

PROUD WILLIE'S WINGS AND STUFF



One Unique Franchise Opportunity



One Unique Combination

Welcome to Proud Willie's Wings and Stuff. We are a business that knows what it's doing, keeps it simple and does what we do extremely well. The result: one unique franchise opportunity.

There are four facets of the Proud Willie's concept that work together to make this a unique franchise opportunity. First, it all began with a simple idea: serving chicken wings, burgers, chicken sandwiches and a few other menu items such as Cheesy Tots (the "Stuff") to the university community in Auburn, Alabama. Second, we decided to make our lives easier by offering take-out and delivery service only. This decision led to a number of advantages, including:

- No dining room required, so less space on which to pay rent and fewer staff needed to serve and clean up after customers;
- Lower real estate costs because not only do we require fewer square feet but also we do not need the maximum visibility, most accessible locations (in other words, highest rental rate);
- A streamlined, more efficient operation because we can concentrate on preparing the food;
- Lower build-out and furnishings costs;



- In addition to rent and personnel, reduced on-going costs, such as supplies and utilities; and
- The result: higher profit margins and fewer headaches.

A third dimension to this unique concept is Proud Willie's hours of operation. We are open for dinner, evenings and late nights. We might open early on the day of a big event, such as a football game, in order to maximize our large order sales for tailgating and viewing parties. On a regular basis, however, we open no earlier than 5 pm and close at 1 am on weeknights and 3 am on Fridays and Saturdays. These hours of operation result in very little direct competition.

The fourth important aspect of the Proud Willie's concept is locating in a university market. People come to college towns for many reasons: first and foremost for education, but in addition, for sporting events, entertainment, services available to the public (such as medical care or library resources), professional conferences, shopping and dining opportunities or to visit their children at school. By locating in a market that draws people from across the region, we have been able to build the Proud Willie's brand and reputation well beyond our city.

None of these four elements is unique in itself. Chicken wings are certainly one of the most popular menu items in America. (In fact, Americans eat an estimated 1.3 billion chicken wings on Super Bowl Sunday alone.) There are many other restaurants that offer delivery and carry out, other establishments that are open late, and college markets have been the starting point



for many successful business concepts. But, when you take all four aspects together, the combination becomes more than the individual parts. The result: one unique franchise opportunity.



Unique Advantages

In addition to a unique concept, operating a Proud Willie's Wings and Stuff franchise provides you with many benefits, including:

- An extremely efficient menu, because you use the same ingredients in different ways, streamlining ordering and inventory procedures and minimizing waste;
- A well conceived and defined concept;
- Because we concentrate on the taste of the wing rather than the size, more delicious chicken wings;
- A simpler restaurant to manage, in terms of a limited menu, less equipment and furniture, smaller space and fewer staff people required;
- A program with an unwavering focus on the customer. We believe that if we concentrate on our customers, success will follow;
- A similar emphasis on meeting the needs of Proud Willie's Franchise Owners;
- A proven concept with over two decades of successful operating history and steadily growing sales and profits;
- A menu that attracts virtually everyone with many of America's favorites: chicken wings with fifteen different flavors, including hot, Honey BBQ and our signature flavors like Lemon Pepper and Cajun Ranch. Proud Willie's menu also



features our signature Tater Tots (cheesy or regular), burgers, chicken subs, chicken tenders, salads, fries, appetizers and more;

- The opportunity to be part of a company that incorporates the values of respect, honesty and quality into everything we do;
- A business that appeals to a diverse customer base, including university students, faculty and staff, late night workers, people who live and work in the surrounding area and sports fans -- people of all ages and backgrounds;
- An eating establishment known for honest value – great tasting, quality food at reasonable prices, all available for delivery or carryout;
- *The* late night option for good food at affordable prices;
- A complete support program to help you begin operations and build your sales and profits;
- No need to invest in expensive prime real estate. Your location must be centrally located and accessible from nearby main roads, but extensive parking, heavy traffic passing by and excellent visibility are not needed. You will not find yourself in a bidding war for the sites with the highest rents;
- A relatively inexpensive restaurant franchise to launch and to operate;
- A franchise development team with combined over 75 years of restaurant industry experience;
- Strong word-of-mouth advertising and repeat business to drive your sales;
- A Franchisor sincerely dedicated to helping you achieve your goals;



- Because of the lower initial and operating expenses, a franchise with excellent profit potential;
- An on-going commitment to quality in customer service, products, systems, cleanliness and relationships with our employees and our communities;
- A Franchisor that values your opinion;
- A business where your willingness to work hard can greatly contribute to your success;
- An Area Development program available to people with the requisite qualifications to operate multiple units; and
- A name known across the Southeast.



Unique Franchisor Service Program

Having a strong, well-established concept is just a part of the equation for success in the restaurant business. In order to help its Franchise Owners succeed, a franchise program must also deliver a tested operating system. Finally, the individual franchises are far more likely to flourish if the Franchisor is devoted to helping the Owners reach their goals. At Proud Willie's we have carefully put together a full service package that will provide support to you in every aspect of opening and operating your restaurant, including assistance in the following areas:

Location Development: While the responsibility for choosing your own location and preparing your restaurant for opening rests on you, the Proud Willie's management team has experience in this area. You will be given plenty of guidance throughout the entire process, including site selection, lease negotiations, restaurant layout and design, choosing a good contractor, completing all pre-opening steps and purchasing your equipment, furniture, supplies, inventory and all other items you must acquire to operate your location. In fact, the Franchisor will purchase your equipment on your behalf to make getting your restaurant open even easier.

Comprehensive Pre-Opening & On-Going Training: Our pre-opening training program includes you, your managers and your employees. It covers customer service, kitchen operations, restaurant management, cleaning and maintenance, recipes, food prep, purchasing, marketing, inventory procedures, bookkeeping and much more. Your pre-opening training takes place in Auburn, Alabama and at your location. Proud Willie's also offers you ample continuing training opportunities throughout



the term of your franchise, including on-going availability for consultation, frequent visits to your location, updates, company-wide meetings and more.

Restaurant Launch Support: As you prepare your location for opening, we will regularly visit your market to evaluate your progress and provide assistance and support. When it comes time for you to begin operations, we will arrive a few days before you open to help you train all your employees, put the finishing touches on your restaurant, complete all the last minute preparations and address any unforeseen details that may arise. We will stay at your restaurant to make sure your first few days of restaurant operations go well and you are comfortable in your new role as Franchise Owner.

Marketing Campaigns: To build your customer visits and sales, Proud Willie's utilizes cost-effective university and community outreach programs instead of expensive large media purchases that seldom generate the desired results. We will share with you our specialized marketing methods for launching your restaurant and introducing it to your market, increasing your customer counts and enhancing your repeat business and positive word-of-mouth advertising.

Operating System: Proud Willie's has developed streamlined operating systems to help you manage your restaurant and keep it running at peak productivity. We know what works, and we will teach you our methods, procedures and techniques. Your POS and information system allows you to take and track orders, to-go customers and deliveries, as well as evaluate your financial performance in terms of reporting sales, food and labor cost analysis and reviewing many other operating functions.



Customer Relations Programs: Marketing, while an important first step, can only get the prospective customer to try your restaurant. You must then be sure to meet the patron's needs. It is considerably more practical to keep your guests calling and returning than to find a never-ending supply of one-time customers. Proud Willie's knows how to establish relationships with our customers and to ensure they are satisfied.

Quality Management: Proud Willie's has developed methods to maintain our quality, including:

- Purchasing the best wings we can find;
- Maintaining excellent relationships with our vendors;
- Preparing each menu item with care;
- Following our proven customer service procedures during every interaction;
- Being highly selective in awarding Proud Willie's franchises to ensure that you have associated yourself with the highest caliber people possible;
- Concentrating on growing our franchise program slowly to enable us to provide substantial assistance to each Proud Willie's Franchise Owner;
- Implementing quality assurance programs to maintain product and system-wide consistency and excellence, including regular visits to your location to assist in solving problems and enhancing operational efficiency; and
- Regular evaluations of each Proud Willie's location.



Looking for Unique Franchise Owners

This unique franchise opportunity is not for everyone. We have created a concept that works remarkably well and enjoys very little direct competition. While we have developed the streamlined operating procedures to keep you on top of your business, a Proud Willie's franchise requires from you:

- Hard work
- Dedication
- Late nights
- Common sense
- The spirit of hospitality
- An even temperament
- Willingness to follow our system
- A team player approach
- Energy
- The requisite financial resources
- The ability to deal with different types of people



When you are evaluating this franchise opportunity, we ask you to keep the following points in mind:

1. A good franchise opportunity should offer you support from the Franchisor. Who better to look to for assistance than someone who has experienced the same circumstances and challenges as you?
2. Investing in a franchise with a company that matches your values, philosophy and goals can be a tremendous emotional and motivational benefit.

If you like what you have heard so far, we urge you to complete the enclosed Preliminary Application and return it to our office. You can fill out the copy in this package and mail it or complete it online at www.proudwillies.com. We will review your qualifications and call you to discuss the Proud Willie's Wings and Stuff franchise opportunity in more detail and answer any questions you may have. If appropriate, we will set up a mutually convenient time to meet in person. At this meeting, you will be able to visit a Proud Willie's restaurant, and we will give you the required legal documents. Please note, the estimated total initial investment is between \$397,260 - \$435,050. We look forward to hearing from you.

Proud Willie's Wings and Stuff
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Auburn, Alabama 36830
(334) 663-0742
Email:proudwillies@gmail.com
www.proudwillies.com



PRELIMINARY APPLICATION

(Please Type or Print)

PERSONAL INFORMATION

Date: _____

Name: _____ Age: _____ Citizenship: _____

Residence Address: _____

City: _____ State: _____ Zip: _____

Home Phone: (_____) _____ Marital Status: _____ Number and ages of children: _____

Spouse's Name: _____

E-Mail: _____ Cell Phone: _____

EDUCATION

Institution: _____ Did You Graduate? _____ Date Graduated: _____

Degree _____ Other: _____

BUSINESS EXPERIENCE

Current Employer: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Type of Business: _____

Length of Employment: _____ Position: _____

Previous Employer: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Type of Business: _____

Length of Employment: _____ Position: _____

Spouse's Employer: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Type of Business: _____

Length of Employment: _____ Position: _____

Spouse's Previous Employer: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Type of Business: _____

Length of Employment: _____ Position: _____

Memberships and Affiliations: _____



FINANCIAL INFORMATION

Approximate Income: \$ _____ Spouse's: \$ _____ Approximate Net Worth: \$ _____
Approximate Cash Available for Investment: \$ _____

I understand that any associates who join me in the ownership of the franchise must also complete a Preliminary Application. Please send forms to:

Name	Address	Phone
_____	_____	_____
_____	_____	_____
_____	_____	_____

Do you presently: Own or Rent House Condo or Apt. ? Approx. Equity in Home: _____

Do you have a source of financing for this investment? Yes No Source(s): _____

My Primary Bank: _____

Address: _____

City: _____ State: _____ Zip: _____

Person to Contact: _____

Additional Pertinent Information: (attach separate sheet, if necessary): _____

I understand that a more complete financial statement will be required prior to the sale of a Proud Willie's Wings and Stuff franchise.

GENERAL INFORMATION

By what date do you wish to open your franchise? _____ What City/Area(s)? _____

Are you willing to relocate? Yes No If yes, to what area(s)? _____

General remarks and/or questions: (attach separate sheet, if necessary) _____

I understand that your receipt of this data or any other information obligates neither me nor Proud Willie's Franchising LLC and that this information is confidential.

By: _____ Date: _____

(Signature of Applicant)