

FRANCHISES PIQUE INTEREST IN

Avant Garde Opportunities

If children's services, travel services and culinary services seem a bit too pedestrian for your franchising aspirations, the following unusual franchise opportunities may just be the ticket for you:

Pet Butler

Got poop? Pet Butler scoops! Matt "Red" Boswell, founder and CEO (chief excrement officer) of Pet Butler, America's Pet Waste Cleanup Service, listened to his university business professors when they taught that the secret to creating a viable new business is to find a need and meet it. With well over 100 million dogs and cats in the U.S., there is undeniably plenty of need for someone to clean up after what each of these four-legged family members leaves behind.

The steadily-growing pet industry now tops over \$35 billion dollars annually. That's more than the candy industry (\$24 billion) and the toy industry (\$20.3 billion). Today, one of the fastest growing segments of this industry is pet waste cleanup and removal. Boswell now has more than 3,000 loyal clients using his company-owned location in Dallas.

Pet Butler also allows franchise partners to work from home. This low-cost opportunity even provides a national call center and billing/collections center, as well as complete marketing/graphics design support via Pet Butler's headquarters.

Using their proprietary Web-to-mobile software "PoopNet," each Pet Butler team member can access everything needed to service, manage and grow their business from virtually anywhere. Start-up costs range from \$25,000 to \$60,000.



Satisfaction Services

Satisfaction Services is a leading provider of quality and service evaluation programs, a mystery shopping concept. Mike Albert founded Satisfaction Services Inc. in 1989. With many years of experience in restaurant and service businesses, Albert had used mystery shopping services with varying levels of disappointment.

With a conviction that a mystery shopping concept should provide the information to make good companies great, he set out to build a different kind of mystery shopping company. Albert believed that if you recognize positive behavior, it will happen with a greater degree of frequency. Clients, therefore, are encouraged to share evaluation criteria with all employees so that everyone knows the goals and expectations that have been established for service to the customer.

The company began offering franchises and licensed offices in select markets in 2003, and has since grown to five offices. Satisfaction Services employs thousands of shoppers worldwide, which has allowed them to provide service to the most prominent retail, restaurant, hospitality and service companies worldwide.

Franchise fees start at \$40,000 for a market of less than 500,000 in population, \$50,000 for a market of 500,000 to 1 million population and \$75,000 for above 1 million in population. The cost of international market licensing agreements is determined on a case-by-case basis. The royalty is 10% of the client fee billing.



The Clothing Warehouse

Yesterday's fashion is always in style at The Clothing Warehouse. Founder Mo Bunnell and partners launched the corporate store nearly 15 years ago in the Atlanta area and claim to have perfected the "science" of retailing in vintage staples such as Levis jeans, cool old T-shirts, vintage dresses, cowboy boots, western shirts, and a variety of '70s and '80s pieces to spice up your wardrobe or outfit you and your friends for a night at the disco. The inventory also includes a large assortment of Go-Go boots, wigs, belts, bags, jewelry and other vintage accessories.

The company's first franchise recently opened in Jacksonville Beach, Fla., and two more are in the works. Start-up costs are \$100,000 to \$160,000, and the corporate location has registered \$200,000 in profit annually, according to Bunnell. The gross margin in the store is 83%, and net is 57%.

The supply side is solved through the company's wholesale division, according to Bunnell, but there are many other suppliers, too. The company doesn't force franchisees to use the wholesale division other than for their opening inventory, which executives strongly believe has to be "perfect," according to Bunnell.



For more details visit
www.petbutler.com



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