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Franchise Sales:

Single Unit: Yes
Multiple Units: No
Area/Master Developer: No

Description of Franchise:

Abrakadoodle provides the highest quality, educationally rich, imaginative art education program to children ages 20 months to 12 years old.

- Kids use Paints, modeling Compounds, canvas, oil pastels and more!
- Kids learn about artists both master and contemporary.
- Markets everywhere are receptive to the program.
- Abrakadoodle Curriculum EXCEEDS the National Standards for Visual Arts Education.
- Classes are provided using a staff of part time teachers at host educational sites such as schools, park programs, community centers, day care centers and other locations.
- Parents, Kids and Schools all love the program.

What makes Abrakadoodle Unique?

- Abrakadoodle has the most experienced management team in children's services. Mary Rogers and Rosemarie Hartnett each have 20+ years experience in supplemental education franchises.
- Entrepreneur Magazine ranked Abrakadoodle the #1 Art Education Franchise in their Annual Franchise 500 issue for 2007.
- Abrakadoodle has a strategic partnership with Crayola.
- Abrakadoodle is Technology Focused.
- Online Class listings and registration available at the touch of a button.

Background:

Year Established: 2002
Year First Franchised: 2004
Franchised Units: 72
Company Owned Units: 2
Projected New Units (12 months): 40
States NOT Registered In: Hawaii, Kentucky, North Dakota, South Dakota
Availability in Canada: Masters / Area Developer: Contact Rosemarie Hartnett to discuss

Financial/Terms:

Cash Investment: (see 3 bullets for Cash Investment)

- Franchise fee: \$35.9K
- Initial Materials and Marketing fee: \$5K
- Pre-Paid first 6 months of royalties: \$3.3K

Total Investment: \$48,350-\$63,650
Minimum Net Worth: \$100K

Franchise Fee: \$35.9K

Royalty: Royalties are based on 8% of gross revenue with a minimum of \$500 per month. Franchisee pre pay their first 6 months on minimum royalties and technology fees totaling \$3300.

Ad: 1% of gross sales

Average # of Employees: 2-10

Passive Ownership Allowed: No

Earnings Claim: No

Support & Training Provided:

Financial Assistance Provided: None

Site Selection Assistance: N/A

Lease Negotiation Assistance: N/A

Co-operative Advertising:

Training:

Abrakadoodle's robust training program begins as soon as an agreement is received with the Quick Start Pre-Training program.

Franchise Owners work with a training and support professional to complete business set up tasks. Owners attend one week

Business Development training at the corporate headquarters in Reston, VA. Every aspect of the Abrakadoodle Business is explored. Educational Theory, Curriculum, Materials, Marketing, Networking, Staffing, Teacher Training and Branding.

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