restaurant. An owner-operated restaurant has a greater opportunity for success.

#### **14. WHAT DOES MY FRANCHISE FEE COVER?**

The fee secures the right to own and operate a JAZMO'Z unit in a protected territory, and the use of our name, trademarks, recipes, distinctive decor, and manner of doing business. We assist you in restaurant design, site selection, training, lines of supply and proprietary recipes and procedures.



ESTIMATED INITIAL START-UP COST RANGE

EXPENDITURE CATEGORY	LOW\$	HIGH\$
Initial Franchise Fee	35,000	100,000
Location Acquisition	0	5,000
Plans and Specifications	2,000	30,000
Leasehold Improvements	150,000	500,000
Fixtures and Equipment	100,000	250,000
Initial Inventory	20,000	50,000
1st Month Rent and Deposit	5,000	35,000
Utility Deposit and License	3,000	10,000
Insurance	3,000	8,000
Legal and Accounting	2,000	5,000
Grand Opening Advertisement	10,000	10,000
Salary/ Wages/ Travel	15,000	40,000
Working Capital	50,000	100,000
	<b>\$400,000-</b>	<b>\$1,130,000-</b>
	<b>\$500,000</b>	<b>\$1,230,000</b>

COSTS WILL VARY FROM MARKET TO MARKET



## **STEPS TO OWNING A JAZMO'Z BOURBON ST CAFÉ**

1. Complete the enclosed Preliminary Confidential Questionnaire and return it to JAZMO'Z. This information is necessary in order to judge the qualifications of franchise applicants and will be kept confidential.
2. Jim DeWinter will contact you by telephone soon after your questionnaire is received and evaluated. At that time we will set up a personal interview with you.
3. Upon our initial meeting, we will provide you a Uniform Franchise Offering Circular for prospective franchise holders. We will also provide you a copy of our franchise agreement so that you can discuss the franchise program with your family, account and attorney.
4. Once the agreement is signed, we will begin assisting you in site location, lease negotiations, etc./ and will train you prior to your store opening.
5. The final phase is to starting to operate the business. Our Operations Director will be available to help you achieve a successful JAZMO'Z opening and to provide guidance in conducting your business thereafter.

When you open the doors to a new JAZMO'Z, you will have a streamlined, organized business operation. In addition to our Field Coordinators who will provide our franchise guidance during the preparation phase, we will offer the following benefits:

- \*Long -term franchise contract
- \*Ongoing guidance .
- \*Manage Management Manual
- \*Exterior and interior store design concept
- \*Inventory control system
- \*Store operations and administration procedures
- \*Store policies
- \*Grand open opening time table and checklist



## SYSTEMS IN PLACE

<b>ADMINISTRATIONS</b>	
<ul style="list-style-type: none"> <li>• Pay Checks</li> <li>• Daily Sales Reports</li> <li>• Deposits</li> <li>• Timecards</li> <li>• Schedules</li> <li>• Employee Files</li> <li>• Bonus Structure</li> <li>• Crash Kits</li> </ul>	<b>FRONT OF HOUSE MANGER</b> (cont'd) (SERVICE ATTENDANTS / BUSBOYS) <ul style="list-style-type: none"> <li>• Uniforms</li> </ul>
<b>GENERAL MANAGER</b>	(TRAINING AND DEVELOPMENT) <ul style="list-style-type: none"> <li>• Materials</li> <li>• Meetings Schedules</li> <li>• Ongoing Training</li> <li>• New Employee Training</li> </ul>
<ul style="list-style-type: none"> <li>• Maximum Restaurant Profitability</li> <li>• Controllable Costs*</li> <li>• Employee Training / Development / Evaluations</li> <li>• Restaurant Appearance and Maintenance</li> <li>• Food and Beverage Quality Control</li> <li>• Labor Laws and Safety</li> <li>• Security (Terminations)</li> <li>• Retail Sales / Gift Certificates</li> <li>• Shift Reviews</li> <li>• Customer Feedback System</li> </ul>	<b>BAR MANAGERS</b> <ul style="list-style-type: none"> <li>• Beverage Quality Control</li> <li>• Cost of Sales*</li> <li>• Uniforms</li> <li>• Liquor Licenses (if applicable)</li> <li>• Specials</li> <li>• Bar Menus Current</li> <li>• Locks</li> <li>• Procedures</li> <li>• Procedures Books</li> <li>• Product Specs.</li> <li>• Shift Reviews</li> </ul>
<b>FRONT OF HOUSE MANGER</b>	<b>KITCHEN MANAGER</b> <ul style="list-style-type: none"> <li>• Food Quality Control</li> <li>• Cost of Sales*</li> <li>• Employee Hiring / Training / Development / Evaluations</li> <li>• Master Cookbook Standards</li> </ul>
<ul style="list-style-type: none"> <li>• Labor Cost Percentage*</li> <li>• Scheduling</li> <li>• Hiring</li> <li>• Training</li> <li>• Male Uniforms</li> <li>• Female Uniforms</li> </ul>	

<ul style="list-style-type: none"><li>• Specials</li><li>• Weekly FOH Walkthroughs</li><li>• Period Facilities Audit FOH</li><li>• Shift Reviews</li></ul> (HOST / HOSTESS) <ul style="list-style-type: none"><li>• Information Sheets</li><li>• Floor Plans</li><li>• Reservations</li><li>• Menus</li><li>• Host Stand Supplies</li><li>• Brochure Holders</li><li>• Uniforms</li><li>• Specials</li></ul>	<ul style="list-style-type: none"><li>• Company Standard Ticket Times</li><li>• Ordering and Receiving</li><li>• Health / Food Handlers Cards (if applicable)</li><li>• 100% Maintenance Standards</li><li>• Shift Reviews</li></ul> <p>* May vary from region to region</p>
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**Request for Consideration (Short Form)**  
**Jazmo'z Bourbon St Café**

The Applicant submits the following personal, business and financial information to Jazmo'z Bourbon St Café, as a basis for considering the candidate and project described herein. The submission of this Request for Consideration and Financial Profile does not obligate either the applicant or Jazmo'z in any way or manner.

I am making this application: \_\_\_ as an individual \_\_\_ as a corporation, LLC, partnership or business.

Full name \_\_\_\_\_

\_\_\_\_\_ Date of birth Social Security Number \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ Phone Numbers: Business Residence Fax \_\_\_\_\_

Who is your current employer? \_\_\_\_\_

Your job title and duties? \_\_\_\_\_

Are you an officer or director of the company making this application? \_\_\_\_\_

**CORPORATE, PARTNERSHIP OR BUSINESS INFORMATION:**

Name of business \_\_\_\_\_

Is this a: \_\_\_ Corporation \_\_\_ LLC \_\_\_ Partnership \_\_\_ Individual ownership

**GENERAL INFORMATION:**

Do you wish to develop: \_\_\_ Single unit \_\_\_ Multiple unit territory

City, state and brief description where you wish to locate \_\_\_\_\_

Have you selected a site? \_\_\_ Yes \_\_\_ No If yes, describe: \_\_\_\_\_

Is this: \_\_\_ New Construction \_\_\_ Renovation of former restaurant

If a former restaurant site, what was the former restaurant? \_\_\_\_\_

How will you finance or fund your restaurant? \_\_\_\_\_

When do you wish to open your Jazmo'z Bourbon St Café? \_\_\_\_\_

ATTACHMENTS:

(1) Financial statement(s) and balance(s).

(2) Any photos, maps, site demographics and traffic counts, renderings, news articles, or related data pertaining to this site or sites you propose.

I certify that all the information I am providing in this Application is true and correct. I understand that Jazmo'z Bourbon St Café may verify all data given in this Request for Consideration. I authorize Jazmo'z Bourbon St Café to undertake any investigation, credit, background and character checks that it deems necessary. I release from liability any person giving or receiving any such information. I understand that falsification of any information in this application may be the basis for termination of the licensing approval process.

\_\_\_\_\_  
Date Signature

Please return Request for Consideration, financial information and attachments to:

Ward Harrison  
Jazmo'z Bourbon St Café  
6610 S. Peoria, Suite G  
Tulsa, OK 74136



TESTIMONY:

Bourbon St Cafe has been a very exciting time for us. The concept has been outstanding and well received in Amarillo. The support and training that myself and the staff has received from the home office has met and exceeded our expectations. If we have any questions or need any help it is only a phone call away. Dave and Blake visit the restaurant monthly and have given us their full attention. We are excited about our continued growth and future franchise locations with Bourbon St Café and can only hope others will join the Bourbon St family.

Sincerely

DANNY BYRD  
JAZMOZ BOURBON STREET CAFÉ  
AMARILLO, TX