





INTRODUCTION



OVERVIEW

**DETROIT STYLE PIZZA, SIDES, SAUCES & DESSERTS DESIGNED
WITH CONVENIENCE IN MIND.**

We have curated the entire brand to maximise sales in busy areas and bring Detroit style pizza to the forefront of the pizza scene.

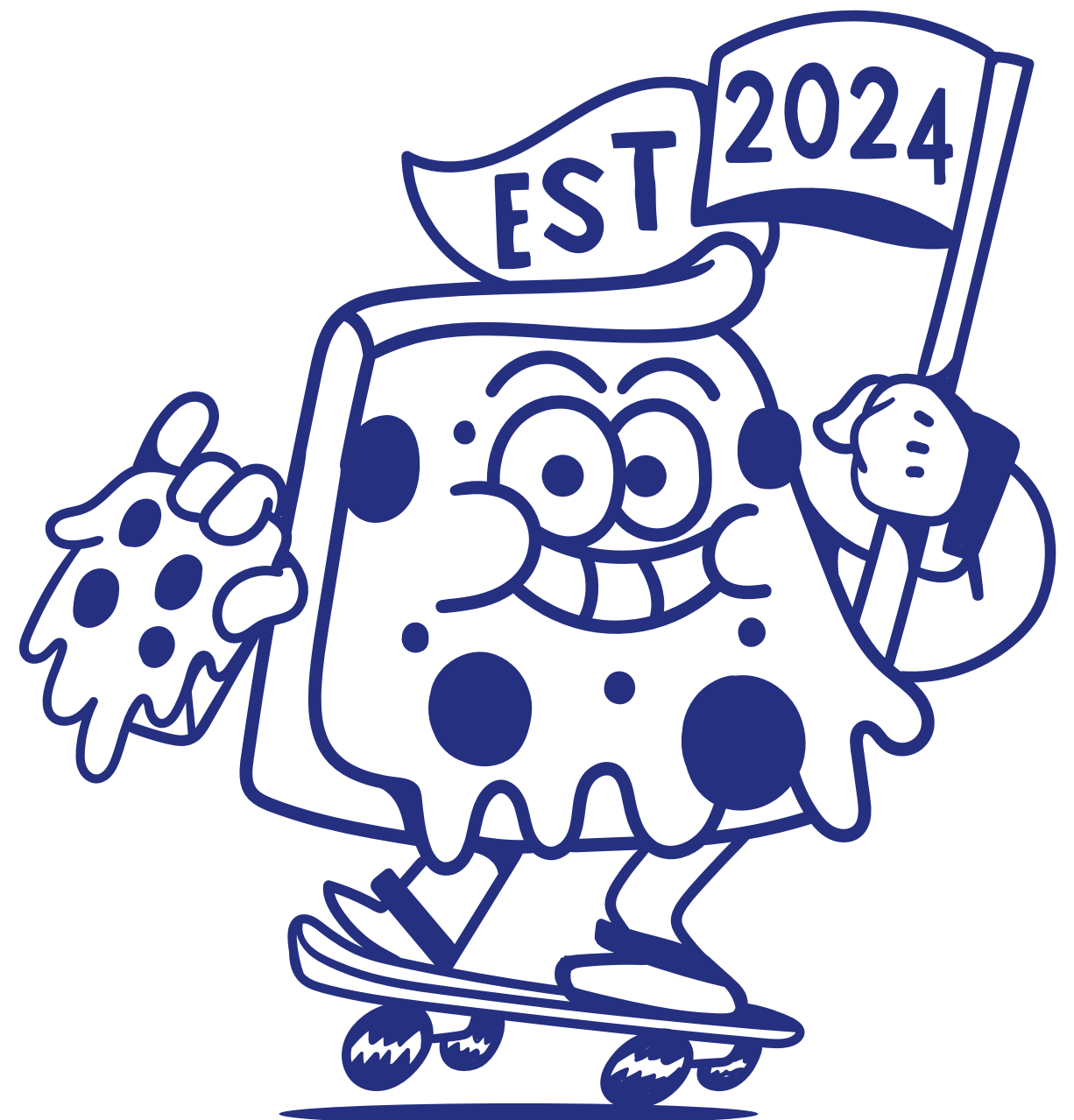
Our dough, Detroit pizza sauce & dipping sauces are produced in house & supplied to our stores ready to excite our customers.

We use authentic pans imported from the States to cook the perfect pizza with its authentic cheese crust crown in under 4 minutes.

Dough Club offers exciting franchise opportunities for entrepreneurs looking to enter this thriving business.

This guide will walk you through the process of becoming Dough Club franchisee, covering everything from initial requirements to ongoing support & financial considerations.

**DOUGH CLUB ISN'T JUST A PLACE TO EAT, IT'S A COMMUNITY.
WE CAN'T WAIT TO SHARE OUR PASSION FOR PIZZA WITH YOU!**



VISION, MISSION & VALUES

**WELCOME TO DOUGH CLUB, WHERE
FLAVOR MEETS AFFORDABILITY IN
EVERY SLICE.**

At Dough Club, our mission is to bring you the best of Detroit-style pizza at a price that makes it easy to enjoy anytime. We're committed to crafting pizzas that are not only delicious but also accessible, so whether you're stopping by for a quick slice or feeding the whole family, you can count on us for quality and value.

Our pizza isn't just any pizza, it's Detroit-style. For those new to this mouth-watering tradition, Detroit-style pizza is known for its rectangular shape, thick airy base, and a perfect balance of flavors. The dough is the star of the show, proofed for 48 hours to achieve that fluffy, airy texture that melts in your mouth with every bite..



WHY CHOOSE THIS FRANCHISE?

DOUGH CLUB HAS USED ITS COMPANY OWNED STORES TO FULLY DEVELOP A TURN KEY FRANCHISE OPPORTUNITY. WE HAVE DEVELOPED A FRANCHISE MODEL THAT ALLOWS INDIVIDUALS OR COMPANIES TO RUN THEIR OWN DOUGH CLUB UNDER THE BRAND'S UNIQUE STYLE & SYSTEM.

KEY ASPECTS OF DOUGH CLUB'S FRANCHISE MODEL INCLUDE:

- ★ Access to the Dough Club business system
- ★ Use of the Dough Club brand & trademarks
- ★ Comprehensive training & ongoing support
- ★ Established supply chain for products & equipment
- ★ Marketing & promotional support





FRANCHISE OVERVIEW



BUSINESS MODEL

BUILT FOR GROWTH, DESIGNED FOR SIMPLICITY.

At Dough Club, we've crafted a business model that balances quality, efficiency, and accessibility. Creating a strong foundation for both company owned outlets and franchise partner success.

COMPANY OWNED OUTLETS

- ★ Our current locations serve as brand benchmarks, proving the concept works across different locations & driving operational innovation.

WHAT WE'VE LEARNED FROM RUNNING OUR OWN

- ★ Lean operations = low overheads and high margins
- ★ 48-hour dough process that is pre-prepared off site provides consistency & quality
- ★ Menu efficiency = fast training, simple prep & low waste
- ★ Customer loyalty & a global social media following resulting in high repeat business through familiarity, credibility, flavour, speed & price
- ★ These stores give us direct insight into customer preferences, help us test new products, and ensure we're always leading from the front



FRANCHISE OPPORTUNITIES

- ★ We've now packaged this success into a franchise model that's easy to operate, profitable to scale & built on strong systems.
- ★ Whether you're an experienced hospitality operator or a passionate entrepreneur, our franchise model gives you everything you need to hit the ground running.

WHAT FRANCHISEES GET

- ★ Full training & on boarding from dough logistics to delivery
- ★ Location & launch support, including site analysis & fit-out guidance
- ★ Marketing & social media play book, localised campaigns & continued national brand awareness
- ★ Local and National Marketing managed by our in-house teams to increase brand-awareness & drive repeat custom.
- ★ Supply chain access, exclusive deals & proven products
- ★ Ongoing support with operations, tech, and strategy as you grow



FRANCHISE OPPORTUNITIES

BECOMING A DOUGH CLUB FRANCHISEE REQUIRES

- ★ Initial Inquiry, submit an expression of interest through the Dough Club website
- ★ Preliminary Assessment, www.doughclub.co.uk reviews your application & financial capability
- ★ Initial Interview, a face-to-face or virtual meeting to discuss your background & aspirations
- ★ Detailed application, submit a comprehensive business plan & financial projections
- ★ Interview, present your business case to Dough Club, Include location or region within business plan
- ★ Final Approval, sign the franchise agreement & other necessary documents



FRANCHISE FEES AND COSTS

INVESTING IN THE DOUGH CLUB FRANCHISE REQUIRES SIGNIFICANT CAPITAL.
HERE'S A BREAKDOWN OF THE TYPICAL COSTS INVOLVED

COST CATEGORY	ESTIMATED RANGE (£)
FRANCHISE FEE	15,000
STORE FIT-OUT & EQUIPMENT	50,000 - 100,000
INITIAL STOCK	10,000
WORKING CAPITAL	25,000
TOTAL	100,000 - 150,000

Note: These figures are estimates and can vary based on location, store type, and other factors.

FRANCHISEE EXPECTATIONS

DOUGH CLUB MAINTAINS OPERATIONAL STANDARDS TO ENSURE CONSISTENCY ACROSS ALL FRANCHISED LOCATIONS

QUALITY CONTROL

- ★ Regular quality checks on food and drink items
- ★ Adherence to Dough Club recipes and preparation methods

CUSTOMER SERVICE

- ★ Implementation of Dough Club customer service standards
- ★ Regular staff training on service excellence

HEALTH AND SAFETY

- ★ Compliance with all relevant health & safety regulations
- ★ Regular inspections and audits

SUPPLY CHAIN MANAGEMENT

- ★ Exclusive use of Dough Club approved suppliers
- ★ Efficient inventory management systems

TECHNOLOGY INTEGRATION

- ★ Use of Dough Club point-of-sale and management information systems
- ★ Implementation of digital ordering and loyalty programs



BRANDING & MARKETING



BRAND GUIDELINES

Logos With Distressed features



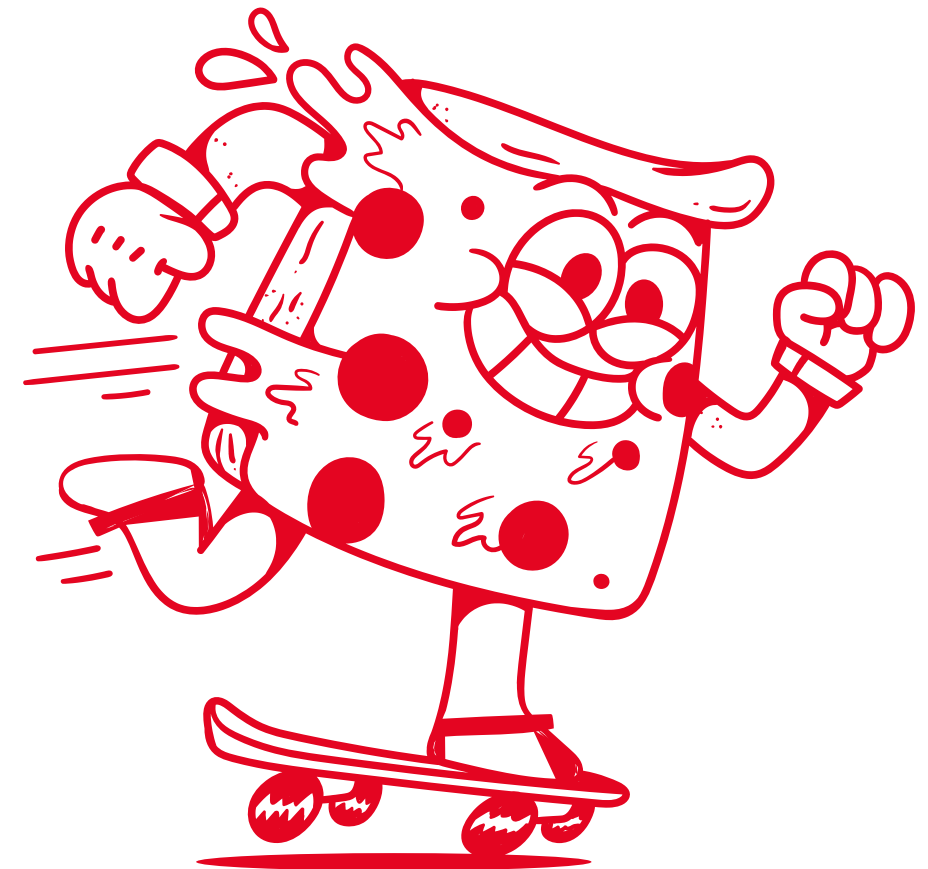
Logos Without Distressed features



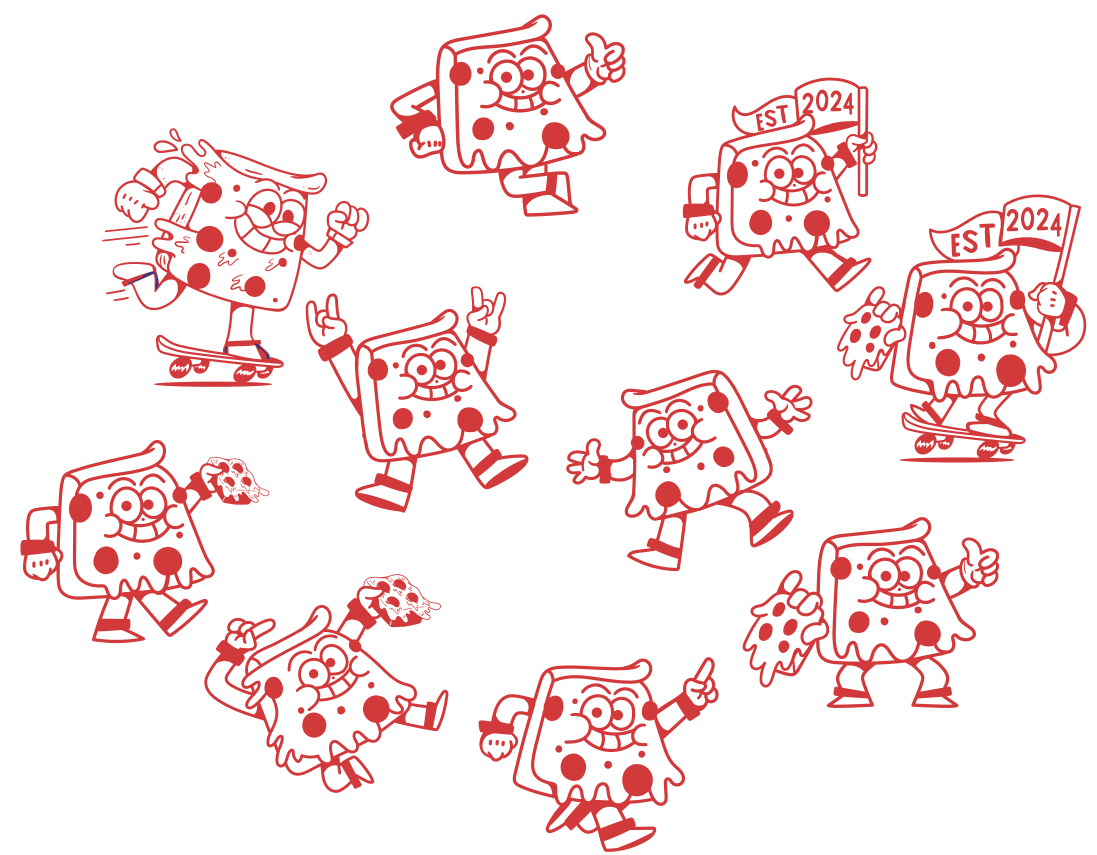
FAViCON



FERNANDO, OUR MASCOT



FERNANDO'S VARIOUS POSES



TYPEFACE & KEY COLOURS

Articulat CF Heavy
Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABiss
REGULAR

ABCDEFGHIJKLM
NOPRTUVWXYZ
1234567890

ORDER
HERE

Haglos Regular

Hello!

RAL 3028	CMYK 0 100 90 0	RAL 5002	CMYK 100 90 0 10
	RGB 237 27 47		RGB 39 57 141
	HEX #E61B2F		HEX #1E398D

ASSETS, DEVICES & SLOGANS



Pizza
by THE SLICE



**ALL ABOUT
THE DOUGH**

Pizza
by THE PAN

**DOUGH
THE
CHEESE
SAUCE**
IN THIS ORDER

ALL ABOUT THE DOUGH

DOUGH *Club*.CO.UK

UNIFORM

OUR UNIFORM BALANCES PRACTICALITY WITH BRAND POWER.

Every piece is created with the fast-paced kitchen and front-of-house environment in mind, while also reinforcing the Dough Club look and feel.



PACKAGING

DESIGNED TO TRAVEL. BUILT TO POP. LOVED TO SHARE.

At Dough Club, our packaging does more than hold food, it amplifies the brand, protects the product, and creates a moment of joy every time it's opened. Whether it's a delivery, a takeaway, or a TikTok unboxing, our packaging is eye-catching, functional & unmistakably Dough Club.



FOOD PHOTOGRAPHY

FOOD PHOTOGRAPHY IS CRUCIAL FOR A BRAND LIKE DOUGH CLUB, IT SELLS THE EXPERIENCE BEFORE ANYONE TAKES A BITE



LOCAL AND NATIONAL ADVERTISING

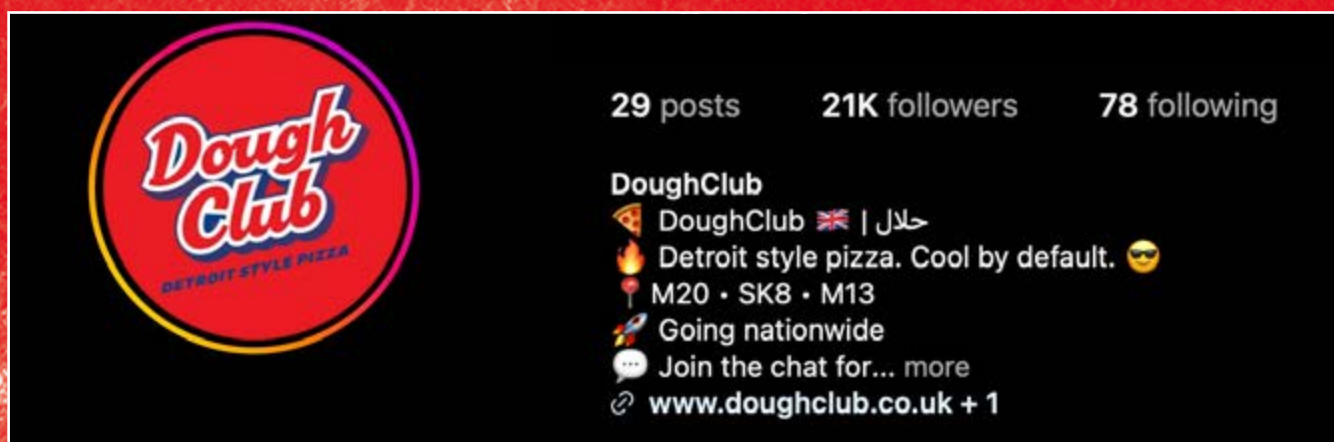
AS THE DOUGH CLUB NETWORK GROWS, SO DOES OUR NATIONAL PRESENCE.

Our head office team runs high-level brand campaigns that create buzz, build trust, and drive traffic, both within the outlet & online.

These campaigns are crafted to elevate the whole network, meaning every new franchise rides the wave of growing brand recognition locally with a national presence.

THE FORMULA

- ★ National promotional campaigns tied to seasonal launches or product drops
- ★ Influencer and media partnerships to reach new audiences
- ★ Digital and print ads placed strategically for brand visibility
- ★ Collaborations & PR moments that put Dough Club in the spotlight
- ★ Ongoing social content & brand storytelling to fuel awareness & loyalty



PROMOTIONS PRODUCT DROPS AND SPECIAL EVENTS

DRIVING BUZZ, BUILDING LOYALTY

At Dough Club, we don't just make great pizza, we create craveable moments that keep customers coming back. Our marketing strategy blends bold product innovation, targeted local campaigns, and regular limited-time offers to generate excitement, grow sales, and turn new customers into raving fans.

PROMOTIONS THAT DELIVER!

- ★ Proven promo templates for every occasion
- ★ Digital-first campaigns with strong social reach
- ★ Repeat-purchase incentives to drive loyalty
- ★ In-store POS and local launch packs included



CUSTOMER LOYALTY PROGRAMS

TO COMPLETE OUR CUSTOMER EXPERIENCE AND DRIVE ENGAGEMENT AND RETENTION, WE HAVE DEVELOPED AN OMNI-CHANNEL LOYALTY PROGRAM THAT CAN BE USED ACROSS OUR PRIMARY ORDER CHANNELS.

- ★ CUSTOMERS EARN STAMPS FROM PURCHASES.
- ★ STAMPS EARN THEM REWARDS.
- ★ THIS WILL BE PAIRED WITH A FULLY AUTOMATED CRM SYSTEM
- ★ DESIGNED TO INFORM CUSTOMERS ABOUT THEIR PROGRESS
- ★ THROUGH THE LOYALTY PROGRAM AND DRIVE RETURN VISITS.





MENU & FOOD OFFER





LOCATION & STORE SETUP



IDEAL LOCATION CRITERIA

AT DOUGH CLUB, LOCATION ISN'T JUST ABOUT WHERE YOU ARE

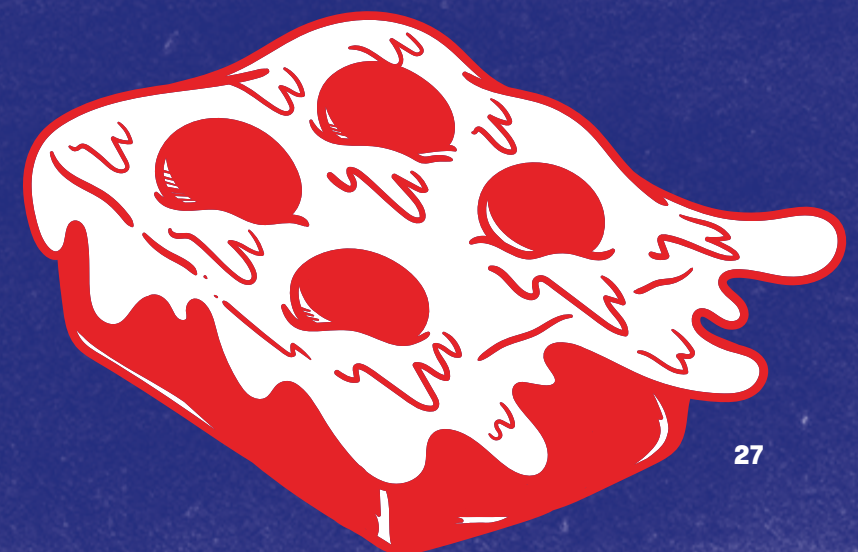
it's about where you belong, our outlets thrive in high-energy, high-footfall areas where great food, convenience, & community come together. Whether it's a buzzing urban street or a takeaway-heavy neighbourhood, we know where Dough Club works well and we'll help you find it.

STORE CONCEPT

- ★ 600sqft - 1,000sqft
- ★ GROUND FLOOR
- ★ GAS MAINS PREFERRED
- ★ FULL EXTERIOR SIGNAGE OPTIONS
- ★ CLOSE TO OTHER FOOD OUTLETS
- ★ DRIVE THRU OPTIONS CONSIDERED
- ★ FREEHOLD OR LEASEHOLD
- ★ DISTRESSED SITES CONSIDERED

CONCESSION CONCEPT

- ★ 250sqft - 500sqft
- ★ SHOPPING CENTRES WITH
- ★ EXTREMELY HIGH FOOTFALL
- ★ TRANSPORT INTER-CHANGES
- ★ 3 PHASE 63A POWER
- ★ WATER & DRAINAGE
- ★ EXTERNAL STORAGE PREFERRED
- ★ NO EXTRACTION





STORE DESIGN & LAYOUT



STORE DESIGN & LAYOUT

BIG FLAVOUR, BIG PERSONALITY! A DOUGH CLUB OUTLET IS MORE THAN A PLACE TO GRAB A SLICE...

It's a visually striking, high-efficiency space that delivers fast service, with social post worthy experiences & serious curb appeal. Every design detail works together to tell our story combining Detroit roots, UK hustle & bold energy.

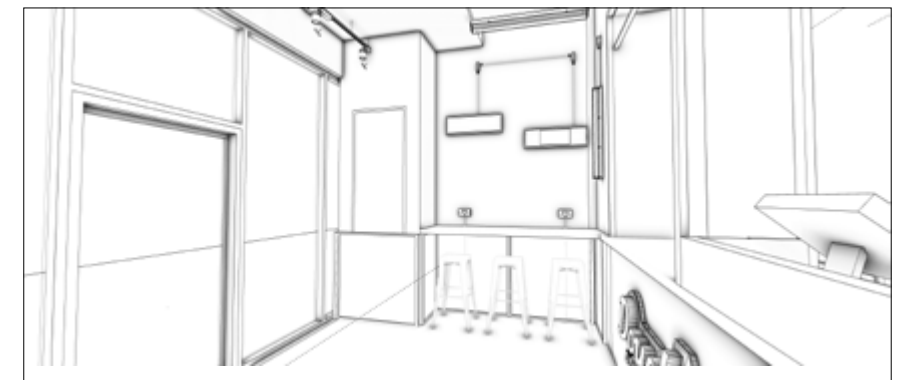


MODERN EDGE MEETS RETRO SOUL

The moment customers step in, they know they're somewhere with personality, purpose, & takes pride in every pan.

PRINCIPALS INSPIRED BY

- ★ Urban Detroit inspiration
- ★ Raw textures, neon accents, steel & tile
- ★ Punchy brand visuals
- ★ Colour blocking
- ★ Bold typography
- ★ Cheeky signage
- ★ Vibrant energy & lighting,
- ★ A layout that feels alive
- ★ Function-first thinking so every inch serves a purpose

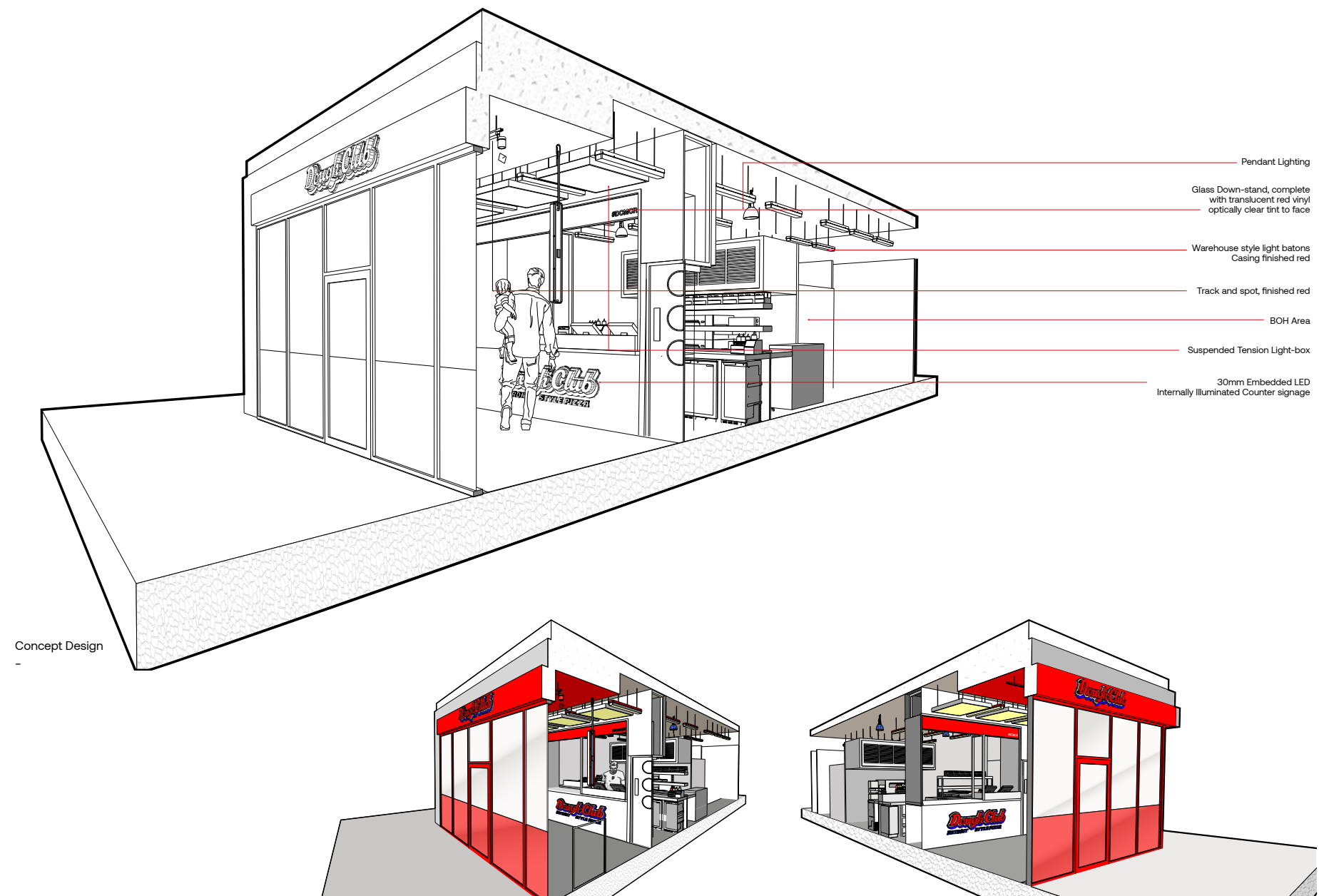


CORE DESIGN FEATURES

- ★ Feature signage & branded light boxes
- ★ Illuminated or digital menu displays
- ★ Visible / open pizza line (functional theatre)
- ★ Self-order kiosks or quick-service counter (location-dependent)
- ★ Compact seating zone 0 - 20 covers max
- ★ Flow deigned for fast turnover
- ★ Dynamic lighting with exposed 'honest details' mixed with playful accents help maintain brand consistency that speaks to the sub conscious.
- ★ A cook-line layout designed for speed, safety & minimal steps with considered access to serve zones

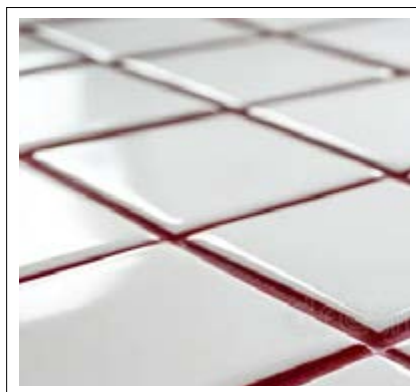
BACK OF HOUSE

- ★ Separated clearly
- ★ Space for dispatch takeaway & delivery orders considered
- ★ Flow out fast Vent-less equipment options for varied site types



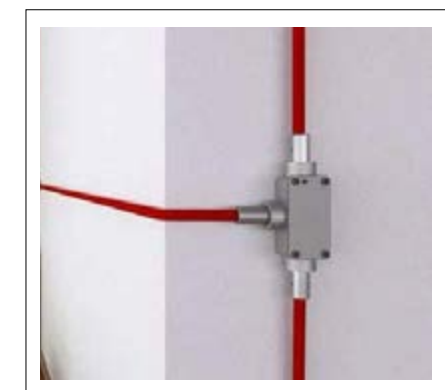
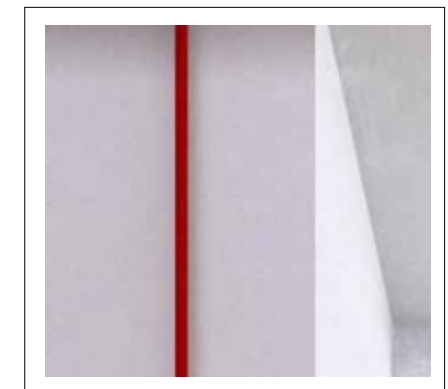
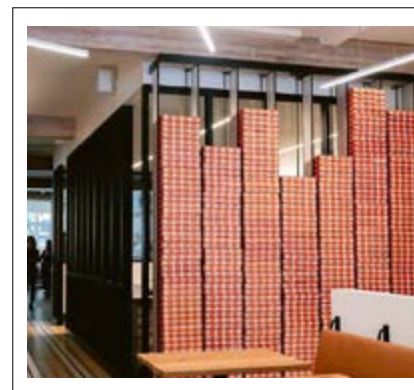
MATERIALS & MOOD-BOARD

- ★ Steel, tile, concrete, wood, exposed building materials.
- ★ Durable, cleanable, maintaining an urban-cool
- ★ Feature signage & branded light - boxes



BRAND PALETTE

- ★ Bold reds, deep blues, clean whites, Black accents
- ★ Music & sound curated video content with sound to reinforce energy and pace
- ★ Scent marketing (yes, we said it) fresh dough, garlic, and hot honey in the air



DESIGNED TO WORK

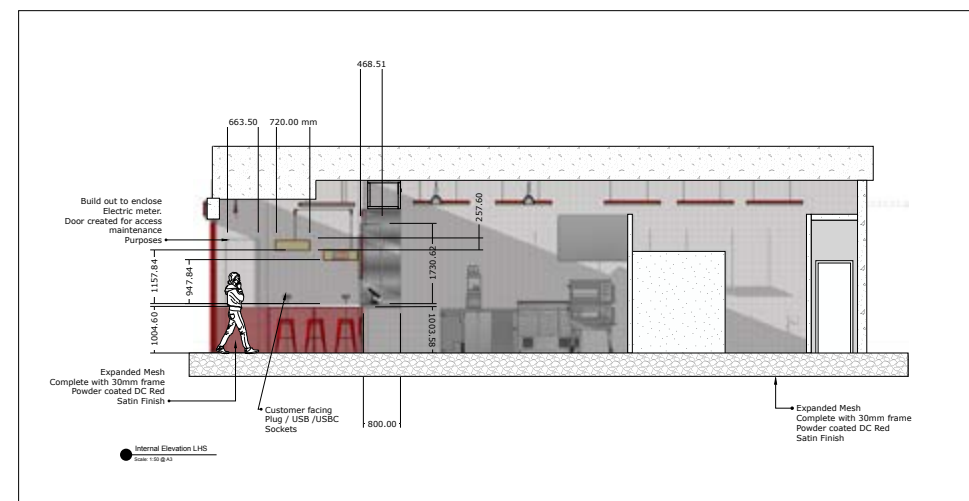
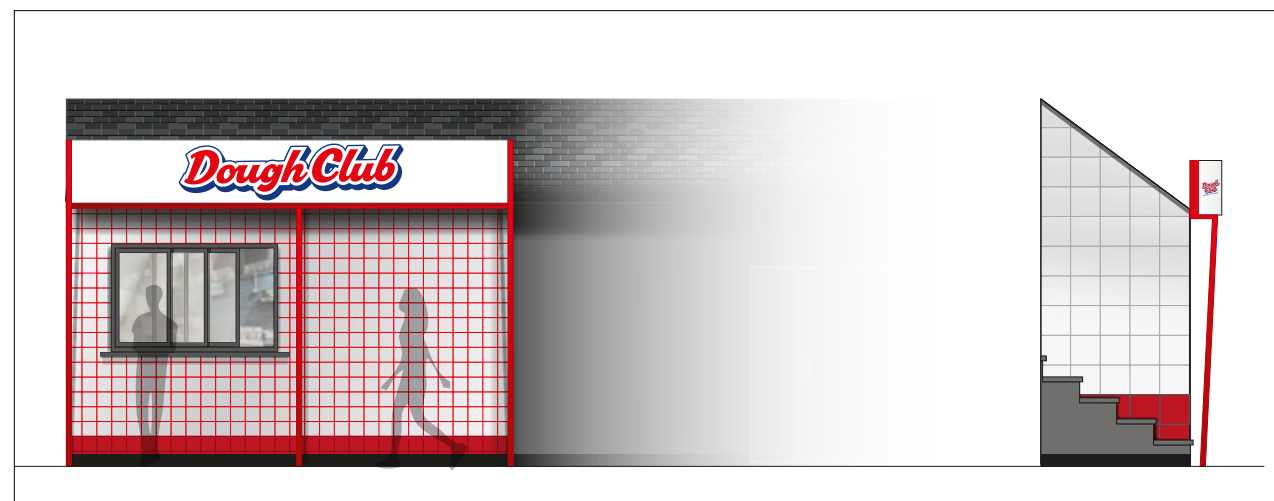
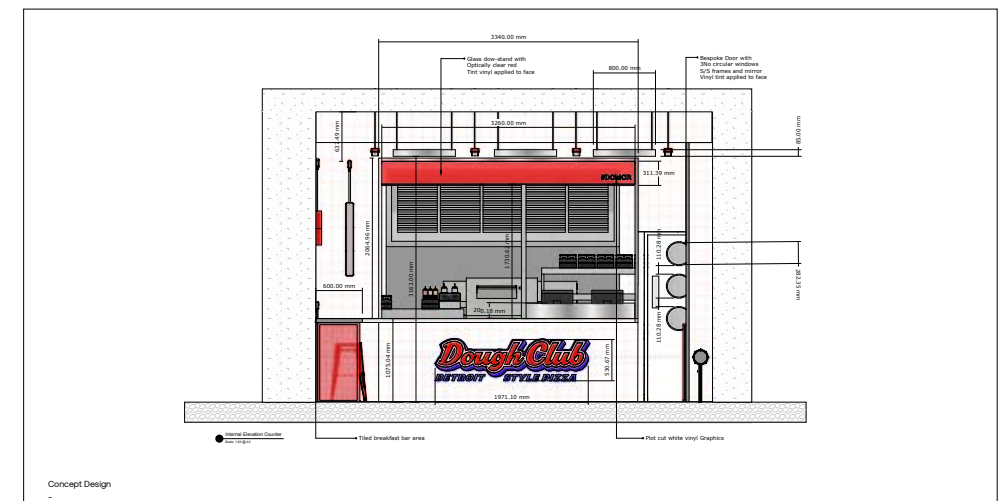
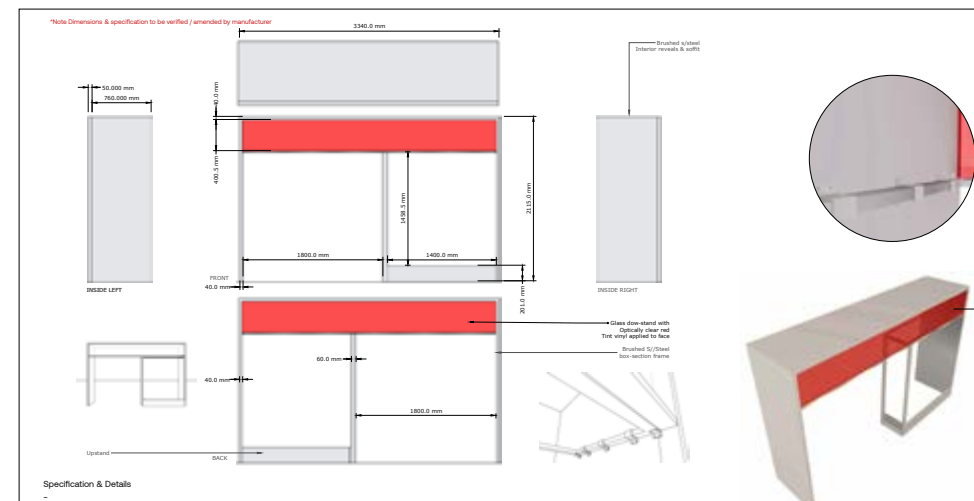
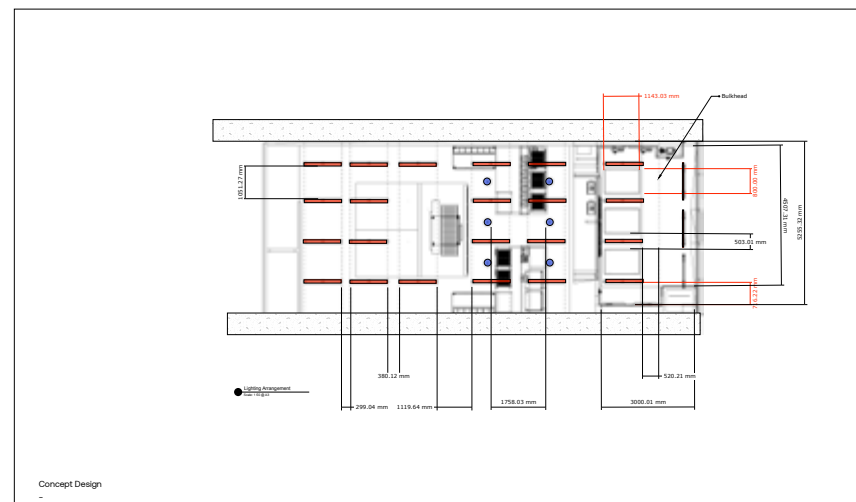
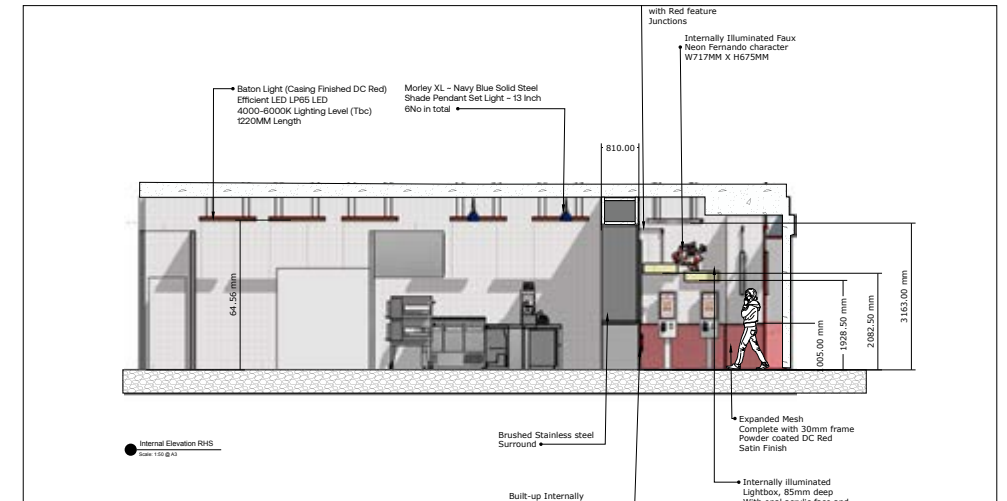
Store design isn't just about looking good, it's about maximising throughput during peak hours while creating a space staff want to work in. We ensure high visibility and footfall draw which supports lean labour models with an ergonomic layout.



FRANCHISEE SUPPORT WE HELP WITH

- ★ Full outlet design packs (layouts, elevations, finishes)
- ★ Brand guideline documentation
- ★ Signage and interior fit-out specifications
- ★ Assistance with planning, permissions, and shop front compliance
- ★ Preferred architects and build partners

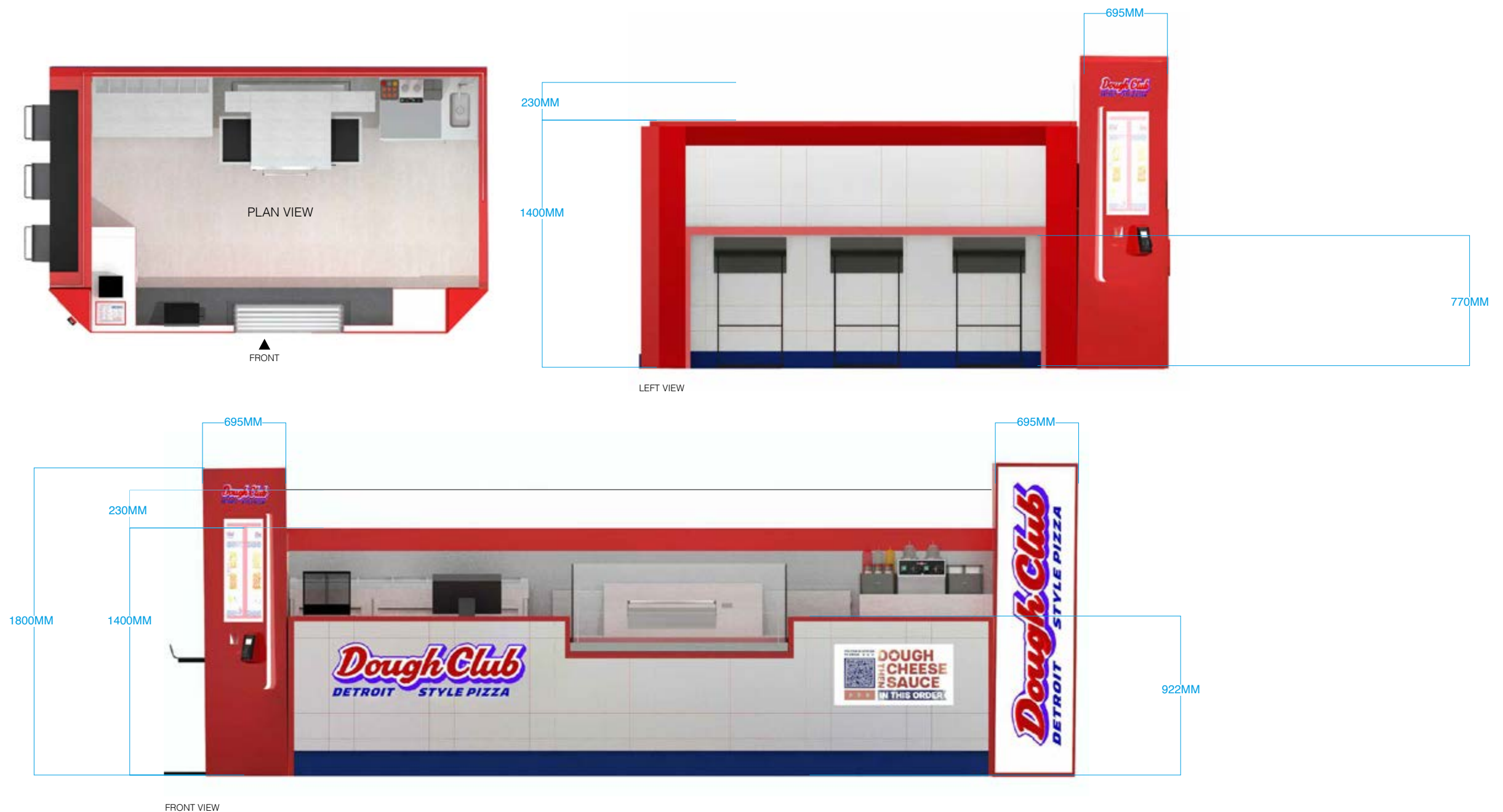
**(or you can use your own with approval)*



A TYPICAL KIOSK LAYOUT

KIOSK CONCEPT

Dough Club's kiosk model is designed to pack power into a punchy space. Whether you're operating in a busy food court, train station or event space, our kiosks deliver the full Dough Club experience with high visibility, high efficiency, and maximum impact

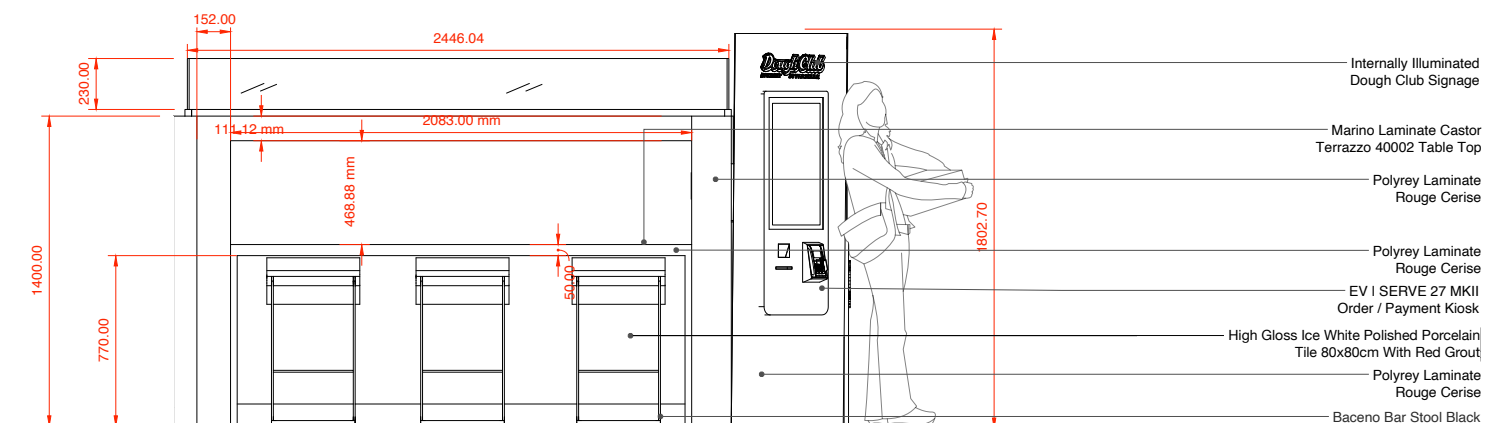
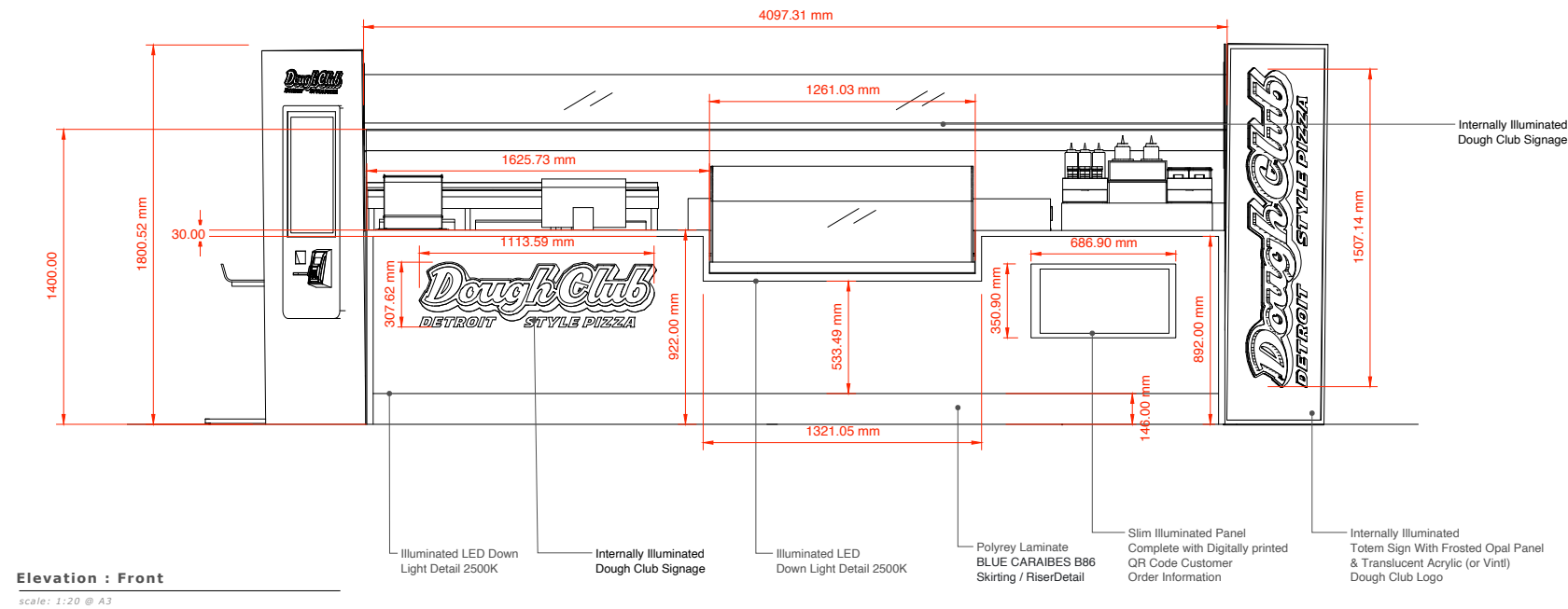


BOLD, COMPACT & BUILT TO MOVE

Our kiosks are built around a modular design concept – flexible enough to suit a range of locations, but always on-brand and visually arresting.

Core Features: Branded fascia with signature Dough Club colour palette & signage Compact back-of-house layout for cooking, cutting, and dispatching pizzas Digital Ordering Screens or Pick-up Zones for fast service Integrated delivery partner access (Uber Eats, Deliveroo, Just Eat, location & landlord dependent) LED lighting / backlit or digital menu for visibility and ambience durable, easy-clean materials designed for high volume and high hygiene Ideal Sizes: 150–300 sq ft (depending on format) Can operate as standalone unit, container format, or within shared environments.

Bespoke / permanent versions can be designed and manufactured to suit desired specifications for flagship shopping centres.



TYPICAL KIOSK - DESIGN BOLD, COMPACT & BUILT TO MOVE

DOUGH CLUB KIOSKS COME INTO THEIR OWN IN THE FOLLOWING LOCATIONS

- ★ Shopping centres & food courts Travel hubs
- ★ Train stations, service stations, airports Event spaces
- ★ Stadiums, festivals, pop-ups Urban grab-and-go corridors or university precincts

As low-overhead satellite units alongside a full-service location

- ★ Bespoke / permanent versions can be designed & manufactured to suit desired specifications for flagship shopping centres.

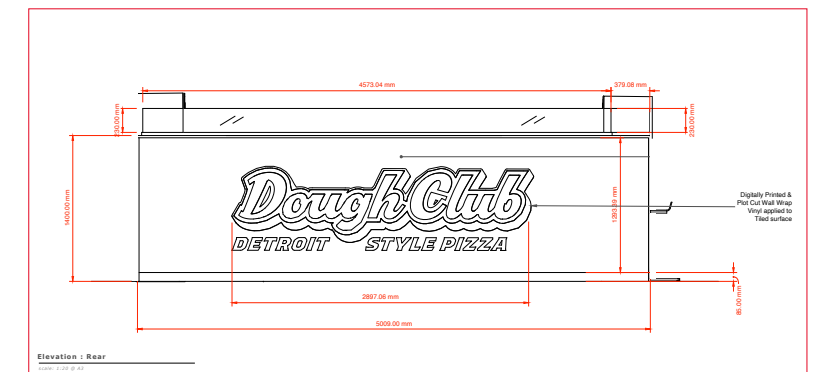
As a premium offer complete with design and build support/ service

DESIGNED BY EXPERTS, SUPPORTED BY US AS A FRANCHISEE, YOU'LL RECEIVE

- ★ Full kiosk design packs & renderings Fit-out specifications and approved suppliers
- ★ Planning and landlord support Tailored solutions for your specific site including modular or mobile options



TYPICAL KIOSK DESIGN. BOLD, COMPACT & BUILT TO MOVE

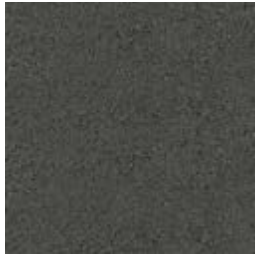


EQUIPMENT AND FURNISHINGS

From kitchen kit to customer seating, everything is chosen to support fast service, operational ease, and long-term value without compromising on look or feel.



BLUE CARAIBES B86
POLYREY LAMINATE



Castor Terrazzo4 0002
MERINO



ROUGE CERISE R036
POLYREY LAMINATE

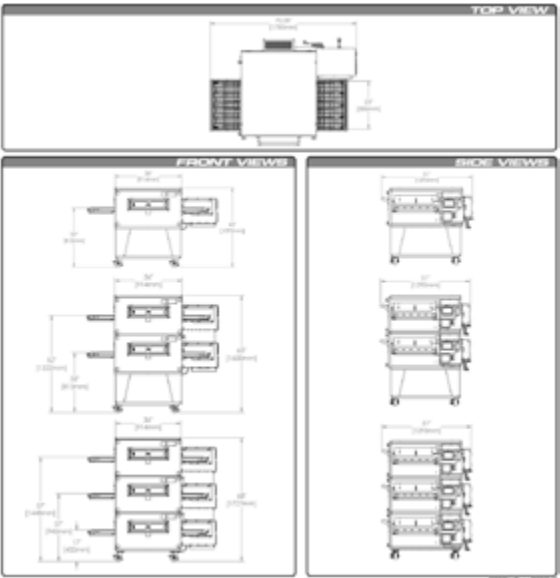
Krampouz Double Chocolate /
Sauce Bottle Warmer



Polar G-Series Back Bar Cooler with Hinged
Door Stainless Steel 138Ltr



HOST 3 Door Saladette Prep Counter Fridge with GN
compatible Topper 390Ltr HOST1302PR



#daceo Bar Stool Black



ITEM	URL	IMAGE	SPECIFICATION
LED Batten Light	https://www.ledsavingspecialist.co.uk/products/efficient-led-ip65-led-non-corrosive-batten-light		Efficient Led Ip65 Led Non Corrosive Warehouse & Factory Batten Light
Pendant Light £39.99	https://www.vintage-electrical.com/products/morley-xl-navy-blue-solid-steel-shade-8964007?variant=5490830953714&currency=GBP&cmp_id=18587002029&adg_id=8&wd=device=c&gclid=source=1&gclid=GAIAAACL7Hly31Y1NBIBZTMwLQyNy8KpFF8gclid=EAiaIQobChM11CLH_6zdiwMVgpZQBhOjWBWVYEAQYyABEgK0nPD_BwE		Morley XL Navy Blue Solid Steel Shade Pendant Set Light 13 Inch
Conduit Joins & Junctions	https://www.cmwild.co.uk/galvanised-conduit/20mm?srsltid=AfmBOqpZLGe_5XaX2VF_sh74vboN8q4x6H3ISZVTXawKehj1VyEzVDwu		
Red Bar Stools £69.99 for 2No.	https://woodfurnishings.co.uk/products/42605863590397?srsltid=AfmBOqpWwCMLO4kNCLN5LsdvN6M7AP71HO2F5GuQnywAE4pXFI		Set of 2 Bar Stools Red Steel 60 cm Stackable Counter Height Industrial Bellani
Red transparent vinyl ORACAL® 8300 Transparent Cal	https://www.orafol.com/en/europe/products/oracal-8300-transparent-cal		Colour Specification: #032 LIGHT RED

SIGNAGE AND GRAPHICS

UNMISTAKABLY DOUGH CLUB

At Dough Club, our signage and graphics announce our presence, amplify our personality & helps spark curiosity. Every surface, from the shop-front to the pizza box, is an opportunity to build the brand and get people talking.



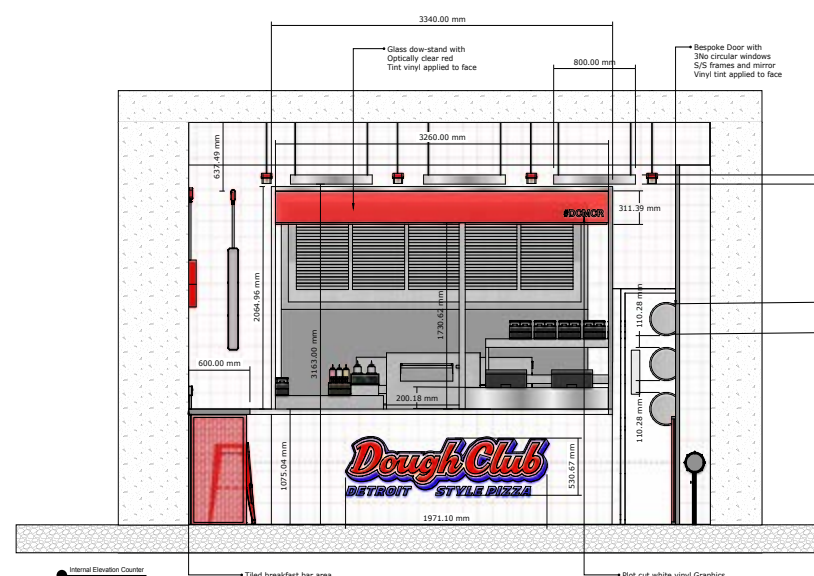
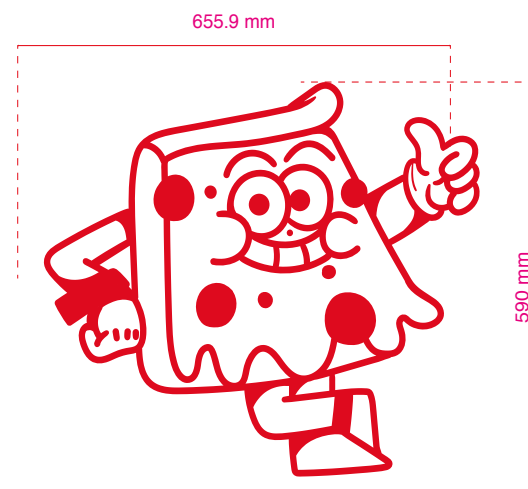
EXTERIOR SIGNAGE

- ★ Bold fascia signage with the Dough Club logo in high-contrast colours
- ★ Fabricated Illuminated signs (LED or backlit light box options) for visibility day & night
- ★ Window Graphics & decals with bold messaging & eye-catching messages
- ★ Optional projecting signs or light-boxes for high street visibility
- ★ Coming soon / hoarding or window graphics



INTERIOR SIGNAGE

- ★ Shareable & memorable once inside
- ★ Our wall treatments, menu boards & design details help create an 'Instagrammable' environment that delivers on-brand energy every time
- ★ Playful brand slogans & menu
- ★ Subtle branding in unexpected areas
- ★ QR codes for prompts & ordering
- ★ On brand call to action & way finding signage
- ★ URL & social graphics applied to allocated areas /items
- ★ We provide a full graphics & signage tool kit, including Logo files & placement rules font families and colour palettes
- ★ Pre-approved slogans, icons & illustrations templates for menus, posters, light-boxes & vehicle wraps



HEALTH AND SAFETY REQUIREMENTS

HEALTH & SAFETY ISN'T JUST A CHECKLIST, IT'S A CORE COMMITMENT TO PROTECTING OUR CUSTOMERS, OUR TEAMS, AND THE BRAND. OUR OUTLETS ARE DESIGNED, BUILT, & OPERATED TO MEET THE HIGHEST FOOD SAFETY, HYGIENE, & WORKPLACE STANDARDS IN THE UK "SAFETY FIRST, ALWAYS FRESH"

CORE HEALTH & SAFETY PRINCIPLES

- ★ Food Safety First, from dough prep to delivery, our systems are designed to keep food safe, traceable, & consistently high quality
- ★ Clean Store Culture, we embed hygiene practices into daily routines to protect both customers and crew
- ★ Safe Work Environment, we train and equip staff to work efficiently, safely within regulatory frameworks
- ★ Accountability at every Level, we make compliance part of our culture, not just a requirement

KEY COMPLIANCE AREAS / FOOD HYGIENE & HANDLING

- ★ Staff must hold valid Level 2 Food Hygiene Certificates
- ★ Stores are set up for safe food storage, temperature control & allergen separation
- ★ Daily food safety logs for chilled/frozen storage, cooking temps, and hot hold
- ★ Dough Club allergen matrix

FRANCHISEES ARE RESPONSIBLE FOR MAINTAINING DOCUMENTATION, CONDUCTING SELF-AUDITS & ENSURING THAT INSPECTIONS (EHO, FIRE, INSURANCE) ARE PASSED.

CORE HEALTH & SAFETY PRINCIPLES

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- ★ Dough Club allergen matrix
- ★ Approved cleaning schedules and checklists in all outlets
- ★ Colour-coded cleaning equipment to avoid cross-contamination
- ★ Commercial-grade sanitisers & training provided
- ★ Deep clean protocol and contractor support if needed

HEALTH & SAFETY AT WORK

- ★ Franchisees and store managers required to complete Health & Safety Level 2 training
- ★ Staff trained in manual handling, PPE use & accident prevention
- ★ Fire safety systems and routine checks included in site setup
- ★ First aid kit, incident logbook & staff rota compliance required

RISK ASSESSMENT & DOCUMENTATION

- ★ Dough Club provides model risk assessments
- ★ COSHH data sheets HACCP-based food safety system
- ★ Daily/weekly/monthly audit templates

STORE FIT-OUT COMPLIANCE

- ★ Commercial slip rated flooring
- ★ Easy-clean surfaces
- ★ Adequate ventilation and waste management systems
- ★ Hand wash stations with signage and soap/sanitiser provision
- ★ Pest prevention measures in place from the start

We also assist franchisees with navigating EHO approvals & Food Hygiene Rating Scheme requirements (we aim for a Level 5 rating as standard)

FRANCHISEE SUPPORT

- ★ Full Health & Safety Manual & training resources
Induction programs for all new store teams
- ★ Mystery shopper and audit check-ins to support ongoing compliance
- ★ Access to our compliance helpline and partner consultants
- ★ Regular updates to reflect legal or best practice changes



ADDITIONAL INFORMATION



CONTACT INFORMATION

CORPORATE OFFICE

EMAIL: ALEX@DOUGHCLUB.CO.UK

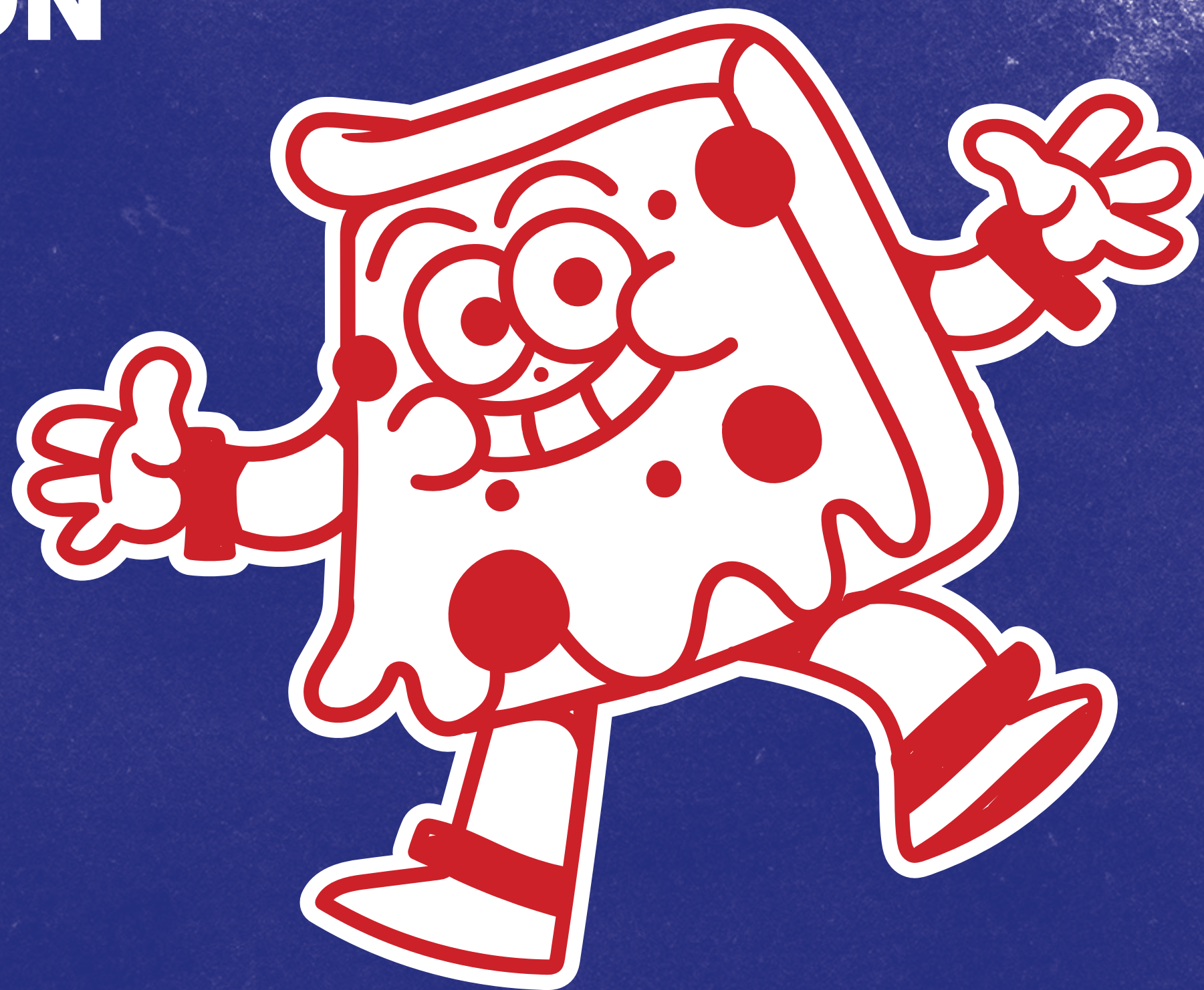
PHONE: 07542 517 883

SUPPORT TEAM

EMAIL: FRANCHISE@DOUGHCLUB.CO.UK

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DOUGH *Club*.CO.UK



FAQ

FREQUENTLY ASKED QUESTIONS, EVERYTHING YOU NEED TO KNOW BEFORE JOINING DOUGH CLUB!

1. What makes Dough Club different from other pizza franchises?

We specialise in Detroit-style pizza, rectangular, thick, airy & irresistibly crisp around the edges. Our focus is on bold flavour, affordability, and quality. We offer a modern, fast-casual twist on a classic with a journey that's winning hearts internationally & taste buds nationally.

2. What support will I receive as a franchisee?

You'll receive comprehensive support from day one, including site selection guidance, Store design & fit-out templates Initial / ongoing training. Marketing tool kits & product launch campaign guidance. Operational manuals, supplier partnerships & access to our Franchisee Portal with ongoing updates.

3. How much does it cost to open a Dough Club franchise?

While costs vary depending on location and format (kiosk or full store/ outlet), you can expect the Initial Franchise Fee from £15,000

Setup/Build Costs: £50,000 - £150,000 range depends on model

Ongoing Royalties: 6% of gross sales & 2 % Marketing.

We offer options to help you launch with confidence, whether you're a first-timer or seasoned operator.

4. Can I open more than one location?

Yes! Multi-unit & area development opportunities are available for high-performing franchisees. If you're ambitious, we'll back you with the structure and support to grow.

5. Do I need prior food or restaurant experience?

It's helpful, but not essential. What matters most is that you're driven, hands-on, and passionate about building a local brand.

We provide all the training and resources you'll need to run a successful outlet.

6. What are the typical store formats?

Dough Club can operate in High street locations, Kiosks (high-footfall areas like shopping centres, train stations & stadiums)

We also have a delivery-focused kitchen model, each format has tailored designs & cost models that are flexible & scalable to your market.

7. What are the ideal locations for a Dough Club store?

We look for high foot traffic with strong delivery/digital potential, vibrant communities with food savvy customers.

Proximity to offices, universities, or shopping hubs.

8. What's included in my franchise package?

Brand licence and use of Dough Club IP opening support and launch marketing operations manual, recipes & supplier links POS and ordering systems Training for you and your staff Menu innovation and product drops Ongoing business and marketing support

9. How long does it take to open?

On average, between 10–16 weeks from signing your agreement to opening day, depending on site, design & local approvals.

10. How do I get started?

It's simple, submit an expression of interest via our website or email.

We'll book an intro call, share our full franchise brochure & guide you through the next steps.

ADDITIONAL RESOURCES AND REFERENCES

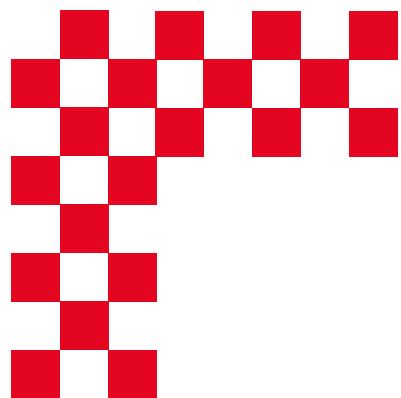
**Industry Bodies & Best Practice References,
we align with industry standards.**

British Franchise Association (bfa) www.thebfa.org

Food Standards Agency (UK) www.food.gov.uk

Health & Safety Executive (HSE) www.hse.gov.uk

UK Government Business Hub www.gov.uk/set-up-business



Thank You

