



Q. How much will I need to invest?

A. The estimated cost of an Aladdin's Eatery will be between \$382,000 and \$518,000 and variant upon location of approximately 2,500 square feet. These average costs do not include insurance premiums, professional fees and liquor licenses.

Q. What does the franchise system include?

A. Owning and operating an Aladdin's Eatery, use of the brand name, trademarks, recipes, operational systems and methods, and decor. Additionally, you will receive support in these specific areas:

- Space planning on site location and architectural design
- Specifications for fixtures, equipment, and leasehold improvements
- Assistance in site selection and lease negotiation
- Corporate training for Owner/Operator and General Managers
- Kitchen/Back of the House Workflow design
- Ongoing support from members of the Training and Operations Team
- Ongoing updates for increasing profitability
- Products with high industry demand
- Efficiency in all systems
- Favorable national contracts with suppliers of goods and services
- Operating manuals, policies, procedures, and business management systems
- Marketing suggestions and material preparation assistance

Q. Who designs and builds my store?

A. Aladdin's Eatery Systems, Inc. provides the franchisee with architectural assistance with drawings and specifications. Franchisee will negotiate with construction contractors and other construction suppliers, with assistance in management of the construction of the space.

Q. How much is the franchise fee for an Aladdin's Eatery?

A. The franchise fee is thirty thousand dollars (\$30,000) per store location.

Q. What type of marketing assistance is available?

A. Aladdin's Eatery Systems will have available for the franchisee a complete Grand Opening and on going Local Store Marketing suggestions.

Q. How much money can I make from an Aladdin's Eatery restaurant?

A. The Federal Trade Commission will not let us make any earnings claims to prospective franchisees. Therefore, we rely on our franchisees to supply you information on this subject and, with some effort on your part, you can put together a fairly accurate pro forma.

Q. How is the site selected for my store?

A. Aladdin's Eatery Systems will provide Real Estate assistance in the site procurement process including negotiation with retail space owners/landlords.

Q. Is there any experience necessary to own an Aladdin's Eatery restaurant?

A. Yes, preferably in foodservice but not as a sole requirement. Aladdin's Eatery Systems actively searches for candidates with a strong background in business management. The owner must complete the training program prior to opening the restaurant.

Q. Do I need to be involved in the day-to-day operation of my franchise?

A. At least one owner or a designated manager must be involved on a full-time basis and must be responsible for the day-to-day operations and management, and complete the four-week training program in Cleveland, Ohio.

Q. How will I know if I have the necessary finances?

A. Your completed personal franchise application will be evaluated by our finance department. The Director of Franchise Sales will let you know how your financial status fits within our profile and what your financing options might be, if needed.

Q. How long is the term of an Aladdin's Eatery franchise agreement?

A. The franchise term is ten (10) years plus two (2) five (5) year extensions.

Q. I'm interested in an Aladdin's Eatery franchise. What do I do next?

A. Fill out the personal franchise application and return it to the address indicated. An Aladdin's Eatery Systems representative will contact you and start you down the road to owning your own business.