

# In Business For Yourself But Never By Yourself



DIXIE LEE loves to help you succeed in your business



DESJARDINS  
LAWYERS



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## *Why Dixie Lee?*



With DIXIE LEE you benefit from more than 50 years of experience in the hospitality industry.

DIXIE LEE is an internationally Trademarked company, which adds recognition to the Brand and to your investment.

DIXIE LEE is familiar with Franchising, as we have done it for many years.

With DIXIE LEE you have access to tested and proven systems.

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## *Finished Never Is.*

These wise words are at the foundation of everything DIXIE LEE does.

Whether it is in Guest Service, Systems, Design, Ergonomics in our lay-out for Optimized Team Performance or Environmental Footprint Reduction, DIXIE LEE has its R & D teams always looking to make us better every day.

DIXIE LEE ensures that Franchisees have access to the most competitive buying programs.

Our products are local, where possible; thereby supporting local farmers and their local workforce.

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# Existing Locations & Growth

DIXIE LEE is proud to be part of the most exciting and fastest growing segment of the hospitality industry, QSR.

Location formats include: in-line units in shopping centres, street front as well free standing.

Typically DIXIE LEE is seeking spaces of approximately 1000 square ft.

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## *Significant Numbers*

DIXIE LEE strives to keep Prime Costs (Food, Paper & Labor) at 60%.

DIXIE LEE strives for up to 15 % PROFIT (before Taxes, Debt Service).

Royalties are 4 %.

Marketing and Advertising are done for you.

Ongoing support and training on all systems and equipment.

Figures are directly impacted by management and therefore the franchisor cannot guarantee that these figures will be attained or maintained by the operator

DIXIE LEE helps with all initial training and setup. At DIXIE LEE we are always looking for Team Members with love and enthusiasm for hospitality.

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## Investment

DIXIE LEE offers turnkey solutions.

The costs for a typical leased location will range from \$450,000 to \$500,000.

This investment includes:

Floor Plans, Engineered Plans, Permits, Leasehold Improvements, Equipment, Fixtures, Furniture, Smallwares, POS, KDM's, Displays, Signage and Graphic Designs;

2 weeks of (on-site and in person) training with at least 2 Corporate Team Members present;

Ongoing training and support by Designated Corporate Team Members;

24/7 Access to Experts with specific knowledge in all areas of your business;

Complete access to Proprietary DIXIE LEE Operational Systems;

Right to DIXIE LEE name and TM 's for Your Location;

Right to the All-Inclusive DIXIE LEE buying programs with all DIXIE LEE Vendors;

Access to Bankers, Lenders and Leasing Companies; you will need approx. \$200,000 of unencumbered liquid assets.

Franchise Fee \$36,000 (in developed markets).

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## *Ready To Get Started?*

Request a copy of our confidential DIXIE LEE application by emailing: [franchising@dixieleafriedchicken.com](mailto:franchising@dixieleafriedchicken.com)

Upon receipt of your completed application, our Legal/Accounting department will review and hopefully approve your application. A meeting, either in person or via telephone will be arranged.

Similar to your research to find a franchise that suits your needs and expectations, DIXIE LEE's selection of a New Franchisee is equally important

DIXIE LEE's goal is your success as a DIXIE LEE Franchisee.

A solid business or sales/marketing background and strong leadership skills, along with a passion for excellence are all attributes that will be considered during the interview.

In this meeting, you can express your desire in which market you would like to open your DIXIE LEE QSR.

Our Dedicated Real Estate Team works diligently to ensure that a potential DIXIE LEE QSR meets all the criteria from high visibility, favorable demographics to your most desired geographical location.

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## *Franchise Disclosure*

Once you have been approved as a DIXIE LEE Franchisee and both parties have agreed on (a) potential location(s), DIXIE LEE will forward you a copy of the Franchise Disclosure Document (FDD).

This Document contains all relevant information about DIXIE LEE.  
Neither the receipt, nor the provision of the FDD does obligate either party to enter into the Franchise Agreement.

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## *Franchise Agreement & Preparing for Opening of Your Dixie Lee QSR*



If the Franchisee intends to move forward, (after strict observance of the minimum time requirement of 14 days under the FDD,) the Franchisee may instruct DIXIE LEE to prepare a Franchise Agreement.

The Franchisee acknowledges that the Franchise Fee is now due. The Franchisee further acknowledges that in case of a Turn Key Operation, additional funds will be due upon signing of the Franchise Agreement.

After payment of Franchise Fee, deposits for Rent (1<sup>st</sup> and last month) and additional funds for plans, permits and contractor, engineered drawings will be prepared and applications for permits will be submitted for approval.

Once in possession of the premises, the construction of Your DIXIE LEE Restaurant will commence. Our Corporate Teams will keep you informed and on schedule for payment installments and tentative opening date.

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## *Training & Grand Opening*

As soon as the Lease for your location is executed, our Corporate Teams start coordinating all aspects of the opening of Your DIXIE LEE Location.

You will be guided through the whole process before opening. Our teams will schedule all the necessary training that you must attend.

Once a target opening date is set, you will be trained and prepared for the Grand Opening of your DIXIE LEE Restaurant.

You will be trained in all aspects of the operation; from preparing, to cooking and serving. You will be trained on all your equipment.

You are in Business for Yourself, but Never by Yourself.

After the Opening and Grand Opening of your DIXIE LEE Restaurant, you're completely in charge, but you will never be left alone. Corporate Teams come for store visits on a very regular basis. For any questions or concerns, your answers are only a phone call away.

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## Testimonials

What DIXIE LEE Franchisees are saying about their Company:

We would like to take a moment to express our gratitude towards the Corporate Office. They have gone above and beyond to help us be as successful as possible, especially during these unpredictable times dealing with the Covid-19 pandemic. They are always there to answer questions and ensure we are always kept in the loop. We couldn't ask for a better team by our side and we are very proud to be a part of the Dixie Lee family! G & A K.

I would rate 10/10 to my Corporate Office. I appreciate all the hard work they do, to ensure my success. Always help me with all my questions; always there to help me with whatever I need. They go beyond the limit. Happy to be part of the Dixie Lee Family! D.P.

Corporate of Dixie Lee is truly great. They have your back 100%. With this company you're treated like you're somebody; not just a nobody. They call almost everyday to see how every thing is going. I am so grateful to be part of a great team with Dixie Lee. J & S P.

I've been a franchisee owner now for 4 years and I must say I love being part of the Dixie lee family. I couldn't ask for a better family to be part of. They go well beyond for everyone; always making sure we're all doing well. M.G.

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is proud to be part of the most exciting and fastest growing segment of the hospitality industry, QSR. Our franchise network is growing steadily across the nation as the demand for this type of convenient QSR increases. You don't need retail experience to succeed with Dixie Lee. If you have a solid business or sales/marketing background and strong leadership skills, you're halfway there. We'll provide the rest through a thorough training program that includes hands-on experience.

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