



ADVANTAGES OF BUYING A FRANCHISE

- ❖ Independence
- ❖ Competitive Advantages
- ❖ Lower Costs
- ❖ Product Access
- ❖ Economics of Scale
- ❖ Advertising
- ❖ Networking

WHY FRANCHISING IS SUCCESSFUL

- ❖ Marketing clout to penetrate and dominate markets
- ❖ Consumers are brand driven in their purchase decisions
- ❖ Consumer loyalty to a brand
- ❖ Consistently applied operating system that addresses consumer needs
- ❖ Ongoing support improves the effectiveness, effectiveness, efficiency and profitability of each unit and the overall system
- ❖ Franchisee motivation-success driven by the investment of assets: time, money, and effort



FRANCHISE OPPORTUNITY

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FRANCHISE OPPORTUNITY

Today's economy demands a track record of success from any business wishing to achieve long-term employment and profit goals. Our track record dates back 50 years with the opening of our first Albert's in Edmonton, Alberta.

And considering today's highly competitive market, Albert's five decades of achievement is indeed impressive.

Over the years Albert's has adapted to changing market trends of family eating habits and preferences. As a result of our market adaptation we have expanded our menu to reflect the desires of our customer, evolving into our present image as a family restaurant, with a choice of 75 different recipes from which to select our daily specials, as well as exciting lunch and dinner specials.

For fifty years we have maintained our loyal customer base for three reasons:

1. QUALITY FOOD
2. REASONABLE PRICES
3. EXCELLENT SERVICE.

Because of our track record we are now able to offer an Albert's Family Restaurant franchise opportunity to the right kind of people. People who desire success as we do. Our established tradename, proven operating system and ongoing support are the tools our franchisees need to succeed and increase market share.

Albert's vision in 2013 and beyond is to build a network of some 50 units and thus achieve our goal of being the Premier Family Restaurant Franchise Group in Western Canada. We invite you to join in our success as we grow and prosper.

1959
1960
1965
1970
1975
1980
1985
1990
1995
2000
2005
2013



Albert's provides each franchisee with substantial and ongoing support; Design and Construction; Training; Operating Systems Marketing, Advertising and Promotions; Ongoing Support - regular visits.

DESIGN AND CONSTRUCTION

We build "turn-key" restaurants to reflect current trends in interior design. Every Albert's interior has the mandate of providing customers with a comfortable and warm environment. Upon signing the Franchise Agreement, with approval from our Franchise Selection Committee, our representatives will assist you with site selection, lease negotiations, interior design and furnishings and purchasing of equipment.

TRAINING

Albert's will provide you with an extensive four week training program which covers all aspects of restaurant operations. Our professional training representatives will take you through each stage of operations, including: purchasing, kitchen routines, personnel and recruiting, management controls such as food and labour costs, equipment maintenance, marketing and promotions, customer and employee relations. All training is completed in Edmonton, Alberta.

OPERATING SYSTEM

Our aim is to build a strong franchise network by providing an efficient Operating System. Albert's Operating Manual documents our system and is easy to follow. This manual is the franchisee's continual reference to ensure employees are following the proper methods and procedures.

ONGOING SUPPORT

Franchising is a partnership that depends on co-operation and mutual support. That's why we offer all our franchisees ongoing professional support in all aspects of operations. This support ensures the profitability of each restaurant. Our Operations Manager will periodically visit your restaurant to assist in the launching of new menu items, update purchasing programs, or to assist you in any area of operations. Albert's senior management strongly believes in action: immediate follow-up on your requests for assistance.



MARKETING

Albert's Franchise Inc. has a commitment to increasing market share through professional assistance to all franchisees, aggressive promotion and marketing, increasing the customer-base in every unit, and most important, increase the awareness of the Albert's brandname throughout Western Canada. Today's customer identifies with a established brand name... it's the most valuable commodity a company can own. Customer loyalty to a brand is exactly what franchising is all about. Our marketing support will reflect changing needs and trends, and through communications with you, we will enhance our advertising and promotion efforts to assure you are receiving the most effective marketing possible.

