



About

In 1970, The Doğ House first opened its doors to serve Durham the best hot doğs in town and now operates 5 locations throughout Durham and Hillsborough NC. Owned and operated by the Henderson family for Forty-five years, the business was purchased in 2015 by Mike Martin with the original owner, Joan Henderson, staying on as Director of Operations. Under new ownership the business has adhered strictly to its core values while taking the necessary steps to allow franchises.

Our hot doğs, named after popular doğ breeds such as Bull-Doğ, Boxer, Collie, etc. are the cornerstone of our business. Our toppings (Chili, and slaw) are made from family recipes with the freshest ingredients. The Family sides of Brunswick stew, baked beans and hot apple turnovers make for a perfect addition to any meal.

The Doğ House restaurants operate under a simple business model that focuses on selling our signature hot doğs with fresh toppings using family recipes that have kept customers coming back for 45 years. Our trademarked doğ house themed buildings and menu names make for a unique eating experience that customers have come to recognize and enjoy. Join our team and experience it for yourself!

Support

When you join the Dog House team as a franchise owner, you will receive outstanding support in a number of different exciting areas:

- Operational Support
- Marketing Support
- Purchasing Support
- Accounting and Legal Support
- Ongoing Research and Development



Training

Training Includes:

- 2 weeks of training at the Dog House HQ in Durham, NC beginning approximately 8-12 weeks before the franchise is scheduled to open for business
- 1 week of training at your location to get your business started
- 2 sessions per year, which can be up to 2 days of refresher/update training or meetings in each session
- Ongoing support and guidance in building and operating your business

Territories

When you join the Doğ House team you have the choice of a new start-up business or you can convert your current restaurant to be under the Doğ House umbrella. When you join the Doğ House team you will be given an exclusive territory of approximately 50,000 - 100,000 population base to develop. The Doğ House is always looking for expansion opportunities in new markets!

Costs

The fee for one franchise is \$30,000. Minimal start-up costs can be as low as \$110,275 depending upon a number of factors. Please see the chart below.

DESCRIPTION	LOW		HIGH
Real Estate/Rent	\$775		\$4,300
Utility	\$500		\$5,000
Leasehold Improvements	\$25,000		\$90,000
Market Introduction Program	\$3,000		\$6,000
Furniture, Fixtures, and Equipment	\$20,000		\$50,000
Computer Systems	\$2,500		\$4,500
Insurance	\$1,500		\$2,000
Vehicle	\$0		\$0
Signage	\$5,000		\$15,000
Office Expenses	\$500		\$1,000
Inventory	\$2,000		\$4,000
Licenses & Permits	\$500		\$1,000
Dues and Subscriptions	\$0		\$0
Professional Fees	\$1,000		\$3,000
Working Capital	\$15,000		\$30,000
TOTAL BEFORE FRANCHISE COSTS	\$77,275		\$215,800
AVERAGE		\$146,538	
Training	\$3,000		\$6,000
Franchise Fee	\$30,000		\$30,000
TOTAL WITH FRANCHISE COSTS	\$110,275		\$251,800
AVERAGE		\$181,038	

Qualifications

Qualifications recommended for potential franchise owners:

- Strong Sales and Client Service Abilities
- Good with Timing and Schedule Management
- High Personal Standards
- Able to Meet Initial Investment Requirements
- Strong Sense of Integrity in Corporate and Client Relationships
- A Willingness and Commitment to Excellent Service

Targeted experiences for potential franchise owners may include:

- Franchise Operations or Hospitality Service Industry
- Restaurant Industry Experience
- Experienced Business Owner and/or Managerial Experience

Next Steps

What are the Next Steps?

Step 1: Fill out the Evaluation Form

Step 2: Send the Evaluation Form to MMartin@KioskFoodsLLC.com

Step 3: Arrange for an Initial Phone Consultation to “Meet the Team”

Step 4: Arrange for a Discovery Day

Step 5: Review Franchise Agreement

Step 6: Join The Dog House Team!

Interested?

CONTACT US TODAY!

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Don't get stuck with a mutt, Try a real dog!