



How To Start Your Picnic People Division

What are the steps for approval?

- Initial Phone call or Inquiry (approximately 10 minutes)
- Review Franchise website www.picnicpeoplefranchise.com
- At the end of the initial inquiry our Franchise Development representative will set up a phone meeting in which your goals and objectives will be discussed. This will help to define the next steps required for our approval process and your development goals. (approximately 30 minutes)
- Information sent for review and next phone call set to review information.
- Decide whether or not to visit San Diego office for an Orientation weekend. Picnic People will introduce you to our processes, goals and objectives. You will be given a basic overview of kitchen and warehouse operations and will visit actual Picnic People events. Orientation is structured so that you will meet key department heads who will be providing ongoing support and service for the franchise.
- Request available Orientation dates from Picnic People San Diego
- Complete and return franchise application form
- Decide on date for Orientation.
- Once Picnic People receives your Franchise application, you will receive a Franchise Disclosure Document (FDD) to review prior to your Orientation visit.
- Book Travel Arrangements. Ask Picnic People for recommendations
- Attend Orientation. Typically Friday through Sunday.
- Decide whether or not to purchase franchise
- Franchise territory will be determined.
- If deciding to purchase, final review of Franchise Disclosure Document (FDD), execute FDD and return with deposit
- Plan to OPEN utilizing all of your new resources!

Fee Structures

Initial Franchise Fee	\$25,000.00
Ancillary Fees	pending existing resources
Royalty	6% of gross sales

