



3 TIPS TO CHOOSE THE RIGHT LOCATION



for Your Smoothie King

TABLE OF CONTENTS

| | |
|-----------------------------------------------------------|-----------|
| <i>FOREWORD</i> | 3 |
| | |
| <i>1. RESEARCH THE LOCAL MARKET</i> | 4 |
| | |
| <i>2. ENSURE HIGH VISIBILITY AND ACCESSIBILITY</i> | 6 |
| | |
| <i>3. MAXIMIZE CONVENIENCE</i> | 8 |
| | |
| <i>KEY TAKEAWAYS</i> | 10 |
| | |
| <i>RULE THE DAY®</i> | 11 |

FOREWORD

When you decide to open up a franchise, finding the right location is one of the most important steps you'll take in the journey toward getting your business off the ground.

This process can be daunting for first-time franchisees, especially if they don't have experience in the restaurant or franchise industry. Site selection support is just one of the numerous benefits of aligning yourself with a franchise brand.

Each Smoothie King format – from free-standing drive-thru stores, in-line locations, and end-cap drive thru stores, to airports, college campuses and hospitals, and even gyms – are designed to fit opportunities most suitable for franchisees and their markets.



1. RESEARCH THE LOCAL MARKET

Researching local markets is the first step in finding the right location for your Smoothie King. The franchisor will do the necessary demographic and psychographic research to determine whether markets near you have the brand awareness and consumer profile to successfully support a Smoothie King.

We have developed a segmented consumer profile with clearly-defined demographic components – age, gender, median income – based on Smoothie King’s typical guest, in addition to specific psychographics – consumer personality type and personal preferences. This data allows us to target areas where our ideal guests live and work, ensuring franchisees experience high demand for their product in regional markets. This not only helps them ensure the success of Smoothie King on a larger scale, but also ensures the franchisee is opening up in a strategic location where they can expect strong unit-level economics.

Similarly, an additional benefit of joining Smoothie King is that we, the franchisor, have an extensive strategy for market penetration. For example, Smoothie King uses perimeter states within existing markets to look at new growth opportunities. Once we’ve successfully expanded into a new state, we’ll continue our growth in similar areas – both demographically and geographically. After saturating Kansas City, for instance, we started developing in Oklahoma City and Denver. These cities are in relatively close proximity to one another, with millions of our target consumer.



In addition to looking for areas that mirror successful markets, we make sure to consult with franchisees in surrounding markets. This gives us in-depth cultural insights about the region that sometimes transcends the facts and figures we can glean from our extensive data. These insights also give us a more grounded understanding of our consumers that span across state lines.

Once you've settled on a market, you need to read up on the area's zoning regulations and restrictions. These define what types of land use are allowed for a given area, as well as building regulations like maximum building size or the number of required parking spaces. These regulations vary from city to city, but with Smoothie King, you will have built-in guidance and expertise to navigate any unforeseen circumstances. Some things you should consider regarding zoning laws include:

- Which zone your building is located in
- Whether your business is allowed in this zone
- Building requirements
- Signage requirements

The worst thing that can happen for a business is either construction starts in an area that doesn't have a high concentration of the target demographic, or construction gets shut down by the city due to zoning regulations. By doing your due diligence and aligning yourself with a franchise brand, you'll avoid these common pitfalls that can put you out of business before you even begin.



2. ENSURE HIGH VISIBILITY AND ACCESSIBILITY

So, you've found the right market for Smoothie King. The next step is to make sure potential locations, either new construction sites or existing real estate, have high visibility and an ease of accessibility.

In terms of visibility, your location should be easily seen from the street. People are obviously more inclined to visit a restaurant they can see into from the street, than to search for the storefront within a building or try to find the entrance to a space they don't know anything about. The location should also be directly accessible through Google Maps, so people actively looking for your Smoothie King will be able to find it quickly. Target multiple daypart, high-traffic areas.

In addition to ensuring your physical space and storefront are easily visible, you should also maximize your signage to ensure your business is well known.. This can include anything from promotional signs in your window to billboards and road signs letting commuters know where you're located.



Not only is it important to make sure your location is getting proper exposure, it's just as important to make it easy for guests to access your Smoothie King.



- When entering your potential location, are there obstacles to getting there, like one-way streets or ongoing construction?
- Is there enough space for a parking lot to accommodate drivers?
- If you're hoping to add a drive-thru to your location – which is an asset for locations near major thoroughfares – is it easy for drivers to navigate?

These are all factors you need to take into account when making sure your location is accessible, so guests can easily and efficiently find their way to, from and throughout your smoothie bar.

3. MAXIMIZE CONVENIENCE

For on-the-go food options like Smoothie King, it's especially important to maximize convenience for your guest since this is one of the main things they'll be looking for. Some of Smoothie King's top-performing locations are right next to busy highways, which can be seen and navigated easily by commuters.

Unsurprisingly, many of these locations also have drive-thrus, capitalizing on the needs of today's consumer. Whether our guests are driving their kids to school, or coming home from a workout, they want a better-for-you option quickly, so we make sure we are able to make this possible. Drive-thrus are a great way to reach this always-on-the-go demographic, maximizing profitability for the franchisee and providing an easily accessible option for the guest.



For drive-thru and freestanding locations, store format is also incredibly important to maximize convenience. Smoothie King's design team will establish well-organized routing and sufficiently wide spaces to achieve a smooth guest flow throughout your restaurant. This will help guests move quickly through every step of the ordering and pick-up process, while accommodating more people during higher-traffic hours.

Our locations are crucial for allowing guests to easily view our menu, order and checkout. Guests can also watch their smoothies being made, so they can see for themselves how we use real fruit to create our better-for-you smoothies – making it a great marketing tactic as well. The smoothie bars are at the center of operations, creating a more open and efficient atmosphere for guests and employees alike.



While the smoothie bar is a universal component to each Smoothie King's individual location, we also make sure we're offering franchisees individualized support. We work with them to make sure they have enough space, and that their layout is able to accommodate as many guests as possible.

KEY TAKEAWAYS

Location can make or break your Smoothie King, so it's important to choose the best possible site. You will have extensive real estate and site selection support; making sure you're breaking into strategic markets, with a solid and convenient location, to maximize your profitability and potential for growth.

Smoothie King stands out among quick-service concepts with a clear mission of inspiring guests to live a healthy and active lifestyle. We apply the same guiding principles to establish a team that supports site selection and inspires store development with our franchisees.



RULE THE DAY®

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 44 years, to more than 1,300 locations across 34 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, and our guests have become more sophisticated.

But, our vision has never wavered.

We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to stay true to our purpose, deliver our promise and continue to positively impact the lives of each guest we connect with around the globe, one smoothie at a time.

**For more information, contact our
Franchise Development Team at:**

214-935-9552

or visit

SmoothieKingFranchise.com