

## Franchise Background – Celtic Creamery

Franchise operations offer many incentives to the franchisee, the main benefits to help with smooth operations.

### ➤ **Parent company**

Celtic Creamery is an LLC registered company.

A tried and tested formula for success

Products and recipes provided are the foundation of Celtic Creamery's success

The operation area for Celtic Creamery is an instantly recognisable signature.

### ➤ **Ongoing support**

Operation manual

Internet/intranet communication

Field operations

Ongoing support

Site selection advice

Opening launch

Newsletter

### ➤ **Marketing support**

Regional advertising

Social media

Website development

Advertising templates

e-mail marketing

### ➤ **Training on-site**

Varies between 40 – 125 hr

Additional training as needed

### ➤ **Headquarter Training**

Varies between 16 – 40 hr

### ➤ **Employees needed**

Varies between 2 – 20 depending on franchise and size.