

# FRANCHISE OPPORTUNITY



*Join an Energetic, Health-Driven Pet  
Supply Franchise with a Track Record  
of Success and Hands-On Franchisee  
Support, No Experience Required!*



# ***Opportunity to be a Part of the Billion Dollar Pet Industry with Ciao! Bow Wow.***

Are you looking for a feel-good franchise with an impressive potential for Return on Investment and low startup costs in a billion dollar market with continued expansive growth potential? Ciao! Bow Wow is paving a new way in the pet supply industry with our commitment to health-driven products offered at the most competitive prices. Ciao! Bow Wow is also committed to providing the highest quality customer care. With our proven sales techniques and dedicated training from the Ciao! Bow Wow management team, we'll teach you how to leverage our elevated pet supply retail business and maximize your true potential.

Ciao! Bow Wow was founded in 2007, offering pet supply expertise and an extensive selection of high-quality, health-driven pet products that aren't available on a national scale (yet). Under the management of Jeffrey Mancarella and Todd Flolo, Ciao! Bow Wow is committed to exceptional customer service day in and day out. We guarantee a fun, unique, and educational experience when you walk into any Ciao! Bow Wow store. Our team welcomes not only our customers, but also our Canine and Feline clients.

The Ciao! Bow Wow business model provides a unique approach to pet supply retail by offering the charm of a local business with exceptional customer service, professionalism and expertise, while still maintaining the competitive pricing of a national chain.

Ciao! Bow Wow offers entrepreneurs and animal lovers a successful, service-driven turnkey operation using our proven sales techniques, established vendor relationships, and above-and-beyond customer service. Are you interested in owning an elevated pet supply business with a track record of success? If so, this is the opportunity for you!







## ***Say Hello to a New Era of Pet Supply Stores with Ciao! Bow Wow***

At Ciao! Bow Wow the goal is simple: provide competitive pricing for the highest quality, healthiest choices of foods, treats, supplements and accessories for all stages of a dog and cats life. Our commitment to customer service and our energetic, health-driven culture in a growing market makes this an opportunity unlike any other.

***Simple-to-Operate:*** The Ciao! Bow Wow model is simple and structured efficiently to provide profitability and ease of operating management. Our business model runs smoothly with a manageable amount of employees and a reasonable workload for an owner operator.

***Highest Quality Products:*** We scrutinize each and every product we carry- from food to treats to clothing, and beyond. Products sold in our stores must meet strict criteria, or we simply do not carry them. It is this commitment to quality that give our shoppers peace of mind and creates a loyal customer base.

***Commitment to Service:*** Ciao! Bow Wow is a one-of-a-kind turnkey business opportunity designed to feel like a part of the community, in any community. Our team goes above and beyond to ensure our clients receive exactly what they need every day, and we do the same for our franchisees. This all-in approach to service puts us a bark and meow above the rest.

***Integrity and Commitment:*** Ciao! Bow Wow operates with a high level of integrity, credibility, and a commitment to strong customer service. Franchisees will be required to follow in this same core philosophy for the operation of their locations as this is one of the key differentiators that set us apart from other retail businesses.

***Strong Potential Return On Investment:*** Ciao! Bow Wow has an impressive potential ROI for a franchise owner. With reasonable overhead, low startup costs, and applicability in just about any market, the concept is financially sound.



## ***Become a part of the Ciao! Bow Wow family!***

Jeff & Todd, owners of Ciao! Bow Wow, are looking for upbeat, energetic individuals who have an interest in the pet industry.

- ***Incredible Work Ethic, Discipline, and Integrity***
- ***Sales Skills***
- ***Customer Service Focused***
- ***Management/Supervising Experience*** (preferred but not required)
- ***Leadership Mentality***





# Creating a Strong Support System from the Ground Up

We provide the knowledge, experience, sales techniques, marketing materials, and equipment necessary to make each Ciao! Bow Wow a profitable business. Your success is our success!

## ***Comprehensive Training:***

An extensive dual-phase initial training program will help set up our franchise partners with all the knowledge they need to run a Ciao! Bow Wow. Continuous on-site, virtual, and phone training systems ensure a hands-on approach to franchisee support.

## ***Operational Support:***

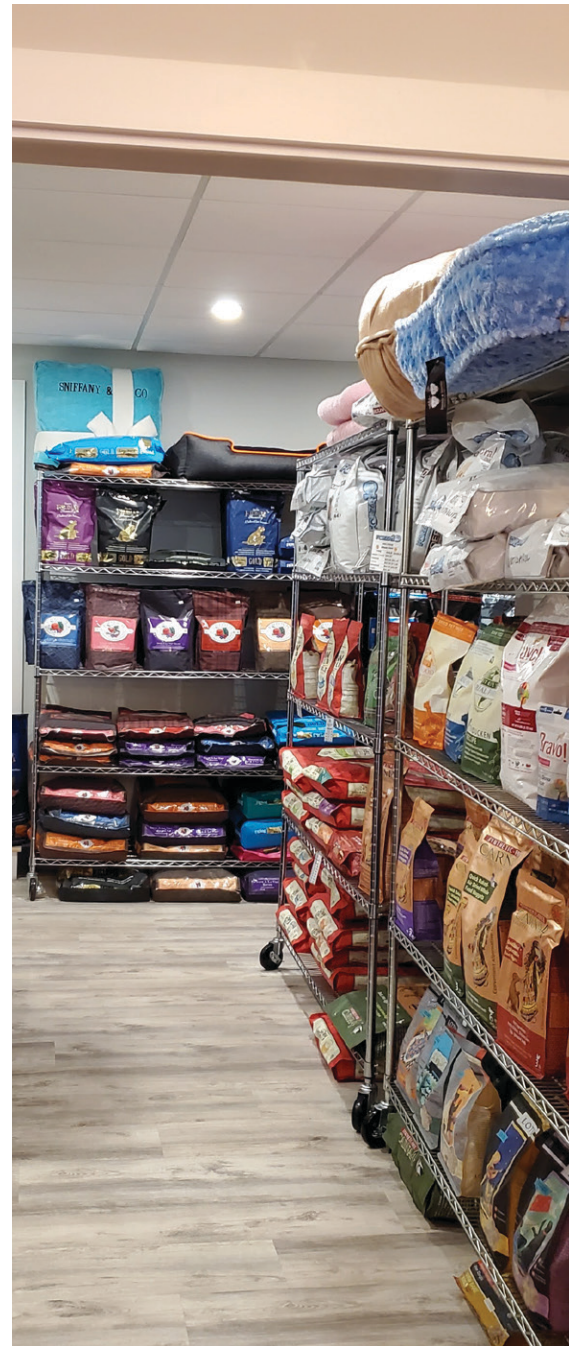
We will provide ongoing training and support in many areas, including management and oversight, maintenance, customer-service techniques, product ordering, suggested pricing guidelines and administrative procedures.

## ***Marketing Support:***

We'll help you leverage our one-of-a-kind brand. We will coordinate development of advertising materials and strategies, consumer marketing plans, and materials. We will also teach you how to market the brand in your community through word of mouth, local events, etc.

## ***Ongoing Business Development Support:***

We will provide our continued research methods and techniques to enhance unit-level profitability.



## Financial Snapshot

### Franchise Fee:

\$49,000

### Estimated Average Initial Investment:

\$197,450 (with franchise fee)

### Royalty Fee:

6% of Gross Sales



*For your first five stores, that sell, we take \$5,000 off the franchise fee and 3% on the royalty fee for the first 6 months.*







***Are you ready to bring a Ciao! Bow Wow to  
your community?***

Take the next step to becoming a part of Ciao! Bow Wow team.

To learn more, visit our website at ***CiaoBowWow.com***  
or email us at ***Franchise@ciaobowwow.com***

*This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.*



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