



CLUSTERS

Handcrafted

POPCORN

"LIKE YOU NEVER HAD BEFORE"

**FRANCHISE
OPPORTUNITIES**

215-630-7258

info@clusterspopcorn.com

clusterspopcorn.com



About CLUSTERS Handcrafted Popcorn

Owners Linda and Jules Sghiatti thought New Hope was a great place to open a caramel corn store. As Bucks County natives, they have lived in New Hope for over 15 years, raising three children, and working in their own residential building business.

When Linda wanted to get a part-time job, Jules encouraged her "to do her own thing." After attending the Friday Night Fireworks on the Delaware River in New Hope one evening in 2010, they discussed that New Hope didn't have any quick snack stops other than ice cream. They thought about how much they love the caramel corn from the boardwalk at the jersey shore and that's how the whole idea came about.

After a bit of research and planning, Jules got to work designing and building the shop. Linda and the kids went to work creating popcorn recipes. The whole family contributed to the process, including designing the logo and packaging. A year later, CLUSTERS opened April, 2011.

Locals know that a trip to CLUSTERS will require them to answer a question – "Bag open or closed?" Always answer OPEN! That way you get an extra scoop or so to enjoy walking around town. The only mistake you can make when you go to CLUSTERS is when you don't order a big enough bag.

Offer Your Customers
Retail and Online
Shopping Options



Why CLUSTERS?

- Everybody loves popcorn
- Fun work environment
- High margins
- Low overhead
- Proven training procedures
- Income growth potential
- Franchise referral program

It's about the CLUSTERS experience!

As soon as you walk into a CLUSTERS popcorn shop you are immediately welcomed into a foodie's haven. The presentation of all our unique flavors makes for a fun sampling experience of popcorn creations. Clusters creations are made fresh daily, filling the outside air with hints of caramel, coconut, cinnamon, and cookies. All recipes are created in house and are unique.

Clusters popcorn locations have a lovely boutique style, with a relaxing front porch cottage feel painted in an inviting light blue. The shop has detailed moldings, wood ceilings, and historical photos about the town to delight the customers. CLUSTERS staff is extremely friendly and encourage customers to enjoy samples. CLUSTERS offer a loyalty program to regular visitors, providing a discount on tub and tin refills. Bag sizes are also offered, and customers are encouraged to leave the bag "opened" which means they get more popcorn!



45
QUARTS
CONSUMED / **PER PERSON**
ANNUALLY

Source: popcorn.org

Areas of Support Include: Operational, Marketing, Accounting, Audit, and Legal Support

CLUSTERS Handcrafted Popcorn will continue ongoing research and development, which will stream down to each franchise location.

With these great areas of support, becoming a franchisee of CLUSTERS Handcrafted Popcorn could not be easier!

Qualifications

The best CLUSTERS franchisees will love the concept and should enjoy serving people. The franchisee should have strong management abilities and will operate with complete integrity in the business and in front of the customer.

The number one quality we will look for in a potential candidate for CLUSTERS is their comfort level in management and in overseeing employees to provide the ultimate service to each guest. CLUSTERS franchisees must also exhibit a commitment and enthusiasm to serving quality food in a pleasant environment. A franchisee needs to be able to recognize and hire staff that exhibits these qualities as well.

Investment

Becoming a franchise owner will take some initial investment up front. The chart on the reverse side showcases the initial investment needed to open your own CLUSTERS Handcrafted Popcorn, including costs on the low and high ends.



Next Steps

Fill out the evaluation form!

After the form is received, the next steps are:

1. Qualifying call
2. Introduction to CLUSTERS Handcrafted Popcorn
3. Schedule a visit to CLUSTERS
4. Follow-up
5. Start popping with CLUSTERS at your location

To learn more about CLUSTERS franchise opportunities,
call 215-630-7258 or email info@clusterspopcorn.com.



INVESTMENT CHART

TYPE OF EXPENDITURE	LOW	HIGH
Rent (One Month)	\$1,875	\$12,500
Lease Security Deposit	\$1,875	\$12,500
Utilities (Electric, Gas, Cable)	\$500	\$800
Leasehold Improvements	\$40,000	\$75,000
Market Introduction Program	\$1,000	\$2,500
Equipment and Fixtures	\$35,000	\$55,000
Computer Systems	\$1,000	\$2,500
Insurance (Three Months)	\$300	\$600
Signage	\$2,000	\$6,000
Office Expenses	\$1,000	\$2,000
Food Cooking Supplies	\$3,700	\$6,000
Food Packaging Supplies	\$7,500	\$10,000
Licenses and Permits	\$1,000	\$2,000
Dues and Subscriptions	\$250	\$500
Professional Fees (Lawyer, Accountant, Etc.)	\$1,500	\$3,500
Architect Fees	\$0	\$10,000
Travel, Lodging, and Meals for Initial Training	\$3,000	\$6,000
Additional Funds (For First Three Months)	\$15,000	\$30,000
TOTAL BEFORE FRANCHISE COSTS	\$116,500	\$237,400
AVERAGE	\$176,950	
Franchise Fee	\$35,000	\$35,000
TOTAL WITH FRANCHISE COSTS	\$151,500	\$272,400
AVERAGE	\$211,950	

Amounts may vary and are subject to change.

Minimum Financial Resources:

Liquid Capital: \$100,000 (depending on location, size of store front, and build-out)

Net Worth: \$300,000

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