

## **"KittyLitterDelivery.com *Marketing Kit*"**

### **Table of Contents:**

- Letter from the Franchisors
- Franchise Acquisition Flowchart
- An Important Note for NY Franchisees
- Cat Stats
- The KLD Advantage
- Your Investment in KittyLitterDelivery.com
- FAQ's



**Name Brands at Good Prices  
Delivered Right to Your Door!**

Dear Prospective Franchisee:

KittyLitterDelivery.com was started by two cat owners who understand the frustrations of (a) continually handling bulky bags of cat litter *and* (b) having to remember to actually buy it from the store when you have depleted your household supply.

KittyLitterDelivery.com delivers the most popular brands to a customer's doorstep- relieving them of the headaches associated with buying such a cumbersome product. By doing this, we'd like to think we are making people's lives easier, and more important, enabling some people (i.e. seniors, the handicapped, etc.) to continue to enjoy the company and companionship that cats can bring into their lives, companionship that can enhance one's emotional well-being.

We know that people love their pets- they become part of the family. This is a fact of American life that is not going away anytime soon, and is certainly evidenced by the hundreds (if not thousands) of websites and "blogs" dedicated to pets and their owners.

As a KittyLitterDelivery.com franchisee we want you to become involved in the community- with the regular, everyday people who own cats, as well as the animal clinics, hospitals, and veterinarian offices that service them in your area.

We hope you will become part of the KittyLitterDelivery.com family.

Sincerely,  
Marc & Jerome  
Founders, KittyLitterDelivery.com

## Franchise Acquisition Flowchart

Thank you for your interest in the KittyLitterDelivery.com (KLD) program. We are excited to have you pursue this opportunity. Please review this checklist for important next steps and items to consider. If you have any questions, please contact us at any time.

- (1) **FDD**: This packet contains a Franchise Disclosure Document (FDD). The Federal Trade Commission (FTC) requires that you hold and review this document for 14 calendar days. (The 14 days cannot include the day of receipt, or the day you return the signed Franchise Agreement and down payment.)
- (2) **FDD Receipt**: Inside this packet you will find FDD Receipt Forms. Please sign and date them the day you received the FDD - this starts the 14 day holding period. Return one copy to us, and keep the other one with your FDD. Be certain to have all parties that will be signing the Franchise Agreement sign the FDD Receipt. *Please note*: There is a place for Individual Owners to sign and a place for Corporate Entities/ LLC's to sign...please sign according to how you wish the Franchise Agreement to be issued.
- (3) **Review Packet / Next Steps**: Upon review of this packet, please contact us with any immediate questions and to schedule your Phone Interview.
- (4) **Individual & Personal Ownership or Corporate/ LLC Franchisee**: At this time you should consider how you want to enter into the Franchise Agreement. If you decide to operate under a corporation or LLC, please be sure to have your Articles of Incorporation or other LLC paperwork prepared so it can be submitted with your down payment and signed Franchise Agreement. *Please Note*: Corporate/ LLC names cannot contain KLD.com or any other KLD trademarks.
- (5) **Phone Interview**: Once we believe you have had sufficient time to review this packet, you will be contacted for your personal Phone Interview. This interview will cover your professional background, why you feel you will be a successful KittyLitterDelivery.com franchisee and will generally help us determine if this opportunity is a good fit for you.
- (6) **Final Review of Potential Franchisee File**: The final step in the evaluation process is your file being reviewed by our Franchise Committee. Based upon the information provided during the sales process, the committee will determine who franchises will be awarded to.
- (7) **Approval**: When you are notified that you can proceed with the franchise acquisition, you must send us the signed and completed Franchise Agreement from the packet, and the total franchise fee. Once we have received this, we will then send out your Grand Opening Advertising Starter-Kit.
- (8) **Training**: Please contact Marc Silverstein (516-883-1390) immediately to arrange for your initial training in the NY/ NJ Metro Area.

*An Important Note for NY Franchisees*



**Name Brands at Good Prices  
Delivered Right to Your Door!**

**An Important Note for NY Franchisees:**

This advertisement is not an offering. An offering can only be made by a prospectus filed first with The Department of Law of the State of New York. Such filing does not constitute approval by The Department of Law.

## Cat Stats



- There are almost 90 million cats in America\*
  - Cats easily out-number dogs\*
  - Nearly 34% of U.S. Households own at least one cat\*
- 
- 56% of cat owners have more than one cat...on average, they own two cats (2.2)\*
  - To estimate the number of cats in your territory, multiply its' human population by .598\*\*
  - Over 1 million small pets such as ferrets, rabbits and guinea pigs, can also use kitty litter

\* Source American Pet Products Manufacturers Association 2007-2008 Survey

\*\* Source ASPCA

## The KLD Advantage

- Name brands at good prices delivered right to your customers' front door!
- Alleviates shelf to shopping cart...shopping cart to car...car to front door hassles.
- No more- ponderous lifting for women at the store... or "Honey, We're Out of Cat Litter Again!"
- KittyLitterDelivery.com is "purrfect" for busy families, seniors, female shoppers, care-takers of the sick or disabled, or just any cat-owner looking to simplify their lives.
- You will deliver to Animal Shelters, Animal Clinics, and Vets too!
- As baby-boomers age, the KLD model will benefit from an influx of a large number of new seniors who greatly value their time, look for convenience and thus will enter into our "target audience".
- Being a KLD Franchisee is virtually turn-key- we offer research tested and proven marketing programs, complete hands-on training, technical support, brand name products and an easy to remember website for your clients!

## Your Investment in KittyLitterDelivery.com

No doubt, you realize if you have looked at other franchise systems that your investment can easily be well into the six figures for many franchises. KittyLitterDelivery.com is designed for the small and medium sized business owner so that he/ she can be up and in business quickly without the need for financing in almost every case...or it can easily be layered onto an existing local business that is seeking additional sources of revenues.

Please see below, and understand that your investment in a KittyLitterDelivery.com franchise will vary according to the size of your territory and your vehicle needs.

This is a home-based business, and your initial investment breaks down as follows;

### **ITEM 7** **ESTIMATED INITIAL INVESTMENT**

#### **YOUR ESTIMATED INITIAL INVESTMENT**

<b>Initial Franchise Fee (see chart below)</b>	<b>\$2,000-42,500</b>
<b>Starter Kit</b>	<b>\$0-1,275</b>
<b>Equipment &amp; Furnishings</b>	<b>\$100-750</b>
<b>Service Vehicle</b>	<b>\$0-10,000</b>
<b>Vehicle Wrap</b>	<b>\$350-1,900</b>
<b>Rent (Storage of Litter)</b>	<b>\$0-250</b>
<b>Initial Inventory/ Operating Supplies</b>	<b>\$400-2,000</b>
<b>Security Deposits</b>	<b>\$0-100</b>
<b>Insurance (3 Months)</b>	<b>\$100-150</b>
<b>Grand Opening Advertising (Varies by Territory Size)</b>	<b>\$1,500-5,000</b>
<b>Training Expenses</b>	<b>\$100-750</b>
<b>Computer System</b>	<b>\$0-1,500</b>
<b>Permits/ Licenses</b>	<b>\$0-250</b>
<b>Professional Fees (Accounting/ Legal)</b>	<b>\$1,500-3,000</b>
<b>Additional Funds</b>	<b>\$1,000-5,000</b>
<b><i>TOTAL ESTIMATED INITIAL INVESTMENT</i></b>	<b>\$7,050-\$74,425</b>

*The initial franchise fee is a sliding scale based on population according to this chart:*

<b>Population</b>	<b>Initial Franchise Fee</b>
Less than 5,000	\$2,000
5,000 to 9,999	\$2,500
10,000 to 14,999	\$3,000
15,000 to 19,999	\$4,000
20,000 to 24,999	\$5,000
25,000 to 34,999	\$6,000
35,000 to 49,999	\$7,000
50,000 to 74,999	\$8,000
75,000 to 99,999	\$9,000
100,000 to 124,999	\$10,000
125,000 to 149,999	\$11,000
150,000 to 199,999	\$12,000
200,000 to 249,999	\$13,000
250,000 to 299,999	\$14,000
<b>300,000</b>	<b>\$15,000</b>
300,001 to 399,999 <sup>(1)</sup>	\$17,500
400,000 to 499,999 <sup>(1)</sup>	\$20,000
500,000 to 599,999 <sup>(1)</sup>	\$22,500
600,000 to 699,999 <sup>(2)</sup>	\$25,000
700,000 to 799,999 <sup>(2)</sup>	\$27,500
800,000 to 899,999 <sup>(2)</sup>	\$30,000
900,000 to 999,999 <sup>(2)</sup>	\$32,500
1,000,000 to 1,499,999 <sup>(2)</sup>	\$35,000
1,500,000 to 1,999,999 <sup>(2)</sup>	\$37,500
2,000,000 to 2,499,999 <sup>(2)</sup>	\$40,000
2,500,000 or more <sup>(2)</sup>	\$42,500

(1) Represents county sizes where a Territory of 300,000 can be purchased for \$15,000.

(2) These levels are dividable into population blocks of 300,000 that can be purchased for \$15,000 per block.

## KLD FAQ's

Q) Why can't someone compete against KLD?

A) They can- but it would be very difficult. Not only do we have all the systems in place for the marketing, distribution and logistics of cat litter...through our research, we have figured out how to efficiently run this business...and we also have over 40 similar domain names locked up that greatly limit any competitor's market potential.

Q) How does a customer order from KLD?

A) From our website or by contacting their local franchisee, customers can easily order monthly supplies of their favorite brands of cat litter.

Q) Are there any other uses for cat litter?

A) Yes- it can be sprinkled on driveways & sidewalks for increased traction during snow-storms. In addition- ferrets, rabbits, guinea pigs and other smaller critters can be trained to use a litter box...ferrets must use pellet litter containing recycled paper such as *Yesterday's News* that we may feature.

Q) How will I market my franchise?

A) A combination of grass-roots marketing/ networking, direct mail, on-line/ social media, word-of-mouth, print, etc., should help to make your business successful! In the near future, we have plans for product line expansion that will include working with you to include offering your customers pet food and other pet supplies.

Q) What kind of training will I receive?

A) Your training is complete and comprehensive. A new KittyLitterDelivery.com franchisee receives 1 ½ days of classroom and field training near our Headquarters in the Metro NY/ NJ region that includes lessons on product selection, storage & logistics, customer service, and sales/ marketing. In addition to hands-on training, you will receive training manuals that offer highly detailed instruction for you and your employees.

Q) Can I work out of my home?

A) To keep costs down and to enhance your lifestyle, we encourage franchisees to work from home. As you grow your business, if you have the means and believe you would be better off renting office space, you can certainly do so.

Q) How much are the Royalty Fees?

A) KittyLitterDelivery.com Franchisees pay a monthly fee depending upon their territory size. After 6 months the range is between \$200 and \$500 per month. At the beginning we ease your transition into the business by not charging any Royalty Fees for the first month and very minimal fees ranging from \$100 to \$200 during months 2 through 5. KittyLitterDelivery.com does not charge a monthly percentage of gross sales as most franchisors do...so the more you make, the more you keep for yourself.

Q) How much can I make as a KittyLitterDelivery.com franchise owner?

A) We are not allowed to make any claims regarding your earning potential. However, we believe that your earnings will be determined by how hard you work and how closely you follow the KittyLitterDelivery.com model.