



Information Brochure Questions & Answers

vomFASS Franchise Partnership

What is the Investment Range to Open a *vomFASS* and how much equity capital do I need to start?

The initial investment to open a *vomFASS* shop depends upon a number of factors. Major variables are location, size, condition of property and lease economics.

Our franchisees have found the investment to range between € 100,000 - € 120,000. An equity capital of about one quarter of the total investment should be available.

We are talking about €25,000 €, which however does not necessarily have to be cash assets.





What are the fees? What is the franchise fee and how much is it for a *vomFASS* franchise?

When looking at fees we distinguish between entrance fee and the continuous franchise fee.

The estimated initial investment includes an one-off franchise fee of € 6.800 in Europe, but only after signing the contract. This provides you with access to our well-defined business systems, training programs, access to proven promotions and advertising materials.

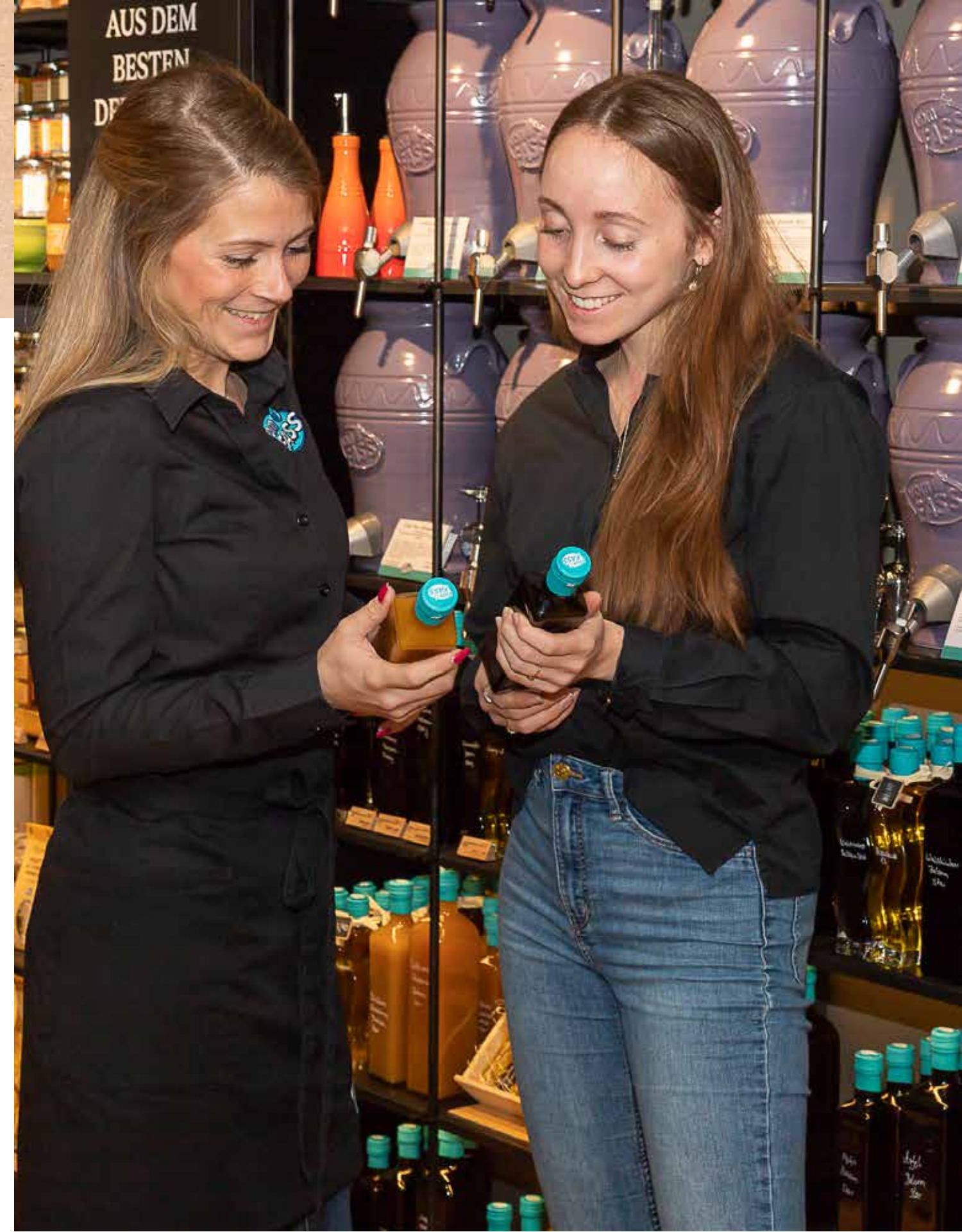
The continuous monthly system fee is 200 €. There is no marketing fee...

Why *vomFASS* could be the Right Business for You?

Entering the ***vomFASS*** franchise system brings huge advantages. As a ***vomFASS*** franchisee, you are joining a global, proven and above all market-tested company.

You will benefit from a significant purchasing power of the entire ***vomFASS*** community and a well thought-through concept being optimised constantly.

You can rely on the expertise of the franchisor and the support from the network of franchisees. You are not alone with any potential questions and worries.





What experience do I need?

Besides passion for high quality food and drinks you should enjoy dealing with people and selling.

Basic knowledge of retail and a motivation to independence are also important factors for later success.

It is our task to prepare you for the start into your entrepreneurship and the partnership with **vomFASS**.

Therefore, we have a training programme in place that over the last 25 years has been developed and improved to perfectly adapted to our applicants.

How long does the preoperational training program last and what kind of training is available?

To prepare you for a perfect start with your first **vomFASS** business we have developed a process that allows you to gain deep insights into the life as a **vomFASS** partner. Besides an intensive training week in the system headquarters we offer internships in different **vomFASS** partner shops. The duration and number of internships you decide yourself.

We think it is important that both the training week and at least the first traineeships take place before the contract is signed.

Because you should be absolutely convinced and perfectly prepared before you take the step into the partnership with **vomFASS**.

After the opening our employees are to the side. Furthermore, we provide freely accessible training materials and product information that will help you and your employees.





Where can I open a *vomFASS* shop and how do I find a shop location?

Finding the right retail space for your *vomFASS* shop is one of the most decisive questions and decisions for the later success.

The location, customer frequency but also the personal feel-good factor plays an important role.

Again, we do not leave you alone. In the ideal case you will find possible available locations, which we will then discuss, inspect and evaluate together...

How long will it take until I can finally open my *vomFASS* shop?

Experience shows that the duration is between three and nine months from first contact to opening day.

This depends primarily on your own preferences and of course, the availability of a suitable shop area.

We support you in all steps on your way to the independence with ***vomFASS!***



What happens next?

If you find yourself in the questions and answers the next step is to provide concrete figures on turnover, profit, and cost structure.

Contact us directly: franchise@vomfass.com

