



# A Unique Opportunity

A UNIQUE OPPORTUNITY

## Share the Fun of Cookies

Great American Cookies takes pride in being the “Home of The Original Cookie Cake”. We were the 1st Cookie Franchise in the United States; in fact, we’ve been manufacturing our dough in the same plant for over 30 years. Our original chocolate chip cookie recipe was created by the grandmother of one of our founders. This proprietary recipe is still the basis of our cookies today. We want you to share in the fun with us!

## Celebrate with Cookies

Founded in 1977, Great American Cookies offers fresh-baked cookies, made daily with hand-scooped batter. Whether it’s a Cookie Cake, a dozen, a few or just one, you can’t go wrong with a soft and delicious cookie or brownie from Great American Cookies.

NexCen Brands, Inc. added Great American Cookies to the Quick Service Restaurant (QSR) portfolio in January 2008. With the brands commitment to fresh quality products and innovative new menu items, NexCen’s marketing and branding experts will build the cookie business into a brand with stronger positioning, a product innovation focus and a compelling look and feel. Great American Cookies is a great opportunity for us to “enter the cookie business with a premium cookie brand that has grown consistently over the years.” NexCen plans to elevate the cookie business in consumer’s minds in both the domestic and international marketplace. NexCen’s integrated QSR portfolio helps make all franchise concepts stronger and more profitable by leveraging product purchasing, merging similar business development systems, and utilizing more efficient resources for product development, research and marketing. There has never been a better time to join The Great American Cookies family.



*New York franchise law requires that we provide the following information for New York prospective franchisees. This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the State of New York. These pages do not in themselves constitute an offer for the sale of franchises. An offer can only be made by delivery of an offering circular. We are not currently offering franchises to prospective franchisees in the State of Maryland. Until such time as we are registered in Maryland, no additional information will be forwarded to individuals in Maryland.*

## Great American Cookies Cares About Community

Great American Cookies is more than just delicious and fresh-baked cookies. We believe in providing excellent support to the local community. During the marketing section at NexCen University, franchisees learn the importance of supporting the local community. Our franchisees are active members of the local Chamber of

Commerce, supporters of the neighborhood schools and partners with not for profit and other charitable organizations. As many of our locations are in malls, we often partner with other retail outlets to help drive overall mall business. We are also very supportive of the employees who work in the malls and we develop special programs to reward their service. We find giving back to the community in which we operate extremely rewarding. It is something we love and enjoy!





# Global Growth & NexCen U

## The Adventures of Cookie Man

Who is that fun-loving character? None other than Cookie Man. He's the official mascot of Great American Cookies, spreading the love of cookies to kids of all ages. He is constantly going on new adventures and celebrating special occasions from Birthdays to Graduations with his delicious Cookie Cakes.

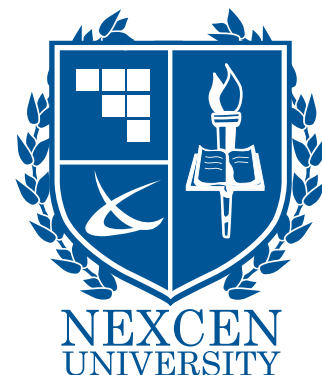


## New NexCen University Training Facility

Because NexCen Brands, Inc. is one of the world's leading brand management companies, we understand the importance in supporting all our franchisees in every way we can. This deep commitment and passion for our brands is the reason for building NexCen University, ensuring every franchisee in our brand portfolio has a level of expertise and confidence from day one of ownership. It takes hard work and devotion to run a profitable cookie business, and NexCen University offers state-of-the-art technology for initial and ongoing training, programs and support.

NexCen U's courses are drawn from the knowledge of our best-of-class management team and knowledge of franchise systems. With a mix of traditional classroom, workshop and seminar presentations, we use highly interactive instructional techniques including video and online demonstrations. Students also receive hands-on training in the following categories: cookie production, staff management, store operations, marketing, financial analysis and more. NexCen U is developing the technology for presentations to be sent to the store on flat screen televisions so franchisees can get up to the minute instruction after graduation from NexCen U.

So whether a franchisee is just starting out or has been in business for a long time - each and every franchisee is supported to the maximum with the most current information from NexCen U.



GLOBAL GROWTH & NEXCEN U



Our growth strategy at Great American Cookies focuses on enhancing not only our brand's awareness but also extends to aiding every franchisee to find the best location possible. To that end, we have some of the best real estate specialists who are experts at local trends and demographics. We also assist you with site selection. Our store locator assistance and store layout is designed to drive maximum traffic with minimum overhead. Additionally, Great American Cookies continually offers new and existing owners assistance and consultation for your stores.

NexCen provides a vast array of sources in addition to site selection and lease negotiation upon signing of a franchise agreement:

- Turn-key store design
- Marketing support tied to calendar of events and ongoing key brand building initiatives
- In-depth training in the areas of Operations including: P&L Management, cost of goods and labor controls
- Periodic visits from field representatives to consult on operations and marketing to help increase profitable revenues
- Ongoing tips for team training to ensure customer satisfaction and long term customer loyalty, including suggestive selling techniques for new products
- The opportunity to network with experienced peers who enjoy sharing knowledge to benefit fellow owners and the organization
- Unparalleled franchisee training and support through state-of-the-art NexCen University
- The opportunity to co-brand with other brands in the NexCen portfolio

- You will have ongoing access to our expertise and materials in the areas of: Business Development and Administration, Site Selection and Store Leasing, Construction, Purchasing, Training, Store Operations, Quality Control, Promotions, Marketing and Research & Development

### Open Communication

We believe communication with our franchisees is a top priority. Emphatically, our business philosophy is to encourage an open dialog between you and the entire NexCen Franchise Management team. We want you to create a thriving, successful business that offers the ultimate memorable guest experience. We work diligently to constantly brand and create emotional ties with Great American Cookie customers so you have not only a customer, but a customer for life.



**Q: What is the initial franchise fee?**

**A:** \$33,000

**Q: What are the ongoing royalty payments?**

**A:** 6%

**Q: What is the Marketing Support Fund (MSF) fee?**

**A:** 2%

**Q: Can I open a kiosk and if so, what is the fee?**

**A:** Yes, the initial fee for a non-baking kiosk is \$5,000.

**Q: What is the total initial investment?**

**A:** It ranges between \$163,000 and \$245,500.

**Q: What is the typical size of a store?**

**A:** It ranges between 500 and 900 square feet.

**Q: What is the typical size of kiosk?**

**A:** Approximately 250 square feet.

**Q: What do I receive for the franchise fee and royalty payments?**

**A:** You are granted the right to own and operate a Great American Cookies store for ten years, plus two five-year renewal options. In addition, you receive:

- Ongoing enrollment in our top-notch training program at NexCen University.
- The right to use Great American Cookies trademarks, training and support as outlined in our Operating Manual.



- Real estate support.
- The benefit of our prototype store design and staff consultation during the construction of your store.
- A full set of training manuals to assist you in operating your store; Assistance in ordering your initial inventory and supplies.
- Assistance in planning your Grand Opening.
- On-site assistance prior to and during your store opening, and on a regular basis thereafter.
- The use of our established supply sources, including negotiated prices that could not likely be attained by an independent cookie store.
- The use of merchandising support programs, product tie-ins and seasonal promotions that are developed to attract new customers, cultivate and enhance customer loyalty and maximize the frequency of visits.
- The benefit of our Research and Development team that is constantly testing new products and searching for new ideas and better ways to serve your customers.

### **Q: What are the minimum requirements for franchise candidates?**

**A:** To ensure that our franchisees will be able to qualify with both lenders and landlords, we require that potential franchisees have at least \$60,000 in liquid capital and a \$200,000 net worth. In addition, food service and/or retail experience is desired, although not mandatory. If you (or you and any partners) meet these requirements and would like more information please complete the request for information form.

For international opportunities, the minimum net worth requirement varies. Please ask your sales representative for more information and an international application.

### **Q: How much can I make as a Great American Cookies franchisee?**

**A:** We do not provide earnings claims of any kind. We recommend that prospective franchisees make their own independent investigation. Actual results vary for each store and we cannot estimate the results of a particular franchise. We can provide you with a detailed listing of our current franchisees and developers, whom you may contact directly to discuss sales figures or earnings.





# 10 Steps to Becoming a Franchisee with NexCen Franchise Management (NFM)

## 10 STEPS TO BECOMING A FRANCHISEE

Completion Date

- \_\_\_\_\_ Candidate completes Franchise Application and forwards it to NFM.
- \_\_\_\_\_ Candidate shows Verification of Liquid Assets to \$60K.
- \_\_\_\_\_ NFM obtains credit report to ensure credit worthiness for purposes of financing.
- \_\_\_\_\_ Candidates for whom applications are approved will participate in a phone interview to discuss real estate, construction, operations and marketing, training and initial investment parameters. It is best for a candidate to have a detailed list of questions prepared for this conversation.
- \_\_\_\_\_ If initial requirements are met, NFM forwards a Franchise Disclosure Document (FDD) to candidate for their review.
- \_\_\_\_\_ Candidate signs the Acknowledgement of Receipt (the last page of the FDD), and returns one signed copy to NFM via fax or direct mail.
- \_\_\_\_\_ Candidate contacts existing franchisees within NFM system to learn more about our opportunity and what is expected.
- \_\_\_\_\_ Candidate and Franchise Development Representative from NFM schedule a Discovery Day at the candidate's convenience. During the Discovery Day candidates will meet key management personnel which will assist in the franchise development.
- \_\_\_\_\_ The Franchisee Approval Committee reviews candidate's application and notifies candidate of results.
- \_\_\_\_\_ Once candidate is approved, the candidate and NFM sign a Franchise Agreement and the candidate pays the Initial Franchise Fee to NFM. We welcome you to the NFM family and help you build the business of your dreams!

