



HOP INTO THE BIG FROG POND!

7 Reasons Why You'll Enjoy Owning a Big Frog Franchise

Owning your own Big Frog Custom T-Shirts & More store means investing in your future. With a proven-and-tested operations model and a highly creative business environment in an always-evolving custom apparel decorating industry, Big Frog puts the "FUN" in owning a business.

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1 LOW-COST, HIGH VOLUME

On average your total investment with buildout and inventory is right around \$200,000. Our stores averaging over \$513,537 per year in revenue are seeing above 61.8% or better gross profit margin.

2 PROVEN CONCEPT

Big Frog has been in business for 16 years. On average we have steady, double-digit year-over-year revenue growth.

3 MULTIPLE REVENUE STREAMS

Our stores specialize in direct-to-garment printing, but also offer a variety of decorating techniques like vinyl lettering, Direct-to-Film (DTF), embroidery, screen printing, and heat transfers. Big Frog is a one-stop shop for any business or consumer needs.

4 RECESSION-RESISTANT

Everyone wears and needs a t-shirt, whether for branding or party favors. Our price points and variety of solutions allowed us to flourish in the 2008 recession and our stores bounced back quickly from the COVID quarantine.

5 MINIMAL OVERHEAD, SMALL FOOTPRINT & LOW INVENTORY

Our stores require a small retail space—around 1,200 square feet. Overhead like payroll and rent can remain lower than many retail shops. Starting inventory is less than \$5,000 and it has no shelf-life.

6 HIGH REPEAT-AND-REFERRAL CUSTOMER BASE

Our Big Frog owners always provide the ultimate customer experience. Repeat-and-referral rates are around 70% on average.

7 WORK-LIFE BALANCE

Big Frog offers daylight hours with stores closing by 6 pm Monday through Friday and open four hours on Saturday. Big Frog requires small teams—2 to 4 on average—which means less personnel hassle.



What does a typical day look like for a Big Frog store owner?

The day-to-day life of a Big Frog franchise owner is never quite the same each day, but there's one thing that never changes—it's always fun and rewarding! As a small business owner in a customer-focused and creative retail environment, Big Frog franchisees learn to wear many hats. On most days, Big Frog store owners are focused on networking and marketing within their community. On other days, they train, support, and empower their team to help meet sales and operational goals, allowing less day-to-day supervision and more time to focus on long-term strategic business growth.

FAST FACTS: BY THE NUMBERS

First Retail Store Opened: 2007

Franchising Since: 2008

Total Units: 75+ Across the U.S. & 1 in Canada

Average Capital Investment including working capital: \$163,987 - \$323,110*

Investment Range: \$182,904 - \$253,041

Initial Franchise Fees: \$60,000

Royalty Fee: 6% | Ad Royalty Fee: 1.5%

Term of Agreement: 10 years

Is franchise term renewable: Yes

Military Veteran Incentive: 20% Off Initial Franchise Fee

Women & Minority-Owner Incentive: 10% Off Initial Franchise Fee

SBA Approved: Yes

Third-Party Financing: Big Frog Custom T-Shirts & More has relationships with third-party sources which offer financing to cover the following: startup costs, equipment, inventory

Net Worth Requirement: \$450K Net Worth

Cash Requirement: \$250K

**Range due to financing and optional equipment*

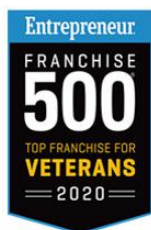


Best-in-Class Training, Marketing & Support

- On-the-job Training: **140 Hours**
- Classroom Training: **35 Hours**
- Designated Territory: **150K+ population**
- Time to open: **60 – 120 days after franchise agreement is executed**
- Site Selection & Lease Negotiation
- Build Out & Store Layout
- Store-in-a-Box with Everything You Need Delivered to Your New Big Frog Location
- Pre-Opening Planning & Grand Opening Marketing Support
- Ongoing and Dedicated Business Coaching
- Annual Frog-a-Thon Convention & Regional Meetings
- Full-Suite of Ready-Made Marketing Collateral
- ADA-Compliant & Mobile-Responsive Store Microsite
- Ongoing Media & Digital Marketing Support



AWARD-WINNING FRANCHISE!



Are You the Right Fit?

PASSION

- ✓ Are you willing to follow operational excellence and proven systems?
- ✓ Are you eager to market within your community to make connections that will drive revenue?
- ✓ Are you coachable, collaborative & creative with the energy & grit to focus on end results?

STRENGTHS

- ✓ An "A Player" with Strong Leadership/Management/Communication Skills
- ✓ Sales or Customer Service Background is a Plus
- ✓ Solid Business Acumen
- ✓ Chief Cheerleader
- ✓ People-Oriented and Connected to the Community
- ✓ High Emotional Intelligence
- ✓ Outgoing & Fun



"When I shopped for a franchise, I was looking for one that would get me involved in the community—and Big Frog is the perfect fit!"

-Eric Morley
Big Frog Custom T-Shirts & More of Woodbury
Woodbury, MN

**READY TO HOP INTO YOUR NEXT
GREAT OPPORTUNITY?**

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