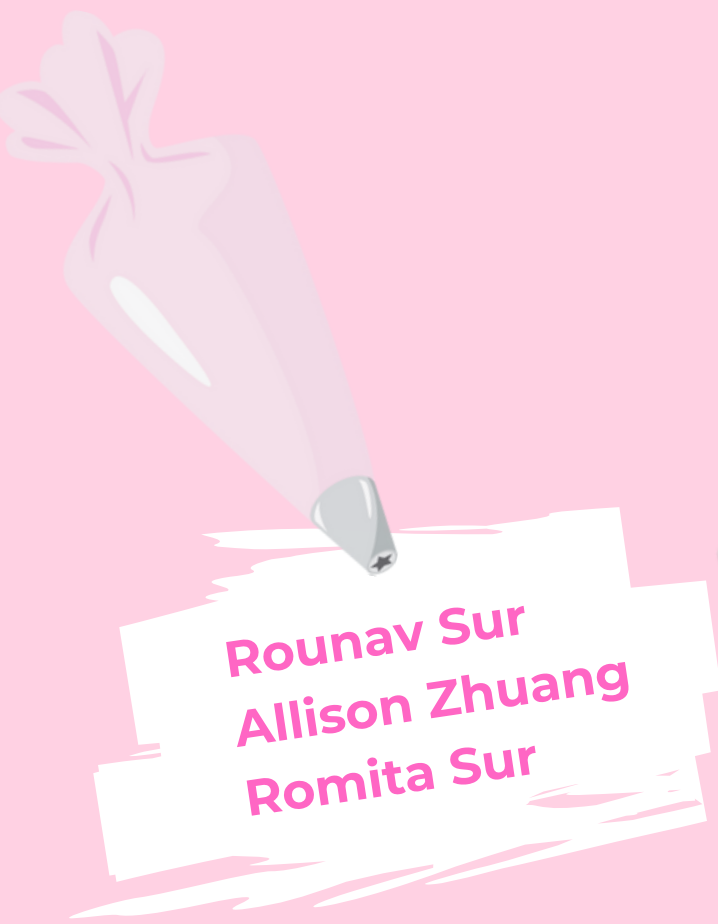


Franchise Business Plan

Westwood High School
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crumbl
cookies

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I. Executive Summary

Company Overview



Crumbl Cookies is a **family-owned**, unique take on a popular dessert that uses innovative techniques and flavors. **Crumbl** opened in **2017 in Utah**, and in just eight years, boasts **over 1000 locations** in the U.S. and another few internationally. Now, **Crumbl Cookies** has created a major trend with their **signature pink boxes** along with titles like the “**fastest growing dessert chain**,” by having an average **growth rate of 115.65%** annually since 2019. **Crumbl** is known for its **large social media presence** as well as its **rotating flavor drop model** and crossed over **\$1 billion** in sales annually. We have decided to locate our franchise on the **University of Texas at Austin campus** located in **Austin, Texas** because of the **large target market** and **population growth** in the area that further fuels the store’s potential.

Business Environment

Political

- Texas does **not have a corporate income tax**
- The **tax rate** for a Crumbl franchise in Texas is **0.75%**
- The **franchise filing rate** in Texas is **\$300**

Economic

- The **median household income** in **Austin** is **\$78,965**
- The **median household income** in **downtown Austin** is **\$136,486**
- The Austin metro area ranked **third in the US** for **employment growth**

Social

- The student **population at UT Austin** is **52,384**
- Crumbl’s marketing is targeted towards social media users – **84%** of people **aged 18-29** are on **at least one social media site**, many UT students see Crumbl online

Technological

- Crumbl has a **website with information** for prospective and returning customers
- Crumbl’s app ranked **#8 on the iOS App Store** under foods and drinks
- Crumbl Cookies has over **21 million followers** across six social media accounts

Environmental

- The Texas Commission on Environmental Quality enforces and **takes actions on businesses not abiding to environmental regulations**
- Each Crumbl box is **biodegradable** and **eco-friendly**

Legal

- The Texas Workforce Commission (TWC) enforces **child labor regulations** for minors in Texas – very important due to Crumbl’s history with child labor violations
- Texas’s Department of State Health Services (DSHS) sets **food safety standards**

Products and Services

Crumbl currently offers a large variety of fun flavors, as they introduce **six unique, limited-edition flavors every single week**. Our location will also offer specialty cookies designed to appeal to UT students and supporters, such as Longhorn or sports-themed cookies to support UT’s teams. **Crumbl** has also expanded to do **catering, delivery** services, and **in-store pickup** to adjust to customers’ needs.

Crumbl also has an **app** with unique features such as the **Cookie Journal**, **Test Cookie Maps**, **Hometown Picks Map**, and a **rewards program**. The **Cookie Journal** allows users to engage and give feedback to **Crumbl** and also lets customers see other opinions. The **Test Cookie Maps** and **Hometown Picks Cookie Maps** show the locations of stores that currently run these special features. These increase **user engagement** and promote **Crumbl** to a **technologically active** audience.

Target Market

Demographics	Psychographics	Behavioral	Geographic
<ul style="list-style-type: none"> College students Age 18-25 Urban working population 	<ul style="list-style-type: none"> People who have a taste for innovation Social media users who like to keep up with trends 	<ul style="list-style-type: none"> People who want a sweet treat People who are influenced by social media 	<ul style="list-style-type: none"> People living in downtown Austin Students living on/near UT campus People visiting UT Austin campus

Competition

Our **Crumbl** location currently has **4 main competitors**, with the two largest ones being Insomnia Cookies and Tiff's Treats due to their proximity to our **Crumbl** location. **Crumbl's** main concerns will be the difference in the price points and similar services offered. Although these concerns may pose a threat, our franchise is able to combat these with its **loyal customer base**, **large social media presence**, and **rotating flavor drop model** that includes a large **variety of cookie flavors** people have never seen before.

BRAND NAME	CREATIVE SELECTION	LARGE SOCIAL MEDIA PRESENCE	DELIVERY SERVICE	LOW PRICING
CRUMBL COOKIES	✓	✓	✓	X
INSOMNIA COOKIES	X	X	✓	✓
TIFF'S TREATS	X	X	✓	✓
85°C BAKERY	✓	X	X	✓
PARIS BAGUETTE	X	X	X	X

Marketing Strategies

Partner with UT Austin to become a BEVO Bucks merchant

- o Cashless form of payment for University of Texas students
- o Students receive **\$200 in BEVO Bucks** at the beginning of the year
- o Has to be spent at BEVO Pay merchants
- o Currently **86 BEVO Pay merchants**
- o Open to all UT students
- o BEVO Pay generated over **\$5 million** last year
- o Merchants must pay a **6% service fee** to the BEVO Pay program



Partner with student organizations for profit sharing

- o **Partner with student organizations** to create events and increase exposure
- o An expectation that students, incentivized by BEVO Bucks, will visit **Crumbl**, leading to **increased sales**
- o A way to **give back to the community** and participate in community events

Establish a strong franchise presence across social media platforms

- **Crumb!** is the **most followed dessert company** online
- **Leveraging Crumb!'s large social media presence**, we can attract students to our **Crumb!** location
- A **snowball effect** will be put into place, as positive experiences at **Crumb!** lead to more social media posts, attracting additional customers
- We will start a **franchise social media account** where we post content specific to our target audience

Business Objectives

The **overarching mission** of this **Crumb!** franchise is to **give back to the student population through experiences**, as a customer, student, or employee.

Short-Term (12 months)

- Franchising rights and funds to open our first location by Jan. 2026
- Hire qualified staff
- Create a franchise social media account to make daily videos and reach at least 5,000 followers
- Implement feedback system for employees and customers to voice concerns

Long-Term (2-3 years)

- Open multiple locations throughout Texas and collaborate with other locations throughout the country
- Create a feedback system to improve business processes
- At least 2 fundraisers and charities a month to have a positive impact
- Further prompt social media accounts and create virtual events with incentives

Financial Data

In our first year, we anticipate a revenue of **\$1,420,823**, slightly below **Crumb!'s** average of \$1.7 million. However, being in a location with **proximity to students and working adults** guarantees growth. In the second year, our projected revenue of **\$1,877,326** exceeds the average by \$300,000. Being the only **Crumb!** location accessible to UT students and the majority of the downtown population within walking distance enhances our competitive edge. Over the first two years, our combined net profit is estimated at **\$662,916.36**. Our **ROI** over the first two years is **32.58%** and the **investment gain** is **\$162,916.36**. The two-year operation statement below goes in depth about our projected revenue, expenses, and net income.

Crumb! Cookies Two-Year Operational Statement										
	Year 1, Quarterly Overview				Year 2, Quarterly Overview				Yearly Totals	
	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)	Year 1	Year 2
Revenue:										
Product Sales:	\$267,208.00	\$341,380.00	\$323,586.00	\$372,486.00	\$413,482.00	\$428,250.00	\$395,108.00	\$442,132.00	\$1,304,660.00	\$1,678,972.00
Services Sales: (Delivery, Catering, etc.)	\$14,678.00	\$34,088.00	\$25,590.00	\$41,807.00	\$44,282.00	\$51,293.00	\$48,580.00	\$54,199.00	\$116,163.00	\$198,354.00
TOTAL REVENUE									\$1,420,823.00	\$1,877,326.00
Expenses:										
Initial Franchise Fee:	\$50,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00
Employee Training:	\$15,000.00	\$3,000.00	\$500.00	\$1,500.00	\$800.00	\$1,500.00	\$1,200.00	\$1,000.00	\$20,000.00	\$4,500.00
Licensing, Permits, and Fees:	\$80,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$83,000.00	\$4,000.00
Equipment and Supplies:	\$200,000.00	\$10,000.00	\$10,000.00	\$20,000.00	\$24,000.00	\$8,000.00	\$10,000.00	\$12,000.00	\$240,000.00	\$54,000.00
Employee Wages:	\$193,000.00	\$193,000.00	\$193,000.00	\$193,000.00	\$223,000.00	\$223,000.00	\$223,000.00	\$223,000.00	\$580,500.00	\$892,000.00
Loan Payments and Interest:	\$14,161.59	\$14,161.59	\$14,161.59	\$14,161.59	\$14,161.59	\$14,161.59	\$14,161.59	\$14,161.59	\$56,646.36	\$56,646.36
Rent:	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00	\$120,000.00	\$128,000.00
Insurance:	\$1,011.00	\$1,011.00	\$1,011.00	\$1,011.00	\$1,061.00	\$1,061.00	\$1,061.00	\$1,061.00	\$4,044.00	\$4,244.00
Maintenance:	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$8,400.00	\$8,400.00
Utilities:	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$11,000.00	\$11,000.00
Tax @ 3.75% (for revenue over \$2.47 million):	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Royalty Fees @ 8%:	\$22,550.88	\$30,037.44	\$27,934.08	\$33,143.44	\$36,621.12	\$38,363.44	\$35,495.04	\$39,706.48	\$113,665.84	\$150,186.08
Other Expenses:	\$15,000.00	\$5,000.00	\$3,000.00	\$2,000.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$25,000.00	\$10,000.00
TOTAL EXPENSES									\$1,312,256.20	\$1,322,976.44
NET INCOME									\$108,566.80	\$554,349.56

Franchisees will personally invest \$300,000 (\$100,000 each) and ask for a loan of \$200,000 in exchange of a 6% interest rate paid back over a 48-month period compounded monthly