



Steps To Acquiring A PJs Coffee® International Area License

- 1) Complete the Candidate Information Document (CIF) and Confidentiality Agreement (CA)**
- 2) Receive detailed business concept information and the License terms**
- 3) Provide us with your brand and business model questions**
- 4) Provide us with your company financials and management CVs**
- 5) Create a business plan for developing the brand in your country**
- 6) Attend Discovery Day meetings at the Licensor headquarters to meet senior executives, receive the financial model and discuss the franchise in your country**
- 5) Sign a Letter Of Intent and make a deposit towards the initial License Fee**
- 6) The EGS Client will visit your country to see your business and the local market for the brand**
- 7) Sign the License Agreement and pay the remaining initial License Fee**
- 8) Start your management training at the Franchisor headquarters in the US**
- 9) Training of your full team in your country**
- 10) Open the first unit in your country**

NOTE: PJs Coffee will not release detailed brand information or financial information until the CIF and CA have been completed and submitted to EGS

For information on a master franchise for your country, please contact our International Representative, William Edwards at bedwards@egs-intl.com