

JRECK Sub Shops

Four Point Proposition For Success



A Vision For Growth & Profitability

The Vision for JRECK SUBS for today & tomorrow

At JRECK Sub Shops, we believe that when one franchisee enjoys success, every franchisee shares in part with that success.

We believe that the value of the company and the value of each franchisee's business, has an relational dependence on the performance of each and every franchise and corporate member, each and every business day.

We believe that when JRECK Sub Shops together with our franchisees, agree on the significance and importance of building and preserving the JRECK brand, we will become and stay formidable competitors.

We believe that it is the duty of JRECK Sub Shops to provide exceptional operational support and offer on-going guidance, but it is also the responsibility of each franchisee to participate in the improvement process, and willfully implement all procedures according to the agreed plan.

We believe that it is our responsibility to research, suggest and lead the company's marketing initiatives, and that the franchisee should be fully engaged in promoting, refining and maximizing these offerings.

We believe that when all of our vendors and suppliers recognize that it is in their best interest to help forward the company's goals and enhance our standards, we will all share in increased profits.

We believe that JRECK's growth in new units and in the number of customers we serve will best be achieved by being an organization based on a cooperative attitude focused on one main objective...

***The customer's complete satisfaction must always be
our mutual #1 priority.***

JRECK's Four Point Proposition For Success

JRECK's Vision For Today and Tomorrow is based on four cornerstone propositions that form the foundation for our franchise management guidelines and the company's strategic plan for long-term success.

First... that **JRECK's franchise model** is financially sound and manageable, with a built-in economic code designed to deliver above average returns for the amount of investment that is made.

- The JRECK's franchise model accurately predicts that when a franchise is purchased and a unit is built within the recommended parameters of size, services, and amenities, the associated costs can be reasonably recovered.
- The JRECK's menu will always feature items which have an appeal and price range that will generate sufficient customer attraction and interest.
- When a restaurant is opened in an area where the demographics match or exceed the base market requirements, the location has the potential to attract the minimum amount of required traffic to be profitable.

Second... that the image and experience of our customers, and of all our vendor constituents, with the **JRECK's brand**, is crucial to building and maintaining a loyal customer base, and establishing trade alliances.

- Image, product and experience combine to form the dimensions of the JRECK brand.
- JRECK's external branding involves the imagery and consumer interaction before interaction with an JRECK's location and/or representative.
- JRECK's relational branding encompasses every moment that a customer is engaged in experiencing a visit to the restaurant, interacting with an employee or eating one of JRECK's products.
- The acute attention to details in presenting and delivering every aspect of the JRECK's brand will be the determining factor that differentiates JRECK's from all of its competition.

JRECK's 4 points continued;

Third... that unit **saturation** in any given market is necessary to provide significant economies of scale, and yield synergy between individual franchise operations.

- The individual territory of an operation is mapped and planned to be a part of a larger integrated region.
- The development of an existing region takes precedence over undertaking the opening of a new region when financial and/or human resources are deemed to be limited.
- In order to build and maintain market impact with maximum cost efficiency, each individual operation must be interested in what is good for the whole operation, and willing to cooperate on some advertising and promotional expenditures that are for the good of the entire region.

Fourth... have an unwavering belief that **commitment** to the plan is the most crucial element of success.

- JRECK's senior management, affiliate partners and significant investors must be in agreement, aligned with corporate strategy, and available to evaluate, objectively critic, and forward the long-range plans of the company.
- Every franchisee must have their own written financial expectations and performance goals their operation, and recognize the importance of achieving those goals for both their yearly profits as well as their long-term investment gains.
- JRECK's management must be willing to enforce procedures and obligations while always being prepared financially and mentally to go the extra mile, whenever necessary.

*Where Do We Go From Here Is Actually Very Simple...
Just stay on the road to improvement and
success will continue to follow.*