



In Association With



The UK's and Irelands No.1
Vending Franchise



www.sitb.co.uk

Our Philosophy



To have honesty and integrity as the touchstone of our business.

To treat customers with the care and respect they deserve.

To provide services to the highest standards of excellence.

To feel a sense of pride and enjoyment in our work.

To work together as a team where we learn from each other.

To operate in an environment of professionalism and fun.

To maintain a positive mental attitude everyday.



EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE

The Franchise Concept



"JOIN A PROVEN SUCCESSFUL FRANCHISE WITH THE UK'S PREMIER WORKPLACE SNACK DELIVERY BUSINESS"

Joining Snack-in-the-Box as a vending franchisee means you become part of a team of over 80 franchisees across the UK and Ireland, and have the support from us as a franchise company with over 18 years experience of franchising.

Snack-in-the-Box is the UK's premier vending franchise. Our franchisees offer snack and drink refreshments to workplaces. As we have a number of different vending machine and snack boxes (vending solutions), our franchisees can offer workplaces the most suitable vending solution for their requirements.

As a Snack-in-the-Box franchisee, you will operate in an area comprising of local companies who you will service on a regular basis - some weekly, some twice a week and some fortnightly. Don't worry, we help you with all of these aspects.

You would run your franchise based from home using a van filled with products. Each day you make deliveries to the customer to either replenish a Vending Box, or restock the Slimline or Combo vending machine installed on the customer premises, collecting the deposited cash.

On a regular basis, you'll also prospect for new customers visiting potential sites and presenting the free Snack-in-the-Box vending service.





In Association With



We are partnered with Mars, Walkers and Britvic who offer the most popular confectionery and soft drinks brands in the UK. These provide our franchisees with significant credibility and competitive advantage. Emphasis is placed on giving a professional service by providing quality branded snacks and drinks, a friendly approach, reliable deliveries and strict adherence to our company customer service philosophy

EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE



You're in Excellent Company



"A RELIABLE SERVICE IS OFFERED FROM A CARING SUPPLIER WITH A CREDIBLE NAME AND PROFESSIONAL CORPORATE IMAGE"

Established in 1996, Snack-in-the-Box serves the UK's small and medium business sector (SME's) through a network of franchised operators. We enjoy full membership of the British Franchise Association (BFA) and with over 18 years of franchising experience, we are totally committed to supplying a professional snack delivery service and excellent support to our franchisees.

Our successful and proven Franchise enables Franchisees to provide the Snack-in-the-Box service to customers via Snack Boxes and Vending machines. Our Franchisees service over 12,000 customers on a regular basis.



Our franchisees enjoy the benefits of being their own boss with the knowledge they are fully supported by a dedicated team of professionals. The service to customers is offered with no cost and most importantly of all it's simple! We take care of everything for our clients. They simply pay for what they eat or drink, it couldn't be easier.

In the working environment there are generally only places where people obtain confectionery:

- They bring it in from home
- Staff member visits a convenience store/garage etc at 10am. 1pm and 3pm to buy snacks
- An onsite vending solution such as Snack-in-the-Box

Snack-in-the-Box has proved that staff will buy popular snacks and drinks where a regular and reliable service is offered from a caring supplier with a credible name and professional corporate image.

The Franchise Package



Our franchise package starts from **£19,450** +VAT and consists of a comprehensive machine and support package to enable you to effectively run your business. This includes the following:

Equipment

- 225 Self Service Vending Boxes
- 15 Slimline Vending Machines
- 1 Combination Vending Machine

We also offer additional items of equipment to be included in your package if this is considered appropriate. The package also includes an additional week of sales support to be taken during the first year - after customer service training.



Initial Stock

Stock is provided by SITB for your initial batch of new customers.

A Comprehensive Training Programme

An intensive one week course at our Head Office, which will focus on areas such as - software packages, sales training, stock ordering and controls, customer service and engineering.

2 Week on-site Business Launch

Our experienced sales team will visit the new franchisees area for two weeks to establish 100% of the initial client base. These two weeks will be spent 'hand holding' with the franchisee in order to provide field sales and customer service training. The launch will provide the franchisee with a customer base and income from day one. The option is also available to extend the duration of the launch sales campaign.

EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE



Marketing Materials

A selection of professionally designed and branded materials will be supplied to enable franchisees to market and develop their business to new customers.

Stationery Package

An initial package of Snack-in-the-Box branded stationery items that portray the Snack-in-the-Box corporate identity. We are authorised to use the branding of our brand product partners (Mars, Walkers and Britvic) on these. This consists of letterheads, business cards etc.

Software Packages

A bespoke customer and sales database is provided that will allow a franchisee to monitor sales and customer service using their own PC. We also provide a specialist accounting software for franchisee that will assist with VAT returns, year-end accounts and financial planning.

Van Livery

We will sign write your vehicle with our corporate imagery and provide advice on how your vehicle should be racked out inside to ensure that you are able to operate with maximum efficiency.

Operations Manual

The Snack-in-the-Box know-how is conveyed to the franchisee through our comprehensive Operations Manual. It is the intellectual property of Snack-in-the-Box and provided to the franchisee on loan.

Additional Field Training

A series of visits from Snack-in-the-Box personnel will follow over the franchisee's first weeks and months of trading to provide, systems, operational and sales support



Our Brand Partners



Snack in the Box franchisees are partnered with 4 of the UK's biggest confectionery and drinks brands - Mars, Walkers, Britvic and GSK (GlaxoSmithKline). We have had these brand partnerships for a number of years and they work closely with us in order to provide support in areas such as product knowledge and development and marketing support.

Key Facts:

Mars Manufacture 10 out of the Top 13 Confectionery Brands

Mars is the 2nd Largest Global Confectionery Brand

Walkers is the Top Crisp Brand in the UK

Walkers Invests More in Advertising Than Any Other Crisp Brand (£30M)

Britvic are the Fastest Growing Cold Drinks Company in the UK



EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE

Our Vending Solutions



Snack-in-the-Box provide Franchisees with a range of Vending Solutions to offer to their customers.

When setting up your vending franchise with SITB, the customers on your territory can enjoy one of a number of different vending solutions. The most suitable vending solution for each customer site will depend on number of staff, type of workplace and several other criteria.

We will help you site the best solution for each customer - whether this is a tabletop snack box, Slimline vending machine or Combo drink and snack vending machine.

Our franchise packages will also enable you as a franchisee to mix and match machine types to suit your level of investment. You can choose to take one solution or as many as you need to keep your customers happy.

Machines are placed into business sites at no cost to the employer. With no contracts to sign or on-going maintenance costs to pay, it's easy for the employer to say yes" to your vending services. They simply pay for what they eat or drink - it couldn't be simpler.



The Vending Box



The Vending Box enables our franchisees to service smaller workplace customers on their franchise territory with this system. Each box contained over 50 items made up of chocolate confectionary, savoury snacks and crisps and is suitable for smaller offices and workplaces with 2 - 25 staff.

The box is designed to meet Health & Safety Regulations even when placed in factories and garages that may have a dusty atmosphere. Boxes can be located in a wide range of premises including the local bank, staff rooms, local shops, the golf course, offices, garages, nursing homes or small factory units. They are easy to clean and made of durable, non-fade plastic.

Each customer is visited on a weekly or fortnightly basis. Cash in the Vending Box is counted and checked against stock. The box is removed and a newly filled and cleaned box left with the customer. Business owners and staff love this snack box as it provides top brand snacks at sites that traditionally do not have the space and staff numbers to warrant a vending service

"The development opportunity"

Around 70% of UK workplaces employ less than 25 members of staff, this provides a fantastic development opportunity for our franchisee - as this should entail 7 out of 10 businesses in the UK would qualify for our service!

Over the last 18 years Franchisees and Snack-in-the-Box personnel have been able continuously market and develop territories with new and replacement business by offering the service to the workplace.

Ian Ellis, one of our Business Developers, explains:

"The Vending Box concept is perfect for small to medium businesses who would otherwise not be able to enjoy a typical full-sized vending machine . It's regarded as a welcome staff benefit"

Based on Overview Mapping Statistics 2011.



EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE

The Slimline Machine



Suitable for workplaces with 25 - 100 employees, the Slimline vending machine is the next step up from the snack box that our franchisees can offer. Workplaces with 25-100 staff have traditionally been too small to be satisfied by conventional larger vending machines and too large for our Self Service snack boxes. The compact Slimline machine is ideal for these vending requirements.

Some of our Slimline vending machines in the range do not even require electricity so it means they can be located anywhere - portakabins, small staff rooms, canteens, kitchens - anywhere where a traditional larger vending machine will not fit or has over-capacity. Plus no power socket is required.

Vending confectionery and savoury snacks makes this Slimline vending machine a real winner. Its unique design means that it can fit neatly into almost any workplace

"The development opportunity"

Franchisees have the opportunity to upgrade an existing Self Service Box customer to a Slimline vending machine - franchisees have found this an excellent way to develop the vending machine side of their business.

- For 25 - 100 Staff
 - Top quality snacks and confectionery
 - Smart, modern design and very easy to use
 - Designated customer service line
 - Reliable, friendly local operator
- Typical Locations**
- Small Offices
 - Canteens
 - Medium Offices
 - Retail Outlets
 - Small Gyms Factories
 - Hotels (back or house)



The Snakky Combo



- Drinks and snacks in one space saving unit with compact footprint
- Top quality snacks and drinks for staff and visitors
- Smart, modern design and very easy to use
- 24 hour customer service

The development opportunity"

Franchisees have the opportunity to place the Snakky Combo vending machine into larger offices and warehouse environment. Franchisees have found this an excellent way to develop the vending machine side of their business.

- For 100+ Staff
- Designated customer service line
- Reliable, friendly local operator

Typical Locations

- Medium Offices
- Large Offices
- Receptions
- Leisure Centres
- Hotels
- Factories
- Waiting areas



EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE

A Franchisee Story



7 COMPELLING REASONS TO OWN A SNACK-IN-THE-BOX FRANCHISE

POWERFUL BRANDS - Being a Mars brand partner you will be operating your business with the immense benefit that the association with a powerful global brand offers. And Snack-in-the-Box is recognised as one of the UK's established vending companies adding further credit to your business.

PRODUCTS IN DEMAND - Demand for chocolate, crisps, cold drinks and other snack products is undiminished. We deliver right to the workplace, conveniently offering employees the 'treat' snacks they crave to help get them through the working day. We're the ultimate convenience retailer!

EXPERIENCE - SITB is one of the UK's well-established franchisors. For over 18 years we've been helping people from a variety of different backgrounds to fulfil their ambition of working for themselves. By sharing these years of experience we're able to help our franchisees to fully maximise the success of their business.

EASY TO OPERATE - A SITB franchise is quite simple to operate. Essentially it involves ordering stock, making deliveries, liaising with customers and dealing with basic administration - we provide software to help with this. Those who are well organised and energetic find it a very straightforward business to run.

GUARANTEED CUSTOMERS - During the launch campaign SITB will help you to secure 100% of initial customers for your vending boxes. Guaranteed!

MARKETING THAT WORKS - We've developed some highly effective and simple techniques for finding new customers. We'll train you how to apply these so you're able to continue developing your business.

SUPPORT ALL THE WAY - You run the business, but with our guidance and support. We help with marketing, handle customer calls, supply technical assistance and offer preferential terms with wholesalers.

A Franchisee Story



LEAVING THE MILITARY & LOOKING TO THE FUTURE

Kim and Stewart Sisley are based in Glasgow. Stewart is a Chief Petty Officer in the Navy and is a submariner. He currently spends months away at a time, but has just under 2 years left in the Navy so the couple were keen to find a business that they could develop and work in together once he was finished.

Kim has a sales background and has been busy developing the business, together with some additional help, whilst Stewart is away. They have a young daughter Maia and so are looking at a future which would enable them to maximise their family-time and support them financially whilst avoiding either Stewart or Kim having to work in an office or deal with long commutes. Kim also feels that her sales background and people skills will help them grow the business.

Why They Choose Snack-in-the-Box: 'A Snack-in-the-Box Franchise is Buying Into an Existing Business Model'

Kim and Stewart did a lot of background work before they decided upon Snack-in-the-Box. They investigated different franchise companies by looking on the internet, visiting a couple of exhibitions and subscribing to the Franchise Magazine. Kim said that they chose franchising as 'buying a business felt safer with a franchise. You are buying into an existing business model'. She also added 'I liked the idea of a head office cushion. We could run it ourselves but have the support and training of a bigger company'.



A Franchisee Story



REPEAT TEAM FRANCHISEES

Phil and Ruth have been working together running their Snack-in-the-Box franchise for 14 years. Phil has mostly been self-employed. "I just don't like to work in an office and prefer being out and about". Phil told us. Ruth was a nurse before she joined Phil to run their franchise.

Apart from wanting to be out and about and working for himself. Phil looked at a wide variety of franchise businesses. He originally found out about Snack-in-the-Box from the Franchise Magazine. He chose Snack-in-the-Box as he was able to be his own boss and travel around rather than be office-based.

Why They Chose Snack-in-the-Box: 'Repeat Business Each Week'

Phil explains that they were also able to work as a couple - they always knew they didn't want to employ staff in any franchise they took on, so the Snack-in-the-Box franchise suited them well. Ruth added that having repeat business each week from regular customers was also very important for them as it was regular income. She also felt that the association of Snack-in-the-Box with the major confectionery brands meant that Snack-in-the-Box must be a franchise company with a good reputation.

A week in the life of a franchisee



"FRANCHISEES SERVICE THEIR CUSTOMERS OVER 4 DAYS AND THEN USE THE OTHER DAY TO DEVELOP THEIR BUSINESS"

Each franchisee has their own territory of local companies who they service on a regular basis - some weekly, some twice a week and some fortnightly. As a franchisee, you run your franchise based from home using a van filled with products. Each week you deliver to the customer either a replenished Vending Box, or restock the Slimline or Combo vending machine at the site.

Every evening, they count the day's takings, log it for their customer records and pack boxes for the following day. This takes them about an hour and a half in total. A typical franchisee has around 150 customers. At each customer site, they put a new Vending Box to replace the used one, ensure that their customers are happy, collect the cash and move on to the next site.

Generally, franchisees service their customers over 4 days and then use the other day to develop their business and other catch up on their miscellaneous business tasks.



EXCEED YOUR EXPECTATIONS WITH THE NO.1 VENDING FRANCHISE

The Support Services



"SNACK-IN-THE-BOX LIMITED CAN ONLY BE SUCCESSFUL AS A FRANCHISOR IF OUR FRANCHISEES ARE SUCCESSFUL"

Working together as a team is fundamental to the Snack-in-the-Box philosophy. We are committed to delivering ongoing support services that we consider essential to the long term success of your business.

Snack-in-the-Box Limited can only be successful as a franchisor if our franchisees are successful. It must be a win/win situation where together we grow and prosper. The Snack-in-the-Box back-up support services include:

- The availability of the sales team to help you grow your business
- Continuous negotiation to ensure the best prices from product suppliers
- Maintaining and ever improving the corporate image of Snack-in-the-Box
- Ensuring best practice is shared across the network
- The forwarding of regular news bulletins to the franchise network
- The organisation of franchisee meetings from time to time in order to interchange ideas for the benefit of everyone
- Field visits to conduct an analysis and review of the business on a one-to-one basis
- The availability of a 'hot line' to the franchisor for advice and help
- The provision of the necessary promotional materials
- Bespoke software systems to assist with accounts, customer routing and customer records
- Central customer call centre to assist with customer service and feedback

Professional Advisors



Solicitors

Owen White
Senate House
62 - 70 Bath Road, Slough, Berkshire SL1 3SR



Accountant

BDO LLP
Kings Wharf, 20 - 30 Kings Road Reading,
Berkshire RG13EX



Bank

The Co-operative Bank
1st Floor, 118 - 12- Colmore Row, Birmingham B3 3BA



BFA

British Franchise Association
85f Milton Park, Abingdon OX14 4RY

The Franchisee Profile



IS FRANCHISING FOR YOU?

In assessing your possible suitability for a Snack-in-the-Box franchise, we list below the most important questions which should influence your decision.

Do you have:

A strong desire to own and run your own business?

A current driving licence?

A desire to meet people?

The commitment to provide professional services?

A cheerful disposition?

The ability to be organised?

The ability to finance the capital required?

A garage designated storage area?

The Next Step:

If, as a result of considering the Snack-in-the-Box franchise opportunity as outlined in this prospectus, you feel enthusiastic about the business concept, we would be delighted to welcome you to our Support Centre or meet you at your home. A detailed presentation of the franchise can then be given to you. We can have an exploratory chat together without obligation to either party.





In Association With



Contact Us

OUR OFFICES ARE BASED IN LONDON, CORBY AND
BLACKBURN, WITH EXCELLENT RAIL AND MOTORWAY LINKS.

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