

 Little
Dessert
Shop®

Landlord Pack

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 Little
Dessert
Shop®



INTRODUCTION

The following contents aims to introduce potential landlords and their advisors to the Little Dessert Shop concept. We continue to work hard to perfect our formula and would like to invite prospective landlords to share our success!

Little Dessert Shop (LDS) is a brand that is exciting consumers across the UK. We are confident that by the end of this prospectus you will share in our love and passion for the brand!

Since 2015 Little Dessert Shop has successfully pushed the barriers innovating the dessert market in the UK and is a leading dessert player in the sector today. Our interior, handmade gelatos, cheesecakes, cookie dough and bakes make us stand out from the crowd. Little Dessert Shop has won numerous awards including Young Business of the Year in 2016 & 2017 as well as Dessert outlet of the Year in 2015 & 2017. We have also recently gained accreditation from the BFA (British Franchise Association).

When it comes to desserts we know what works - an extensive dessert menu served in luxurious surroundings. The business model is prosperous & has been successfully launched in several locations. Our goal was to expand nationally across the UK and internationally.

Our family-friendly stores have helped to increase footfall into towns as well as making a positive contribution to the local area by creating employment opportunities. We continue to work hard to perfect our formula & would like to invite prospective landlords to share our success.



Little Dessert Shop[®]



OUR STORES

Current Stores...

What once was a faraway dream has now become a reality! Our hope was always for Little Dessert Shop to be accessible to all across the UK.

As new territories sell out every day, that dream is now coming true. With over 50 licenses sold, soon there will be a Little Dessert Shop in every major town in the UK.

From there... The world is our oyster!

Our current stores continue to thrive under the expert management of our area managers and supervisors. Our national campaigns and promotions as well as our creative menus keep our stores fresh and exciting! Customers never grow tired of Little Dessert Shop's ever-evolving creative menus!

Our stylish and timeless decor creates the perfect atmosphere to enjoy our legendary dessert creations.
Join our winning team with a winning strategy to go with it today!

Proud tenants of...

**BULLRING
& GRAND CENTRAL**

intu 

LOCATIONS

100+ PLAN

Where are we searching?

England

London
Leicester
Manchester
Liverpool
Chester
Bradford
Leeds
Oxford
Cambridge
Norwich
York
Swindon
Northampton
Southampton
Cornwall
Bournemouth

Scotland

Dundee
Glasgow
Edinburgh
Aberdeen
Inverness
Perth
Stirling
Paisley
East Kilbride
Livingston
Motherwell
Wishaw
Falkirk
Ayr
Airdrie
Dumfries

Wales

Cardiff
Swansea
Newport
Wrexham
Gwynedd
Bridgend
Pembrokeshire
Torfaen
Powys
Flintshire
Denbighshire
Carmarthenshire
Anglesey
Ceredigion
Glamorgan
Conwy

Ireland

Dublin
Belfast
Cork
Derry
Limerick
Galway
Craigavon
Waterford
Drogheda
Dundalk
Lisburn
Bray
Newry
Ennis
Bangor
Waterford

Please note this is not an exhaustive list, as other locations will be considered.

HomeOf#Desserts



GLOBAL

Our plans to grow the Little Dessert Shop brand to a global level is driving our passion. It is a key target of ours to expand the brand to various locations across the world.

Little Dessert Shop has received considerable interest from foreign territories – Dubai, Oman, USA and China but are yet to find the right partner. We are searching for those who have a proven business history to drive the brand forward. Any applicant can follow the same steps of our application process.



INTERNATIONAL

Development Territories



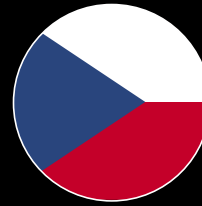
Netherlands



Belgium



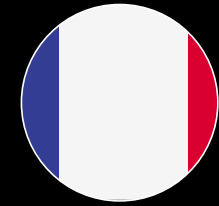
USA



Czech
Republic



India



France



Poland



Canada



South
Africa



Germany



Pakistan



Rest of
the world

STORE MODELS

Little Dessert Shop store concepts vary between the 4 models - Voyager, Petite, Cafe & Restaurant. Each has a unique appearance & delivers a QSR. The design, tone & style of each model offers customers elegant surroundings & brings a luxurious indulgence to the local community.

Little Dessert Shop only use qualified & experienced personnel from design to store construction. Our in-house project team manages the architects, store planners & CAD designers from liaising with local authority planners to store opening, but it does not stop there.

We undertake regular store inspections to ensure that the store is free from defects. Any repair work will be undertaken within a reasonable timeframe to ensure the premises are kept to a high standard. Where possible we will adapt the store decor & design to fit with the local surroundings & local heritage.



VOYAGER

Our Voyager model presents customers with the opportunity to indulge in their favourite desserts from a multitude outdoor venues. Whether it's a festival, baby shower or concert- customers are able to get the same Little Dessert Shop experience.

Low operational and upfront costs means the Voyager model has a significant upside potential with relatively low risk.



PETITE

This grab and go model caters for take out, delivery and collection. There is no seating area, meaning there is an emphasis on quick and effective transactions. Petite stores are located next to heavy footfall, large residential areas and great parking.

Typical locations are transport hubs (train stations, airports, motorway service stations), close to offices, shopping malls or within a core home delivery area.



CAFE

This model is a medium sized store concept that includes the home delivery aspect of the Petite store with added seating. With comfortable and classy surroundings, customers are able to enjoy downtime.

Ideally located in a medium sized town centre, on a high street with a strong footfall and great accessibility to evening trade. Suitable for areas with food and beverage hubs.



RESTAURANT

A Restaurant model caters for superior dining with a larger seating capacity. Elegantly designed to cater for dining-in, take-out and a heavy delivery area. This store is suited for those who can offer exceptional customer service.

Ideally located in large city centres with a heavy footfall and great mix of the demographical population.

PROPERTY CRITERIA

Our aim is to open as many stores close to heavy footfall. For example close to cinemas, restaurants, bars, leisure areas, retail parks, shopping malls and even on the high streets. Our property criteria are as follows:


- A1 use (A3 preferred)
- Situated in high footfall traffic areas
- Close to restaurants, bars, major retail brands and cinemas
- Good transportation links and close to car parking facilities
- Mix of both residential and commercial environments
- Both leasehold and freehold properties considered

A site can be introduced to the Little Dessert Shop team by submitting property details and rental requirements to: franchise@littledessertshop.com.

 **A1 USE**

 **4 STORE**
formats to suit any budget

Store footprint from
 **600 SQ**

Initial franchise fee
 **£9,995**

CRITERIA



SUBMISSION TIMELINE

1.

SUBMIT SITE

Shop drawings, material data, samples, and product data. Submittals are required primarily for the architect and engineer to verify that the correct products will be installed on the project.

2.

SITE ANALYSIS & VIEWING

An architectural site analysis will look at issues such as site location, size, topography, zoning, traffic conditions and climate. It allows us to understand the existing opportunities, or problems in a site, and make informed decisions on how to respond to our findings.

3.

NEGOTIATIONS WITH LANDLORD

Talks with the landlord will take place to negotiate about pricing, contract terms and other key information.

4.

HEADS OF TERMS SENT TO SOLICITORS

A heads of agreement document will only be enforceable when it is adopted into a parent contract and is subsequently agreed upon, unless otherwise stated. Until that point, a heads of agreement will not be legally binding.

5.

COMPLETION

Once all documents and paper work has been finalised and confirmed, you are now ready to open your own Little Dessert Shop store.

WHAT WE BELIEVE

That every Little Dessert Shop store will bring with it a range of local investments creating employment, cutting-edge restaurant design & maintenance plus a commitment to work alongside local partners to make a real difference in every community. Little Dessert Shop is a key factor into driving footfall into communities.

FLEXIBLE PROCESS

Transparent process.

Flexible layout & design.

Freehold or leasehold.

We can carry the shell works.

We can run the planning application.

Experienced team of professionals.

We are hungry for more sites.

WHY CHOOSE US?

Be part of a business that continues to grow & invest in new store development.

Does the brand sell alcohol?

Little Dessert Shop is an alternative destination to socialise & prides itself as an alcohol free brand.

What are the property requirements for a Little Dessert Shop store?

Our aim is to open as many stores close to heavy footfall. For example close to cinemas, restaurants, bars, leisure areas, retail parks, shopping malls and even on the High Streets. Our property criteria are as follows:

- A1 use (A3 preferred)
 - Situated in high footfall traffic areas
 - Close to restaurants, bars, major retail brands, cinemas
 - Good transportation links and close to car parking facilities
 - Mix of both residential and commercial environments
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What term of lease does Little Dessert Shop consider?

Our standard lease is a minimum of 10 years with a 5-year break clause.

How long does it take once I have found a store location to open?

This varies depending on the unit condition and if any demolition works are required or there are any planning permission issues. Solicitors usually take 4 weeks to complete a lease agreement. But typically a store will take 6 to 12 weeks to complete.

What is involved in a site analysis?

Our experts measure certain key factors to that geographical area such as footfall, traffic, demographic, branded businesses & market rental value.

What types of extraction does the operation require?

Air conditioning is an integral part of the system process and it is vital that the premises have capacity for external condensers.

What utilities are key to its operation?

We use solely water & electric within our stores. Therefore, a gas supply is not required.

Would Little Dessert Shop consider freehold?

Yes, we consider properties that are both leasehold & freehold.

If there are any further questions, queries or information required please email:

franchise@littledessertshop.com

QUESTIONS

CONTACT US



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#JoinTheDessert REVOLUTION

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