REGIONAL AMBASSADOR APPLICATION FORM

TAKE THE FIRST STEP TOWARDS BECOMING YOUR OWN BOSS!

Below is all the information you’ll need to become an Ambassador for Ridiculously Rich by Alana, followed by a detailed application form. If you are interested in applying, please send a printed copy of the application form to our address, or scan and send by email to: ambassadors@ridiculouslyrichbyalana.co.uk

HOW DID RIDICULOUSLY RICH START AND WHERE IT IS GOING?

Ridiculously Rich (formerly Narnas) was started back in 2010 in Alana’s parents’ little country kitchen in West Wales. Alana’s would book various markets and food shows across the country, make her delicious tray backs in the week, and sell them at these events on weekends (and weekdays for country shows). She soon realised that this could be an incredibly good source of income for herself, but was limited in the number of shows she was able to attend.

So, in order to expand and let other people have a slice of this great business, Ridiculously Rich is appointing Regional Ambassadors who are passionate about the food industry and full of energy. This is an incredibly exciting opportunity for anyone who has always wanted a business but doesn’t know where to start. Ambassadors will have scope to sell through various avenues, plan their events calendar, and order stock. The sky is the limit for you as an Ambassador of Ridiculously Rich – we will actively encourage further innovation within your region and work closely with you to help you make a success of your business.

SALES AVENUES

Core Products - You will have continued access to the 6 core products listed below. There will also be delicious new cakes made available each month.

- Gooey Chocolate Brownie
- Crème Brûlée Brownie
- Peanut Butter Fudge Cake
- Salted Caramel Slice
- Sticky Toffee Flapjack
- Rocky Roads

Event Sales - As an Ambassador, you will be given a list of recommended events within your area that we advise booking (we will provide support with applying to events while you’re starting out). You will then be able to find and book further events, e.g. markets, food festivals, music festivals, and many others. Your stock will be ordered in advance of each event from your unique Ambassador Page. Cakes can be frozen, eliminating risk for each Ambassador. As a rough average, total sales for a big event often total around £1,200 a day; once you have paid for your stock and deducted the event booking fee (average cost: £120 per day), you could be left with a profit of around £600 for the day. NOTE: Ridiculously Rich cannot guarantee any level of sales – this is ultimately down to you!
Wholesale Orders - As an Ambassador, you will be expected to go out and generate wholesale sales. This is initiated by a visit and a tasting session with a potential deli / café customer. You will then hopefully take an order, following which we will provide you with a unique code that links in with your sales. At the end of every month, you will be paid a percentage kick-back of every sale you make. The beauty of this system is that, once you have taken the initial order, all you have to do is call up each week and take more orders. We deliver the products for you, and you will continue to get paid monthly just for making the phone calls and taking orders. If you want any more information on this side of the model, please feel free to contact us directly.

WHAT IT COSTS

Becoming an Ambassador costs £1,000. (Plus VAT)
You will also need another £1,000 (approx.) to book your first events and order your first batch of stock.

WHAT DO I GET FOR MY MONEY?

• A full set-up for your events, including point-of-sale material for your event stalls
• Limited license to use branded material and intellectual property owned by Ridiculously Rich
• First lot of bags, gloves, etc.
• Marketing materials for deli / café sales
• Ambassador Page on our website to manage your customers
• Support from Alana and team with event booking
• List of recommended events to book in your area
• Event checklists and set-up video, along with a training day
• Handy sales tips from Lord Sugar and Alana Spencer
• Social media plugs – we want to help make your business a success, and through Alana’s 40 thousand Twitter followers (and Lord Sugar’s 5 million plus), we will let the nation know where you’re going to be each week
• Product innovation – we will regularly bring out new special products for Ambassadors to keep things fresh.
• REPUTATION – knowledge that Lord Sugar’s name is associated with your business, and the advantage that the business was launched to an audience of 5 million plus

WHAT YOU WILL NEED

• A car / van (Alana ran her business out of her Skoda Fabia for the first 5 years, so it doesn’t need to be all that big – however, a very small car probably won’t do)

TIMELINE FOR INITIAL APPLICATION PROCESS

Applications for our Ambassador positions are always open! Simply complete and return the Ambassador Application form to be reviewed. If your application is successful, you will be invited to have a Skype interview with Alana and her Team. If you are then offered an Ambassador position, you will be invited to the next available Ambassador Training day, ready to begin your business.

Please provide a picture with your application

**interview and training days may be subject to change**
**please note due to high volumes of applicants only successful applicants will be notified**
**AMBA$$ADOR APPLICATION FORM**

Please provide a CV (with photo) or LinkedIn profile with your application form.

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- **Age Group:**
  - □ Under 18
  - □ 18-25
  - □ 26-40
  - □ 41-55
  - □ Over 55

**In what area do you wish to be an Ambassador?**

**Why do you want to be an Ambassador for Ridiculously Rich?**

**What do you currently do for a living?**

**What experience do you have in the food industry (if any)?**

*As an Ambassador for Ridiculously Rich, you will have creative scope to sell through further avenues within your area (e.g. wedding cake platters, conference orders, selling to offices)*

Please tell us if you would like to do any of these and/or list any other ideas you have for your area.

**Have you ever been self-employed or explored any franchise opportunities in the past? If so, what happened?**

**References: Please supply us with the names of two referees (non-relatives)**

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Ridiculously Rich needs driven and ambitious people. Please tell us what you would do to make your franchise a success.

Tell us where you heard about our ambassador positions.

Have you tried any of our Ridiculously Rich range? If so, which one was your favorite and why?

Please return to: ambassadors@ridiculouslyrichbyalana.co.uk