

RIDICULOUSLY RICH

by Klana
X



FRANCHISE PROSPECTUS

ABOUT US

We specialise in crafting sumptuously rich experiences through our cakes.

From the timeless allure of our Gooley Brownie to the crowd-pleasing delight of our Malteser Tiffin, every creation promises an irresistibly delicious journey for your taste buds.

Ridiculously Rich, established in 2016 by Alana Spencer, has evolved from its humble beginnings in a country kitchen in Llanrhystud to a prominent presence at food festivals across the UK and in the online cake sphere. The journey, marked by notable achievements such as winning the BBC Apprentice and collaboration with Lord Alan Sugar, has witnessed many highs that mean we're now able to expand the business through a franchise model.

FROM HUMBLE BEGINNINGS

I started this business when I was just 16, attending food festivals all over the country. The buzz around these events as well as the profits I was able to obtain from attending is what springboarded the success of the business. Since those early days the business has grown substantially, but always in keeping with the high standards I expected of myself.

- Alana Spencer, Owner of Ridiculously Rich By Alana.



THE MARKET OPPORTUNITY

Seizing the captivated audiences at food festivals, markets, and live events provides an exceptional platform to cultivate admiration for Ridiculously Rich cakes.

The ever-evolving palate of consumers, now gravitating towards American-style indulgences such as cookies, cakes, and muffins, has been a driving force behind the remarkable expansion of our market. In the dynamic landscape of 2022, the bakery sector soared to an impressive valuation of £91.5bn, marking a remarkable 38% year-on-year surge.

Riding this wave of demand, we've experienced an extraordinary tenfold increase in sales, a testament to the irresistible allure of Ridiculously Rich cakes.



WHY CHOOSE RIDICULOUSLY RICH?

Embarking on a Ridiculously Rich franchise means setting your business apart from the competition with an assurance of distinction. Our robust and organically cultivated brand identity is the cornerstone of this promise, providing customers with an unparalleled experience across all essential aspects.

PRODUCT EXCELLENCE:

14 core flavours of fresh meticulously crafted delights. A level of quality competitors can't match.

BRAND RECOGNITION:

Our brand stands tall, recognised by its impactful presence on the BBC's Apprentice and bolstered by a rapidly expanding online community of 250k followers. The Ridiculously Rich identity is not just a logo; it's a symbol of quality and indulgence that resonates with our audience.

DEDICATED TEAM:

Our energetic team is ready to guide you with top-notch customer service and expert advice, ensuring your journey with Ridiculously Rich is as exceptional as our brownies. Join us in delivering the best in the market!

A BUSINESS MODEL THAT WORKS:

Whilst success demands dedication, our business model has the power to yield rapid earnings. By adhering to our proven systems, franchisees can swiftly turn a profit. Ridiculously Rich's business format is not just simple; it's brilliantly uncomplicated, manageable by anyone with the right training (provided by us). We're committed to assisting you in building your business from the very start.

The vitality, prosperity, and expansion of your venture are integral to our progress. Our success is intricately linked with yours, ensuring that we thrive together



OUR OFFERING

- Full rights to use the Ridiculously Rich brand within the franchise territory.
- A comprehensive support package to help you into business.
- Full training covering all areas of the business.
- Initial supply of equipment and marketing materials.
- Fully exclusive franchise territory.
- Copy of our comprehensive franchise operations manual.
- A five-year franchise agreement with right to renew at the end of the term.

YOUR ROLE

The effectiveness and consistency of your promotional efforts within your territory will play a pivotal role in determining the success of your business. With this being an events based business model, franchisees will take on the responsibility of local marketing within their designated territories, with initial support provided by Head Office. Building brand awareness is crucial, and individuals have the autonomy to decide the extent of their investment in their chosen areas. Rest assured, we will navigate you through the intricacies of local marketing.

Don't fret – we have the experience to guide you every step of the way.



WHAT WE'RE LOOKING FOR

We seek individuals who possess the capability to establish themselves in business while recognising the value of the brand, training, support, and systems that come with investing in a Ridiculously Rich franchise.

Successful franchisees should exhibit:

- Self-motivation
- Ambition
- Determination
- Business acumen
- Leadership skills
- Communication skills
- People skills

Throughout our discussions, our goal is to familiarise you with our business, allowing you to make an informed decision about joining us as a franchisee. Simultaneously, we are eager to understand your skills. We have specific criteria in mind for a franchise partner to ensure a harmonious collaboration that fosters the continued successful growth of the business.

WHY INVEST IN A FRANCHISE?

Franchising has emerged as a significant driver of business expansion in the UK, contributing approximately £17 billion annually to the economy. (source: NatWest BFA Survey 2018).

Franchise ventures boast an impressive success rate, with fewer than 1% closing each year due to failure, in stark contrast to the 50% failure rate experienced by non-franchised businesses within their initial 5 years of operation. Furthermore, statistics indicate that 93% of franchisees turn profitable, with over 66% of them sustaining their businesses for more than 5 years.

Operating a franchise parallels the management of any other business; however, it offers the advantage of aligning with an established brand boasting a proven track record. With robust support structures in place to guide you along your journey, coupled with your dedication and hard work, the likelihood of success significantly surpasses that of starting from scratch.

BENEFITS OF OWNING A FRANCHISE INCLUDE:

- Mitigated risk.
- Marketing resources.
- A validated business model.
- Achieving a work-life balance.
- Control over income potential.
- Connections to preferred suppliers.
- Comprehensive operations manual.
- Integration with operational systems.
- Access to a knowledgeable support team.
- Permission to utilize the brand and established systems.



FINANCE FOR FRANCHISE

Funding is accessible via a third-party institution, contingent upon meeting the standard lending criteria.

At Ridiculously Rich By Alana, we offer two enticing options tailored to suit your ambitions and budget:

CAKE PACKAGE

TOTAL INVESTMENT £15,000

- Cake stand.
- Exclusive territory.
- Initial training and on-going support.
- Operations manual.
- Ridiculously Rich By Alana brand.
- Voucher for start-up stock.
- Brand and marketing guidelines.
- On-going marketing and operational support.
- Marketing materials.



COFFEE & CAKE PACKAGE

TOTAL INVESTMENT £35,000

- Cake stand.
- Exclusive territory.
- Initial training and on-going support.
- Operations manual.
- Ridiculously Rich By Alana brand.
- Voucher for start-up stock.
- Brand and marketing guidelines.
- On-going marketing and operational support.
- Marketing materials.
- Barista training.
- La Marzocco GB5 Coffee machine.
- Coffee grinder.
- Fridge.



EARNING POTENTIAL

Our franchise offers exceptional income potential. Whilst not guaranteed, based on our experiences, preliminary estimates suggest the operating profit (before tax) will be somewhere in the region of:

Cake package: £279,000

Coffee package: £379,000

We've created detailed forecasts based on our experience with the franchise model which will be available for discussion at our meeting.

CONTACT US!

Upon reviewing this prospectus, if you believe you possess the necessary skills and ambition to become a Ridiculously Rich By Alana franchisee, you're prepared to proceed with your application.

The next steps involve addressing any inquiries you may have and scheduling a meeting with our team.

For further details on this thrilling franchise opportunity, please contact Kevin Thomas at Lime Licensing Group.

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Email

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**RIDICULOUSLY
RICH**
by Alana
x

Lime
Licensing Group