

# SWEET-FACTORY



**Franchise Brochure**

**World's leading brand for Pick 'n' Mix sweets**



Founded in 1986, with our first shop in UK, Sweet Factory is the world's leading Pick 'n' Mix confectionery brand. We combine fun and excitement with colourful confectionery products displayed in specially designed units or shops.

Global market for confectionery continues to grow especially in the emerging economies due to the growing base of increasingly affluent consumers.

Immediate recognition for being part of a successful global brand

Mission: "To bring the sweets to everyone, spread the word: EAT SWEETS, BE HAPPY."

Vision: "To delight and inspire customers by constantly delivering high quality products and excellent customer service."



Concession and inline shop options in shopping malls, airports, and train stations, high end suburban strip centers, college campuses and universities and urban or downtown outlets



Fun, colorful  
high quality  
products  
displayed in  
durable  
equipment

Impulse buy,  
wide customer  
base from all  
ages



Easy to Operate: Self-service mix-weigh-  
pay

One price for all sweets

Tailored & comprehensive  
training program

### Our Franchisee Services:

- Exclusive license to use the Sweet Factory trademark in the franchised territory
- Assistance in site selection, financial planning, sales and marketing support
- Development, design and layout support
- Initial onsite training
- Ongoing consultation, review and performance analysis





- Turnkey business
- Minimal retail experience
- Low initial investment
- No advertising or marketing fees



More than 100 different products

Flexibility for franchisees in determining their own product selection and range according to their markets



## Franchisee Profile:

- Customer service experience, passion for retailing
- Knowledge of local business practices
- Commitment to creating a fun experience in each and every location
- Well capitalized food or retail operator with warehouse and support services



# SWEET-FACTORY



*If you have any questions, please feel free to contact us at:*

Sweet Factory Global LLC

Contact Person: Lisa Rosèn, Managing Director

Email: [lisa@sweet-factory.com](mailto:lisa@sweet-factory.com)

Website: [www.sweet-factory.com](http://www.sweet-factory.com)