

RULE

YOUR OWN

★ **KINGDOM** ★

**BURGER KING®
FRANCHISE OPPORTUNITIES**

**AVAILABLE
ACROSS
CANADA**



WHEN YOU FEEL LIKE A KING

THE KINGDOM

- Every day, over 11 million guests visit us around the world.
- We are known for serving high quality, great tasting and affordable food.
- Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world.
- HOME OF THE WHOPPER®, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years.



DAY TO DAY SUPPORT

When you become a BURGER KING® Franchisee, you gain access to a team of experts who know how to grow your business.

• TRAINING

Your success is our success! Our training programs are designed to create and sustain a Bold, Empowered, Accountable and Fun culture, so you and your teams can perform at the highest levels, and your business can grow and be profitable. Our training team is committed to providing you the tools to make your business a success for employees at all levels of your organization.

• OPERATIONS EXCELLENCE

It's our mission to ensure that a guest's BURGER KING® experience is equally outstanding whether in Montreal, Miami or Manila. Our Restaurant Support Center operations team and our field team will work directly with you and your teams to provide you with the tools you'll need to operate at the highest level and maintain the reputation of the BURGER KING® brand.

• MARKETING AND ADVERTISING

There is more than 50 years of brand history behind the BURGER KING® brand. Day in and day out, our marketing team turns innovative ideas into winning programs that resonate with our guests and expand our brand on a global level. No matter where you go, no matter what language you speak, the BURGER KING® brand represents quality you can trust.

BUSINESS INVESTMENT

- Average Investment (traditional free-standing restaurant with drive-thru) - **\$700,000 - \$1,100,000**
- Requirements: Networth ----- **Minimum \$1M**
Liquid Assets----- **Minimum \$300,000**
- Royalties ----- **4%**
- Advertising ----- **4%**
- Franchise Fee ----- **\$55,000**

The process begins when you complete and submit the online questionnaire. More details will be provided upon meeting initial qualification requirements once application is received.



• A TEAM OF PROFESSIONALS TO ACCOMPANY YOU ALONG THE WAY

The **Franchise Business Consultant (FBC)** works with you on all aspects of restaurant operations and provides ongoing support as your business grows, offering insight and coaching to help you achieve success. The FBC works directly with your restaurant teams to grow sales and profits by improving the daily execution of operations.

The **Real Estate Manager** provides expertise, support and direction in all aspects of growing your BURGER KING® restaurant count, including assistance with real estate site selection, expansion planning, trade area analysis, market demographics and other real estate matters.

The **Construction and Design Manager** provides expertise and recommendations on site layouts and assists you with a practical, cost-effective business approach whether you are remodelling your restaurants or building new ones. You will also be provided with guidelines, equipment specifications, source lists and design review.

Purchasing and Supply Chain Management BURGER KING® franchisees become members of a franchisee-owned purchasing cooperative called Restaurant Services of Canada, Inc. RSCI negotiates the price of goods and services supplied by BKW-approved suppliers and distributors to BURGER KING® franchisees in North America.

The **Regional Marketing Manager (RMM)** ensures you have the support you need to drive sales and traffic in your restaurant. The RMM is your key contact in driving your restaurant's relationship with your local consumer base. He will assist in planning and coordinating Grand Openings, maximizing your participation in National programming and media, as well as planning your ongoing local marketing efforts.

There has never been a better time
to become a
BURGER KING® FRANCHISEE



TO RULE YOUR OWN KINGDOM, CONTACT:
BURGER KING® FRANCHISING
416.626.7401
burgerkingcanada.franchising@redberryfs.ca



www.burgerking.ca



**PERSONAL PROFILE
BURGER KING® FRANCHISE APPLICATION**

Submitted By: _____

Date: _____

The Personal Profile begins the Franchise Application process with Redberry Franchising Corporation (RFC) which operates Burger King Restaurants in Canada. RFC will use the information you submit and other information in making assessments about your franchise application with RFC. A separate Personal Profile must be submitted for each individual you propose to be involved in your business as an operator or other stakeholder.

Submitting this Personal Profile does not obligate you to enter into any agreement relating to a BURGER KING restaurant franchise. Neither you nor RFC will have any contractual obligation concerning a BURGER KING franchise unless and until a formal written agreement is executed by you and by an authorized RFC representative.

Provide complete and accurate information as requested. Attach Additional Information Sheets as necessary to provide a complete response. Please type or print legibly.

Please scan and email application to:

BurgerKingCanada.Franchising@redberryfs.ca

Please send application to:

**Redberry Franchising Corp.
(Operating as Burger King Canada)
5180 Orbitor Drive
Mississauga, ON
L4W 5L9
Attention: Director of Franchising**

1. CONTACT INFORMATION

Name _____
Last First Middle Nickname

Address: _____
Including Apartment Number, if applicable

City State/Province Zip/Postal Code Country

Residence Telephone (____) _____

Mobile Telephone (____) _____ Fax Number (____) _____

E-mail Address _____

Previous Address: _____
Including Apartment Number, if applicable

City State/Province Zip/Postal Code Country

2. PERSONAL INFORMATION

2.1 General

Social Insurance Number _____ Driver's License Number _____

Date of Birth _____ Marital Status _____

Spouse's Name _____ Spouse's Occupation _____

Number of Dependents _____ Age of Dependents _____

Home: Own Rent How long? _____ Last former residence _____

I am a citizen of _____ I have permanent residence rights in _____

3. BACKGROUND AND RELATIONSHIPS

- 3.1 Have you ever been convicted of a felony or misdemeanor or are such charges pending, being appealed, or are you under indictment? (Do not include minor traffic violations) Yes No
- 3.2 Have you ever sought protection under bankruptcy or other similar laws? Yes No
- 3.3 Have you been an owner or executive of a company in bankruptcy (other than a passive owner of publicly traded shares)? Yes No

- 3.4 Have you ever been an officer, director, employee or franchisee of RFC or of a BURGER KING restaurant franchisee? Yes No
- 3.5 Are you related to any officer, director, employee or franchisee of RFC? Yes No
- 3.6 Do you or your employer have a business relationship (including as a supplier of goods or services) to RFC, any affiliate of RFC, or any BURGER KING franchisee? Yes No
- 3.7 Are you now, or have you ever been a franchisee in any system? If yes, identify system, your location, and time period. Yes No
- 3.8 Have you ever been an investor in or operator of any fast food restaurant? Yes No

If you answered "yes" to any of the above questions, please provide details on an Additional Information Sheet.

4. EXPERIENCE

4.1 Present Occupation

From: _____ to _____

Company: _____

Position: _____

Address: _____

Telephone: (____) _____

Annual Salary: _____

Supervisor: _____

Describe the company's business, duties and responsibilities, and number of employees you supervised:

May we contact your present employer? Yes No

May we contact you at your business? Yes No

4.2 Previous Experience (Use Additional Information Sheets as needed.)

From: _____ to _____

Company: _____

Position: _____

Address: _____

Telephone: (____) _____

Supervisor: _____

Describe duties, responsibilities and number of employees supervised: _____

5. EDUCATION

Name and location of schools, years completed and degrees earned.

6. BUSINESS INTEREST

6.1 Will any person other than you (including your spouse) contribute any funds or resources (including real estate) to the franchise opportunity you are seeking? (If yes, provide details on Additional Information Sheet.) Yes No

6.2 I have identified one or more specific locations at which I am interested in operating a BURGER KING restaurant. Yes No

6.3 I have the resources and interest to own multiple BURGER KING restaurants . Yes No

6.4 The following are my geographic preferences:

1st _____ 2nd _____ 3rd _____

6.5 Are you willing to relocate? Yes No

6.6 Do you intend to spend full time operating your BURGER KING restaurant business if you become a franchisee? Yes No

6.7 Do you currently have an ownership interest in any business venture, including commercial real estate? If yes, provide details on separate sheet. Yes No

7. FINANCIAL RESOURCES AND ORGANIZATION

7.1 How much cash can you personally invest in a BURGER KING restaurant business? \$ _____

7.2 What is the source of those funds? _____

7.3 What is your approximate net worth? \$ _____

7.4 What cash or liquid funds do you currently have? \$ _____

7.5 If you will not be the only owner in the business, list all stakeholders below and describe their participation.

	<u>Name of Owner</u>	<u>Percent Ownership</u>	<u>Expected Cash Investment</u>	<u>Approximate Net Worth</u>
1.				
2.				
3.				
4.				

7.6 Which owner will function as the "chief executive" in your group? _____

7.7 Who will be full time in charge of restaurant operations? _____

- 7.8 Which owner/s plan to devote full time to the BURGER KING business? _____
- 7.9 Will any person or entity other than the partners be entitled to receive, directly or indirectly, part of the profits from the operation of the restaurant? If so, provide details on Additional Information Sheet. Yes No
- 7.10 If you are approved for a BURGER KING franchise, will any partner be involved in any business activity other than the BURGER KING restaurant business? (If so, provide details on Additional Information Sheet.) Yes No
- 7.11 Will the Operating Partner receive income from any source other than the restaurant? (If so, provide details on Additional Information Sheet.) Yes No

8. REFERENCES/OTHER

Please provide contact information for at least three references who are familiar with your character and business accomplishments. References from family members will not be considered.

<u>Name</u>	<u>Relationship</u>	<u>Telephone</u>	<u>E-mail</u>

Attachments: Resume _____pages attached
 Personal Financial Statement (RFC form) _____pages attached
 Additional Information (for Application Questions) _____pages attached
 Tax Returns (last 2 years) _____pages attached
 Other (Discretionary) _____ _____pages attached

Applicant’s Statement and Verification:

I am submitting this Personal Profile as part of my application for a BURGER KING restaurant franchise. I confirm and represent that the personal and financial information I am submitting is true and complete as of the date below. I understand that RFC and its affiliates consider this information important and may rely on the information I submit in making decisions about whether to continue processing my franchise application, to allow me access to training programs and confidential materials, and to enter into an agreement with me. If there is any material change in the information submitted here or later submitted by me during the franchise application process with RFC, I will promptly notify RFC in writing of the change or formally withdraw my application so that RFC does not rely on information that to my knowledge has become incorrect or incomplete in any material way.

Applicant Name: _____ Date: _____

Signature: _____

