

FRANCHISE COMPARISON



Splash and Dash
GROOMERIE & BOUTIQUE

Stats	Splash and Dash	Preppy Pet Suites	NPM Franchising	Dogtopia	The Coffee Beanery	Papa Murphy's	Subway
Franchise Fee	18k	35k	35k	42k	27.5k	25k	15k
Min Investment	58k	150k	106k	243k	62k	226k	116k
Max Investment	300k	200k	318k	318k	545k	414k	262k
Royalty	8%	4%-6%	6%	6%	6%	5%	12.50%
Industry Total 2013	58 Billion	58 Billion	58 Billion	58 Billion	30 Billion	660 Billion	660 Billion
Industry Category	Pet	Pet	Pet	Pet	Coffee	Restaurant	Restaurant

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Questions To Ask

Splash
and Dash

Questions To Ask	Splash and Dash			
Do they offer a recurring revenue?	✓			
Do they have a support team of 6 or more?	✓			
Do they offer proprietary software?	✓			
Is the initial investment under 75K?	✓			
Total industry sales over \$45 billion	✓			
Is the franchise financially stable?	✓			
Do they provide comprehensive training?	✓			
Is your territory clearly defined & exclusive?	✓			
Do they offer marketing? (advertising, etc)	✓			
Is there easy inventory management?	✓			