

shaake 
www.shaake.com



WELCOME

Welcome to Shaake, the go-to brand for **quality, presentation and innovation.**

The Shaake concept was in development for several years before the first store launched in 2008. This in-depth process involved many aspects including several focus groups across varying consumer demographics, comprehensive R&D including several trips to the USA, extensive menu development using highly regarded nutritionists and a copyrighted brand with its logo, extensive artwork, imagery and literature designed to connect with our target audience using a language they can relate to and understand.

The Shaake brand is our most valuable asset.



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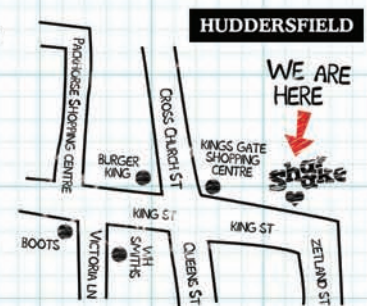


Full support all the way

As part of the Shaake brand, you will be supported through every aspect of design, build, opening and management of your new Shaake store.

We will offer support in locating the right property with the required footfall, researching the local area to ensure the market can sustain a business such as Shaake. We will then support you, or work on your behalf, to negotiate with the landlord to ensure the best deal available is secured for your store. From this point we move into the design phase. To ensure the business can cope with the traffic we will design and plan the full store, front and back of house serveries, including all fixtures, fittings and marketing and promotional fixtures.

As each Shaake store will be a unique shape and size, this process is critical to the success of the store. The full fixtures list will then be confirmed following the design phase and the contractors instructed. Throughout the build phase we will work with you and the contractors to ensure the deadlines and standards are always maintained. We have preferred suppliers for many brand-critical aspects of this phase, however, if you would like to be more actively involved in other supplier selections at this stage, we encourage you to do so.



Marketing that equals success

Once a location has been secured we will immediately start working on a teaser campaign, launch strategy and marketing plan for your store. This will include bespoke design and print services, local press strategy and working with you to identify other opportunities to market the store to the local community, surrounding areas and local businesses.



Hire the best

One of the critical aspects of the opening of a new store is recruiting and training the right full and part time staff. Shaake will support you through the recruitment stage, from the advertising of the roles through to the interview process.

Following appointments, this then moves into the training phase where Shaake will support you by utilising other stores for initial training, then, offer more in depth on site training in your newly built store.

Alongside the day to day support during the development and build phase, Shaake will help you implement the systems which have been proven to smoothly run a Shaake store on a day to day basis. This includes, but isn't limited to, the day to day rota and task sheets, through to the ordering of stock and financial and VAT management.

Shaake has a dedicated accountant and can offer fully supported accountancy services, which could include payroll and VAT reclaims. Alternatively you can utilise your existing accountant.



The right products at the best prices

Dependant on location and local services, we will support you to set up contracts with all services you need to add, from Waste to Electricity and Broadband, ensuring you receive competitive deals in all areas of the business.

Shaake actively supports local sourcing, we also have national distribution contracts with our critical suppliers, we will work with you to source the local products such as milk and fresh fruits, then, in addition to this, we will set you up with national pricing agreements to purchase from the Shaake suppliers at our heavily discounted contracted prices.



Take Control Of Your Own Destiny

As with all aspects of the Shaake opening process, if you feel confident enough and would rather take more ownership, we would fully support this and offer you bespoke packages to support your existing knowledge. We work within very defined brand guidelines, however, many of the responsibilities of running a store are very similar to running other businesses and you may feel this is something you'd rather undertake yourself.

A full list of the services which can be provided can be discussed with you directly by the Shaake team. We would work very closely with you on this plan to ensure no stone is left unturned and all opportunities are taken to make your Shaake store a success.



Transparency is the key

The cost of opening a Shaake store can vary greatly, we would expect it to be somewhere between £40k and £80k depending on location, condition of the property and the lease term.

Every cost of the store would be broken down and explained to you in depth. This not only ensures you are getting the best value, but means we can jointly work on ways to reduce commodity costs. A copy of the Shaake franchise agreement is available on request. The upfront costs include a 5 year exclusive licence for your territory, and all training and development throughout the store opening.

Ongoing we charge a small % management charge which decreases as you open more stores. This is in addition to the marketing and promotional commitments which each store will have to maintain the brand image.

For further information or any questions that need answering, please get in touch and we will be more than happy to answer the questions or talk you through any queries you may have.

Shaake – So much more than milkshakes.....

