



*Nelson's Franchise
Concept's, LLC*

*Nelson's Franchise Concepts
607 Nelson pkwy
Wakarusa, IN 46573
www.NelsonsUSA.com*

Dear

Thank you for your interest in the Nelson's franchise system. We, at Nelson's Franchise Concepts (NFC) have intentionally limited our expansion plans in order to ensure the proper development of our proprietary systems, and our operational and promotional programs for new markets. Though we currently have our systems up and operating in five different states, we continue to pursue growth cautiously in order to ensure the strength of the foundation we are building for the development of the future. To this point, we have included in this letter a number of key requirements that must be met in order to qualify as a candidate for a Nelson's franchise.

First, a Nelson's franchisee must have cash or cash equivalents of at least \$50,000 and be capable of obtaining financing for an additional \$100,000. Next, due to the nature of the catering and fundraising business, a prospective Nelson's Franchisee must be a highly energetic, driven individual with a general knowledge of business and a passion to bring value to corporate catering clients and nonprofit organizations alike. Finally, because sales presentations are critical to the initial introduction of the brand to a new market, both sales and food service experience provide a significant advantage for a prospective franchisee and will be seriously considered in the initial screening process.

If you believe you meet the qualification standards listed above, and you are interested in building a business based upon the concept spelled out in the *Concept Overview* page attached, please take a few moments to fill out the enclosed Personal Profile letter and return it to:

Nelson's USA
607 Nelson's Pkwy
Wakarusa, IN 46573

Again thank you for your interest and we look forward to hearing from you in the future.

Best Regards,

Todd Gongwer
Managing Partner
Nelson's Franchise Concept's

Nelson's Franchise Concept's, LLC



Concept Overview:

Nelson's Franchise business focuses predominantly on two areas of food service for revenue generation; corporate catering and fundraising. In both cases, Nelson's unique products and processes can be fully utilized to provide franchisee's with competitive advantages both from a quality and efficiency standpoint.

Initially, franchisees are encouraged to focus on building a client base in the catering portion of the business due mainly to the ease of entry into this market. Typically, providing a quality product at a competitive price paves the way for building this client base. Once this base is established (within the first 6 – 18 months) franchisees are encouraged to more actively pursue non-profit organizations as clients for potential fundraisers. Although both revenue streams have the potential to grow rapidly, they have historically taken extensive marketing efforts for the first three to four years of the business to build significant momentum for the revenue stream of the future.

Special events such as fairs, festivals, or even sporting events can serve as great promotional opportunities. However, because of the inconsistent nature of these types of events, Nelson's franchisee's are strongly discouraged from relying on any such event for positive revenue growth. Until the brand has been fully established in a market (3 – 4 years) these events provide minimal profit potential and should be approached only as promotional opportunity where hard costs will likely exceed financial benefits.

Nelson's franchise provides franchisee's with all the tools they need to build both aspects of the previously described business model. In addition to a start-up equipment package (see page 3), Nelson's franchisees are also provided with initial training in the areas of marketing, selling, and operating a Nelson's business. And, because each territory is unique, on-the-job training in previously developed franchise markets provides franchisees with a critical look at systems of operation from a number of different perspectives. In addition, Nelson's franchisees maintain a link to a network of individuals who have had first hand experience establishing their business in new territories. Individual franchise success eventually becomes beneficial to the group of franchisees as valuable ideas and information regarding opportunities for growth are shared and utilized throughout the franchise system.

