



LEADERS OF THE TASTE

# HOW TO MAKE AN OODLE NOODLE



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# A PARTNERSHIP OF PROSPERITY

The Oodle Noodle partnership group owns half of each Oodle Noodle location in Alberta. You can be sure that we will provide you with the best location, the best product, the best total business support and the most marketing dollars for your restaurant. We match our Franchise Partner's investment dollar for dollar — and we are in this together!

In addition to matching your investment, we provide total ongoing business support for all of our Franchisees. We centralize your bill payments at Oodle Noodle World HQ, lowering prices with our collective buying power and reducing your workload. This allows you to focus on what you do best — run your business, engage your customers and retain your staff!

Then we will meet with you monthly for an operational review and to set budgets. This will ensure you are actively making decisions and sound financial forecasting — thus maximizing the profitability of your Oodle Noodle.

In addition to requiring half of the investment of a typical franchise, the partnership of prosperity also ensures top industry pay as the operating franchisee from Day One. By requiring less capital and paying an industry leading salary we aim to reduce the personal risk of opening an Oodle Noodle for all of our franchisees.

Finally, because we want our franchisees to be as successful as possible we encourage as many opportunities for multiple franchise ownership as possible. There is no limit to the success you can have at Oodle Noodle!

## THE OODLE NOODLE ADVANTAGE

The 5 fingers making the Oodle Noodle  
**Fist of Commerce** are as follows:

1. HIGHER QUALITY, LOWER PRICES
2. FULL BUSINESS SUPPORT
3. INNOVATIVE MARKETING PROGRAMS
4. PROPRIETARY TECHNOLOGY
5. AWARD WINNING PARTY

**The Fist of Commerce packs a mighty punch!**

# THE FIVE FINGERS EXPLAINED

## 1. HIGH QUALITY, LOWER PRICES

According to a 2011 survey, 91% of Oodle Noodle customers consider us to be “better than most” or “the best (food) around” when it comes to food quality.

As an Oodle Noodle Franchisee you have exclusive access to our award winning noodles, sauces and tofu direct from the Oodle Noodle Money Factory in Edmonton, AB.

Only Oodle Noodle franchisees receive our awesome ingredients and at reduced costs for the food sold to Franchisees of other chains. We have removed the middleman and pass the savings along to you!

## 2. FULL BUSINESS SUPPORT

In addition to matching your investment, we provide total ongoing business support for all of our Franchisees. We centralize your bill payments at Oodle Noodle World HQ, lowering prices with our collective buying power and reducing your workload. This allows you to focus on what you do best — run your business, engage your customers and retain your staff!

Services we provide to our partners include:

1. Full back end support: payroll, bill payment, budgeting and financial reporting.
2. Access to OodleNoodleNet: a proprietary intranet designed to optimize store performance
3. Supply chain coordination: ensuring you get the best deal on all required supplies
4. Customer concern management
5. Online ordering: that seamlessly integrates with your in store till system maximizing profitability while running a smooth operation on line.

## 3. INNOVATIVE MARKETING PROGRAMS

Marketing is one of the cornerstones of Oodle Noodle and we take it very seriously. We aim to build a brand with print, radio and web marketing as well as our innovative gift certificate program — the Oodle Noodle Black Card — that will ensure you can go out into your community and entice your customers through door for the first time.

Also run all promotions on your behalf and encourage a strong presence in social media and online marketing.

Our goal is to make Oodle Noodle the most advertised quick service chain in Western Canada. (something something)

#### **4. PROPRIETARY TECHNOLOGY**

Oodle Noodles are designed to use state of the art technology to reduce your workload and maximize profitability. At Oodle Noodle central command we have been hard at work developing OodleNoodleNet — a proprietary system that automates a great many functions of being a franchisee making an Oodle Noodle one of the easiest to run on the market.

OodleNoodleNet is designed to maximize your store's performance while optimizing efficiencies to strengthen your bottom line. Services we provide via OodleNoodleNet include:

1. Inventory Management
2. Online ordering of supplies
3. Scheduling
4. Catering and online customer orders
5. Chats and forums with other franchisees and Oodle Noodle HQ
6. Financial reporting and benchmarking

Last we checked it was the twenty tens. Why not put the workload on technology rather than people whenever possible?

#### **5. PROVEN AWARD WINNING PARTY**

The concept of Oodle Noodle is to the best food at a value price with bumping beats and a positive atmosphere. We certainly aren't the quietest restaurant you will ever visit. But we aim to be the most fun!

DJ generated playlists. Retro album playlists. Staff inspired dance parties. Coupled with an instore lighting system and a volume level set to "go time" the Oodle Noodle party is a hit with staff, customers and critics alike!

## **STORE DESIGN**

Unique. Bright. Captivating.

Our Oodle Noodle restaurants are designed by an Alberta architect who recently studied in Barcelona, Spain. "In other markets, restaurants are able to provide an interesting and fun dining experience in a small space. We strive to create a unique experience at Oodle Noodle — and capture the party!"

# TRAINING

"If you want to make hit records, you gotta spend your time in the studio rehearsing" — imaginary Puff Daddy, record producer

To become an Oodle Noodle Partner you will complete our exhaustive XX training program. This includes visiting the Oodle Noodle Money Factory in Edmonton, AB and meeting Sonny — the founder of Oodle Noodle. It also includes working in store with our existing partners to make sure you are well rehearsed in the in store experience. We will then pair you with one of our corporate trainers who will take you through the ins and outs of running an Oodle Noodle store.

Finally you will meet with our Oodle Noodle Braniacs® who will show you how to run OodleNoodleNet and send all invoices into Oodle Noodle central command for payment.

Once your Oodle Noodle opens we will place one of our corporate trainers on site for an extended period of time until you both agree that you are ready to make hit records on your own.

All of our operating systems and our training program was designed by the best in the industry at the Business Development Bank of Canada (bdc logo)

# INNOVATIVE MARKETING

The minds behind Oodle Noodle are some of the most innovative marketers you will ever care to meet. We have made websites that have millions of annual visitors, founded chains of pubs that are industry leaders and have decades of collective experience in the quick serve industry.

Marketing is one of the cornerstones of our business and we take it very seriously. Our goal is to make Oodle Noodle the most advertised quick service chain in Western Canada. We aim to build our brand with print, radio and web marketing as well as an innovative gift certificate program — the Oodle Noodle Black Card — that will ensure you can go out into your community and entice your customers through door for the first time.

Once they eat Oodle Noodle, they never go back.

# CATERING/DELIVERY

In addition to maximizing in store sales at our Oodle Noodle locations, we are also committed to developing high volume catering and delivery businesses in conjunction with our franchisees. From our partnership with online catering site Cateropoly to our Oodle Noodle gut wagons (coming soon) we are committed to selling our product to as many people as possible, as conveniently as possible.

# ODDLE NOODLE MONEY FACTORY

As an Oodle Noodle franchisee you will have exclusive access to product from the Oodle Noodle Money Factory in Edmonton, Alberta. Our award winning noodles, sauces and tofu are all made in the factory, under the careful watch of Oodle Noodle Founder Sonny Pham. Sonny makes sure that you are getting the best product in the marketplace at the lowest price possible.

## STREET CRED

"Best Takeout" – *Vue Weekly 2011*

"Best Takeout" – *Vue Weekly 2010*

"Best Lunch to Go" – *See Magazine 2009*

"Best Lunch to Go" – *See Magazine 2008*

## OUR STORY

Sonny Pham, Oodle Noodle's founder, arrived to Canada from Vietnam in 1989 after years of traveling through the Vietnam, Cambodia, and Thailand. His 15 years of experience dealing with food was instantly recognized, and was put to use in various restaurants where he was placed as head chef.

Eventually realizing his dream of opening a restaurant, serving authentic Asian foods, and sharing his passion for food, the first Oodle Noodle was opened by Sonny and his family on April 10, 2005, and has been dishing out award winning and delicious meals by the thousands ever since.

## 4 NEXT STEPS TO BECOMING AN ODDLE NOODLE FRANCHISEE

1. Love Oodle Noodle so much you can't sleep at night. ✓
2. Download and read this package. ✓
3. Take the online franchisee quiz at [OodleNoodle.ca/iwantobelieve](http://OodleNoodle.ca/iwantobelieve)
4. See if you pass the first phase of screening!

# FAQS

## **How much does an Oodle Noodle Franchise cost?**

The average 1700 square foot Oodle Noodle costs somewhere between \$430,000-\$480,000 to build and open for business. As 50-50 partners in each Oodle Noodle the franchisee would only be expected to pay for half of these costs with the other half coming as an investment from the Oodle Noodle Partnership Fund.

## **What is the ownership structure?**

Each Oodle Noodle is owned as a 50-50 partnership between the Operating Franchisee (you) and the Oodle Noodle Partnership Fund (us.) Successful franchisees are encouraged to open multiple locations using this ownership structure as store performance exceeds expectations.

## **What are the royalties associated with an Oodle Noodle?**

As an Oodle Noodle franchisee you can expect to pay 5% royalty to the Oodle Noodle Franchise Corporation and an additional 4% to the Oodle Noodle advertising fund.

## **Where are you looking to open locations?**

At the present time Oodle Noodle is looking to open locations in Edmonton and Calgary, as well as the top 10 markets in Alberta. It is expected that anyone looking to open an Oodle Noodle in a secondary market (population less than 250,000) already live and work in the community prior to applying for a franchise.

