



Dear Prospective Licensee:

Thank you for your interest in Peachwave Frozen Yogurt. This packet is designed to give you the basic steps of opening your own store. You can also find some great information at www.peachwaveyogurt.com. Learn about our concept, values, and current locations as you continue to research this venture.

After reviewing this information and deciding to move forward, you will be asked to fill out a trademark application online at www.peachwaveyogurt.com. A PDF version can also be printed and submitted via email, fax, or mail.

After reviewing, one of our representatives will contact you within 1-2 weeks after receiving your application to learn more about your plans and answer any additional questions.

Once again, thank you for your interest in our licensing opportunities. We look forward to meeting you and to a long and successful business relationship!

Regards,

Kevin Moon, owner & founder
Peachwave Frozen Yogurt



Basic Licensing Information

SKY-J Enterprise Ltd. Co. is the producer of Yogoya, a proprietary frozen yogurt product. Sky-J is also the owner of the “Peachwave Frozen Yogurt” trademark and licenses the use of this trademark as well as recipes, trade secrets, and brand concepts to individuals and businesses wishing to open their own Peachwave location. SKY-J provides support and consulting services for each licensee as well as frozen yogurt supplies/products at wholesale prices.

Unlike the typical franchisor, SKY-J Enterprise does not charge franchise/license fees, royalties, or marketing fees.

More information about start-up costs:

1. Required Deposit:

- \$5,000.00 deposit for initial inventory per store upon execution of the licensing agreement. This is not a fee and 100% of the deposit will be applied to your account with SKY-J as credit and will be applied to your first order.
- Pre-payment requirement is required from the licensee as a measure of security for providing trade secrets and other operational processes during the setup & opening of your store.
- If for any reason, a licensee cannot open their store, 15% of the deposit will be retained by SKY-J as a service charge (as well as any travel expenses incurred during consulting/development phase). The remaining 85% (less travel expenses if applicable) will be refunded in full.

2. Location:

- Although Peachwave will offer consulting services on important variables and market conditions, we treat the licensee as the expert in the area of their interested location(s) and all final decisions will be up to the licensee.
- You should have at least one location in mind before contacting SKY-J. We cannot find a location for you but can provide consulting and advice about the locations you have in mind.
- Ideal size for a self-serve frozen yogurt store is between 1,600 to 2,000 square feet per store.
- Try to locate an area with at least a 25k population in the surrounding 3 mile radius.



3. Average Opening Time:

- 4 to 6 weeks attaining construction permit
- 8 to 10 weeks build out
- 1 to 2 weeks training

4. Estimated Cost:

- Estimated build out cost including signage, furniture, equipments and initial inventory for general Peachwave store is at around \$250,000. This estimate can vary depending on size, area, and conditions of the premise

Item	Low	High
Equipments*	\$100,000	\$125,000
Signage	\$5,000	\$10,000
Leasehold Improvements**	\$85,000	\$130,000
Furniture	\$5,000	\$10,000
Operating Supplies	\$1,500	\$2,000
Initial Inventory	\$6,000	\$8,000
Architectural Plans	\$5,000	\$8,000
Grand Opening Promo	\$500	\$5,000
Travel Expense Reimbursement***	\$600	\$1,000
Total	\$213,600	\$304,000

*Equipment cost varies depending on number of soft serve units the licensee decides on operating, typically Peachwave recommends 8 units per store.

** Leasehold improvement costs may be greater or less for various reasons such as size and conditions of the premise.

***Travel expense reimbursement related to initial training include airfare and/or mileage, accommodations, and rental car for up to 1 corporate trainer.

**** Licensees should also set aside insurance, lease/utilities deposit, and additional funds for working capital.