



## EXECUTIVE SUMMARY p1 (Confidential)

<b>Which Wich</b> 1000 El Camino Real #C Belmont, CA 94002	
<b>Overview</b>	
Purchase Price:	\$476,000 Includes development rights for 3 additional stores.
* Total Annual Sales:	\$633,709
** Owner Operated Cash Flow:	\$136,760
* Store opened March 2014. Projected sales used here for Jan-Feb 2015.	
** Adjustments made to expenses for proforma purposes, not intended to replace review of actual books and records. Ask your agent for summary of adjustments.	
<b>Franchisor Info and Minimum Qualifications</b>	
Which Wich Superior Sandwiches is an innovative yet simple concept that focuses on the “wich,” a customizable sandwich available in more than 50 varieties. Based in Dallas, TX, Which Wich has been franchising since 2005. In 2007, Which Wich was awarded the Hot Concepts! Award from Nation’s Restaurant News. In 2010, the chain was named the fastest growing restaurant chain in the United States and Canada by Chain Restaurant Guide. It is also consistently ranked among the top 20 fastest growing concepts on RestaurantChains.net.  Franchisor requires a minimum net worth of at least \$500K and liquidity of \$150K.	
<b>Key Considerations</b>	
Brand new store located at the busy intersection of El Camino and Ralston, in downtown Belmont across from the Cal Train station. Purchase price includes development rights for 3 additional stores. Seller will finance with 50% down.	
<b>Confidentiality Statement</b>	
<b>Please remember you have agreed to keep all FranBizNetwork listings confidential. Feel free to visit the location(s) as a customer, but be discreet and do not ask questions of employees, managers, or other customers. Please do not draw unnecessary attention to yourself, as rumors of a pending sale can hurt the business. As a part of the due diligence process you are encouraged to contact other franchisees with questions about the brand, but remember you are bound by a confidentiality agreement and cannot share the location or any details about the business you are considering buying. Please direct any questions you might have for the Seller to your FranBizNetwork agent.</b>	

Executive Summary materials and Proforma were derived from documents provided by Seller and were prepared by FranBizNetwork to help prospective Buyers complete a summary review. These materials should not replace the Buyer's review of actual books and records and a thorough due diligence process. Buyers should not rely on these materials as definitive, but should instead consult the actual due diligence documents.



**EXECUTIVE SUMMARY p2 (Confidential)**

<b>Which Wich</b>			
1000 El Camino Real #C Belmont, CA 94002			
<b>Franchise Information</b>			
FA Expiration:	exp 2024	Transfer Fee:	\$6,000
Royalty:	6.0%	Training Period:	2 weeks
Advertising:	2.0%	Training Location:	Dallas, TX
Remodel Requirements:	None		
<b>Controllables</b>			
Cost of Goods:	35.00%	Utilities:	\$12,900
Crew Labor:	15.00%	Non-Ingredient:	0.75%
Repairs & Maintenance:	0.50%		
<i>Controllables are estimates based upon brand norms at this sales volume in this geographic region.</i>			
<b>Lease</b>			
Monthly Base Rent:	\$1,935	Increases:	
Percentage Rent:	n/a	Options:	2x5 year options
Expiration:	in 2024	Monthly Property Tax:	Included in rent
CAM:	\$1,765	Security Deposit:	\$5,478
Real Property Available:	No	Details:	
<b>Location Details</b>			
Business Established:	3/1/2014	Building Type:	Inline
Owner Since:	3/1/2014	Building Size:	1753
Licenses Needed:	Business, Health	Seating:	45
Employees:	2 F/T, 6 P/T	Inventory:	\$7,500
Hours of Operation:	10am-9pm daily		

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## Which Wich- Belmont, CA PROFORMA

<b>Store opened March 2014. Projected sales used here for Jan-Feb 2015.</b>		
SALES	\$ 633,709	
COGS:	\$ 221,798	35.0%
Crew Labor:	\$ 95,056	15.0%
GM:	Assume Owner-Operated	
Other Store Level Mgmt:	\$ -	0.0%
Workers Comp:	\$ 4,563	4.8%
Payroll Taxes:	\$ 11,027	11.6%
R&M:	\$ 3,169	0.5%
Non-Ingredient:	\$ 4,753	0.8%
Utilities:	\$ 23,074	3.6%
Rent:	\$ 23,220	3.8%
CAM:	\$ 21,180	3.5%
Property Tax:	\$ -	0.0%
Personal Property Tax:	\$ 700	0.1%
Local Advertising:	\$ 12,674	2.0%
Nat'l Advertising:	\$ 12,674	2.0%
Royalty:	\$ 38,023	6.0%
Equipment Lease:	\$ -	0.0%
Insurance:	\$ 4,000	0.6%
Bank Charges:	\$ 400	0.1%
Credit Card Fees:	\$ 6,971	1.1%
Professional Services:	\$ 3,800	0.6%
Outside Services:	\$ 5,000	0.8%
Laundry/Uniforms:	\$ 1,200	0.3%
Pest Control:	\$ 700	0.1%
Security:	\$ -	0.0%
Music:	\$ 134	0.0%
Permits & Licenses:	\$ 2,200	0.4%
Cash Over/Short:	\$ 634	0.1%
Non-recurring expenses:	\$ -	0.0%
Personal Expenses:	\$ -	0.0%
Mgmt Fee/Owner Draw:	\$ -	0.0%
Employee Benefits:	\$ -	0.0%
Other G&A:	\$ -	0.0%
Total Expenses:	\$ 496,949	78.4%
Other Income:		0.0%
Store Level Net Profit:	\$ 136,760	21.6%

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