

Kilwin's[®]

Chocolates · Fudge
Ice Cream



Kilwin's

Performance Enhancement



Focus on “WOW”

Because of the Customer

Kilwin's

Franchising Drivers

Franchising is First and Foremost a

RELATIONSHIP

and

Then a Financial Strategy

Support vs. Performance Enhancement

- Support
 - “What Have You Done For Me Lately”
- Performance Enhancement
 - “Better More Involved Relationships”
 - Profitability / Financial Results
- Common Goal: **Very Satisfied Customers**



Kilwin's

Performance Enhancement Strategy*

- Build Relationships
- Focus on Profitability
- Protect, Drive, and Build Brand
- System Compliance

* Validated Against Other Concepts

Build Relationships

- Store Visitations
 - 2X Existing Stores
 - 3X New Stores



- Consultant Toolkit
 - Customer Satisfaction Surveys (825 @ 9.63 enjoyment rating)
 - Best Practice Scan Surveys (610)
 - Traffic Counts (56)
 - 29% enter store
 - 79% Buy

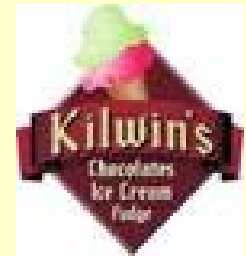
Profitability

- Tools
 - Budgets
 - Labor Scheduling
- Metrics
 - Same Store Sales: 1.44%
 - Ice Cream Sales/Tub
 - \$131.19/tub
 - **AVG Transaction: \$8.31**
- Regional Meetings
 - Intent 10% Increase in Sales



Kilwin's

Brand



A **brand*** is a collection of [images](#) and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service



* From Wikipedia, the free encyclopedia

Kilwin's *Brand = People*



Kilwin's

System Compliance

- Relationships
 - Store Visits
- Protects, Drives, and Builds Brand
- Focus on End Customer Satisfaction



Kilwin's

Regional Meetings

- Intent: Increase Sales 10%
- Best Practices
- Outcomes
 - **Beverages**
 - **Merchandising**
 - **MicroSites**



Regional Meetings 2009

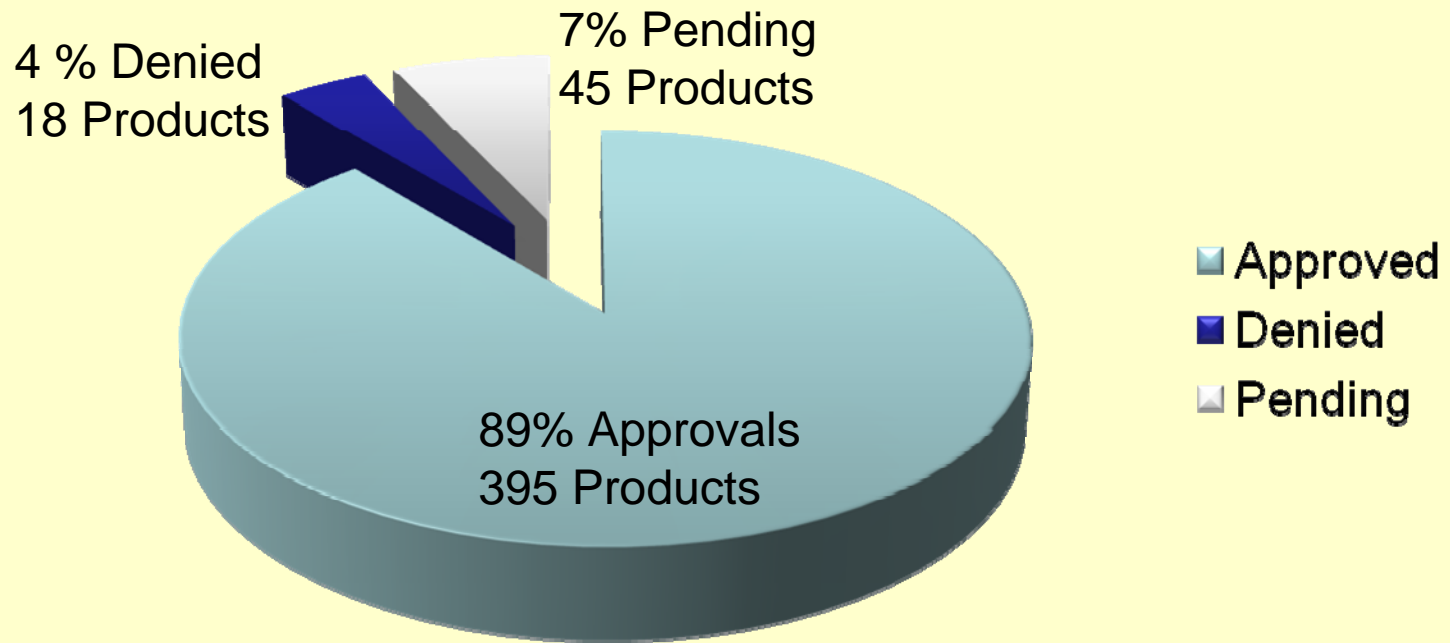
<u>Date</u>	<u>Mid-West</u>	<u>Southeast</u>	<u>Mid-Atlantic</u>
January	12-13	20-21	22
May	4-5	12-13	14
September	14/15	22-23	24

Kilwin's

New Products

Made in Store Product Approval

YTD Summary



Kilwin's ***New Product Ideas***

- **Batch Fresh Ice Cream**



Kilwin's

New Products

New Ice Cream Flavors

- NSA Apple Pie
- Mango Tango
- *Wired* Berry



Kilwin's

Kilwin's Beverage Line



- Hot Chocolate
- *Decadent* Drinking Chocolate
- Specialty Coffees
 - Espresso
 - Latte's
 - Cappuccino's
 - Mocha's
 - Assorted Flavors
- Specialty Blended Tea's
- Iced Beverages/Shakes

Kilwin's[®]

Chocolates · Fudge
Ice Cream

