



PROFITABLE BUSINESS. UNIQUE OPPORTUNITY.

MY OLD DUTCH FRANCHISE



WELCOME TO MY OLD DUTCH, THE ORIGINAL PANCAKE HOUSE.

Here is a unique opportunity to set up a franchised restaurant business with a strong brand in a niche sector with strong potential in specific locations within the UK. The need for a fun themed restaurant serving great food has never been stronger in this growing sector.

My Old Dutch is well known as London's Original Pancake House and we have a tried and tested menu with our delicious pancakes and other much loved Dutch dishes and beers. We have a depth of experience in running successful restaurants as well as excellent people management skills, bespoke business training, professional food and beverage suppliers, property lease expertise, and build and fit out experience.

My Old Dutch started in 1958 and we have developed a robust business model and have an ever-expanding list of satisfied repeat customers. We now wish to share this model with a select group of dynamic people with food and beverage operating experience, by offering the franchise in a number of selected

UK cities. We will help you generate profits by giving you a level of support and training that can only be offered by a restaurant business that has practical experience in developing a brand. We know exactly how to achieve success, what pitfalls to avoid and what opportunities to grasp.

We have already received interest in My Old Dutch franchises, but we would like to make sure that we have only the best people partnering in our brand. If that sounds like it could be you, let us know as soon as possible so we can invite you to one of our forthcoming information days in London.

I look forward to meeting you.

Aaron Singh
Director
My Old Dutch





WHAT WE DO

Since 1958 My Old Dutch pioneered a unique approach to casual dining with its warm and vibrant Pancake House concept.

My Old Dutch provides a great experience for any customer hankering after pancakes in a friendly and convivial atmosphere with attentive staff and dishes for every taste and appetite.

Most of our customers come back to sample our signature dishes. My Old Dutch's success is based on a number of unshakeable principles that have not always been associated with this marketplace. These are total focus on food standards, a cheerful professionalism

in both front of house and in the kitchen, a determination to build long-term relationships with every customer and an unstinting devotion to every customer having a delightful experience. In addition we insist on using state-of-the-art software that has our substantial My Old Dutch system and methods. We ensure that our menu is current, and you have access to our in house Support team who all have day to day practical experience on how to run a successful My Old Dutch location.

These basic tenets of our business have led to delighted customers, great word of mouth recommendations and of course more profits.



WHAT SORT OF FRANCHISES DO YOU OFFER?

We are offering the chance to open a local My Old Dutch Pancake House in select UK cities as we establish and develop our national network.

As a franchisee you will receive a "turnkey" start-up package which will supply everything that you need to set up your new restaurant.



WHAT DO I HAVE TO DO?

We are looking for partners with food and beverage experience and have a track record of managing teams. The most important asset you need is a determination in building a successful business by generating a real enthusiasm for delighting customers in your location. But don't worry this is not something we expect you to do on your own.

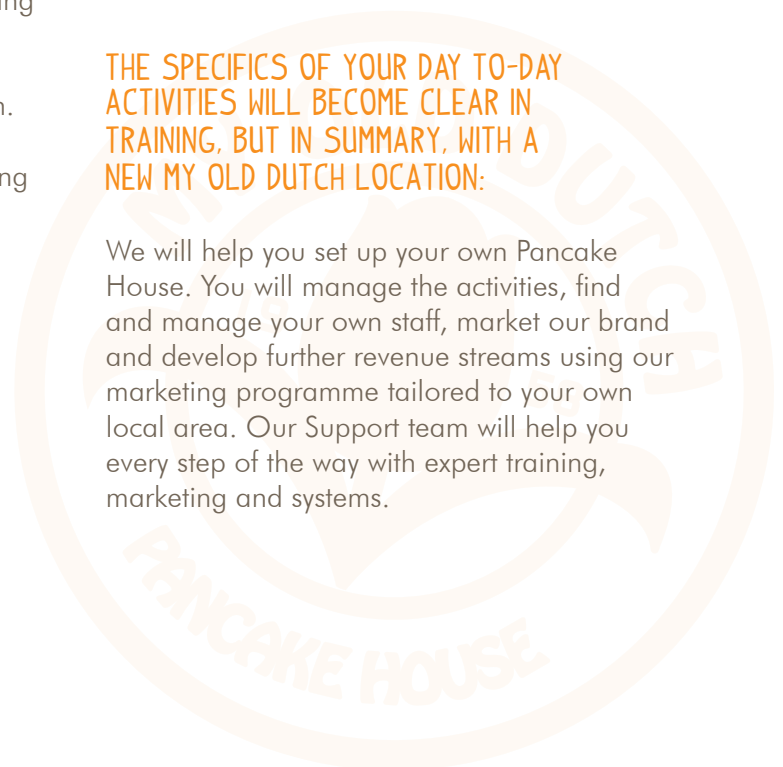
From day one, we will give you all the training that you need to operate your business effectively allocating you a dedicated mentor from our Support Team to help you through every aspect of the first weeks of trading. This means you will always have someone by your side if you want them.

In all our franchise partners, you are the business owner and you are in charge- just

as you would be if you set completely by yourself. The difference is you will have a strong support team and excellent systems behind you, a route map to success.

THE SPECIFICS OF YOUR DAY TO-DAY ACTIVITIES WILL BECOME CLEAR IN TRAINING, BUT IN SUMMARY, WITH A NEW MY OLD DUTCH LOCATION:

We will help you set up your own Pancake House. You will manage the activities, find and manage your own staff, market our brand and develop further revenue streams using our marketing programme tailored to your own local area. Our Support team will help you every step of the way with expert training, marketing and systems.



MY OLD DUTCH WILL HELP YOU THROUGH:

YOUR APPLICATION

- › Guidance and independent advice through all the stages of application, we can assign you a British Franchise Association affiliated consultant
- › Help with your business planning and seeking funding from the banks

YOUR QUICK AND SIMPLE SET-UP

- › Help to find your territory
- › Assistance with everything you need to start trading
- › Provision of financial business support and back up

YOUR SUCCESSFUL LAUNCH

- › Training in both the proven My Old Dutch system and in how to run a successful business
- › Assistance with your launch marketing so that you get your start receiving customers when the doors of the location open
- › Mentoring during your initial operation to assist in your success

YOUR CONTINUING BUSINESS SUCCESS

- › On-going access to the My Old Dutch Support Team for advice
- › Support through our website
- › Support in recruiting and training key staff
- › Training and qualification of staff
- › Access to our impartial professional advisors
- › Accountancy support
- › Regular opportunities for additional training
- › Regular one-to-one review visits
- › Annual business planning and business development advice
- › Franchisee gatherings and development meetings
- › Constant services development
- › Introduction of additional revenue streams
- › Local and national marketing
- › Continual update of our manuals





MY OLD DUTCH

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