



*Pet's add years to our lives,
now it's time we add
some to theirs!*

FRANCHISE BROCHURE



WWW.TAILBLAZERSPETS.COM

WHY A TAIL BLAZERS FRANCHISE?

1

Proven leader in the natural pet industry for 11 years.

2

Support team with diverse and extensive retail, franchise, marketing, and pet health & nutrition experience dedicated to help your business succeed.

3

Natural pet food industry is a growth industry, and Tail Blazers has been at the forefront of this movement.

4

100% commitment to carrying ONLY the highest quality foods and products, to make a difference in the lives of pets and to ensure your success.

5

Education is one of our highest priorities both for franchisees and for customers.

6

One of the lowest franchise fees in the industry, but yet the most experienced and diverse franchise support team.

7

...and much more!



COMBINE A SUCCESSFUL FRANCHISE BUSINESS WITH YOUR LOVE OF PETS!

JOIN THE LEADERS IN HEALTH NUTRITION FOR PETS.

Tail Blazers was founded in 2000, when the franchise owners, who were in the health food industry for humans at that time, recognized a need for healthy dog and cat food, when they couldn't readily find wholesome, natural food choices for their dog. They opened up their first store that year, and since then Tail Blazers has expanded to thirteen prosperous franchise stores in Alberta and BC. Some people talk about us being like a health food store for pets, and that's exactly what we are!

Tail Blazers' unwavering commitment is to supplying quality, healthy, all-natural food for dogs and cats. We are a progressive company with a pledge to quality and education, and pride ourselves on being at the forefront of health for pets, responsible pet ownership, community involvement and environmental stewardship.

Success has come from Tail Blazers' passion and experience for health and pets, business expertise, extensive product research, knowledge and hands on skills acquired while working with pets on a daily basis. We want to help you have that same success. Our team assists you in finding the perfect site location, with lease negotiations and other business start-up requirements such as store set-up, merchandising, display units and computer equipment.

We are here to facilitate a profitable Tail Blazers business for you.



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GO INTO BUSINESS FOR YOURSELF... NOT BY YOURSELF!

YOUR SUCCESS IS OUR SUCCESS.
TOGETHER WE CAN CHANGE LIVES.

Some of the benefits of being part of the Tail Blazers: Franchise Marketing, a comprehensive and educational website, vendor discounts, and our inclusive support system.

One of the core values of Tail Blazers is education. By doing extensive product and business operations training to franchisees, our goal is to make your store successful by passing on our years of experience and research. You in turn can pass on your knowledge to customers so they can feel informed and educated about their purchases, building relationships and loyalty.

Training is done in-store and includes inventory management, day-to-day operations, point-of-sale system, product selection best suited for your store demographics, complete nutrition and product training and of course answer all the questions you may have. Extensive training manuals that include detailed product information, computer systems and customer support are supplied. Whether your experience with pets and retail is minimal or extensive, we will make sure you are prepared and confident for your new business in the pet industry.

Our franchise team is committed to helping you grow and flourish in your business. Beyond the initial training, our experienced team is happy to assist in day to day questions that may arise, troubleshooting, customer retention and marketing strategies.



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FREQUENTLY ASKED QUESTIONS

1. How much time will I have to commit to Tail Blazers?

A Tail Blazers franchise owner may be either an owner-operator or an investor. If you choose to invest in a Tail Blazers franchise, you will be required to have a full time manager operating the business for you. This full time manager must have invested some of his/her own money, completed the company's training program and signed the Noncompete Agreement and the Nondisclosure of Confidential Information Agreement.

2. Can I get an exclusive territory?

Yes, based on market demographics, area population, local name recognition, and many other variables we shall stipulate a set territory for each franchise location.

3. Can I open more than one store?

Yes. Exceptional performers will be encouraged to grow with Tail Blazers by sharing their expertise and expanding their growth plans.

4. Will I have to relocate?

You will not have to relocate if you live in or near an available company-selected market. You may find that there are relocation options available if you do wish to move.

5. Will Tail Blazers help me with site selection?

Yes. Our staff is experienced in choosing and negotiating prime leased space.

6. How long will it take to open my Tail Blazers retail outlet?

Opening will be based on the availability of a suitable location. Once a site is found, opening can take place in as few as 90 days or as many as 180 days, depending on the site selected and the amount of work that must be done to prepare it for opening.



FAQ continued...

7. What is the term of a Tail Blazers franchise, and is it renewable?

The term for a Tail Blazers franchise is seven years and unlimited renewals of 5 year terms.

8. Can a Tail Blazers franchise be sold?

Since we carefully screen all new franchisees, your Tail Blazers franchise can be sold subject to the written approval of Tail Blazers.

9. What is the total investment required to become a Tail Blazers franchise owner?

The total investment required* for an Tail Blazers franchise is anywhere from \$120,000 - \$160,000. This includes the franchise fee, leasehold improvements, furniture and fixtures, equipment, supplies and initial inventory, opening advertising, signs and working capital. Costs may vary widely based on several factors. See the enclosed investment guide for details.

10. What are the initial fees, royalties and advertising fund contributions?

The franchise fee is 25,000*. The royalty is 4% of gross sales. In addition, franchise owners are required to pay a 1% advertising royalty to be used by the Franchisor for advertising on a national scale but in your area. 3% is recommended for local advertising.

11. What is the next step in learning more about the Tail Blazers franchise program?

Complete an application and e-mail or send it to our head office (see next page for contact information and application information). Your completion of the profile does not obligate or bind either of us in any manner. It's a first step in getting to know each other.

** Total investment based on fees, costs, as of June, 2011; subject to change without notice.*



THE PROCESS

1

Print Application

Print out the application forms. See page 9 of this document for application forms.

2

Complete and Return the Application

After you have read the enclosed materials and feel you meet the qualifications to be awarded a franchise, fill out the application, financial data, and biographical profile application and mail it to us at:

Tail Blazers

Attn: Brent Hauberg

Lot 30, 5649 Cosens Bay Road

Vernon, BC V1B 1N8

OR

E-mail: brent@tailblazerspets.com

If two or more partners are involved in the application process, all applicants must submit a separate personal, financial, and biographical profile application.

Our evaluation procedure, including a detailed credit check, is conducted in confidence. The applicant must have a satisfactory credit rating. Tail Blazers review and approval or disapproval of your application as a prospective franchisee will be based on several factors including; current or prior operational, business, and management experience, financial capabilities, net worth and your interest in the well being of pets. Also to be considered is your character, motivation, and overall retail operating potential, among many other attributes which may be evaluated to determine if you meet Tail Blazers franchise criteria.

* Financial requirements will vary depending on market and real estate deal types, as well as any other factors that would affect the financial strength necessary to meet the development objective(s).

3

Development Discussions

The next step in the qualification process is your first face-to-face meeting with Tail Blazers Executives. You will be required to travel to Calgary, Alberta, at your own expense, where you will have an opportunity to meet with experienced franchise operations people and see first hand the facilities behind the Tail Blazers brand. If a Tail Blazers franchise is the right business decision for both parties you may then be asked to produce a business plan



The Process Cont....

which will be the foundation for Tail Blazers consideration in potentially granting a Franchise Agreement.

4

Issuance of a Franchise Agreement (or Development Agreement)

If you satisfy all the initial requirements a Franchise Agreement will be offered for your execution. You will execute that and provide the franchise fee in full. You will have then completed your first steps towards opening your franchise. The Franchise Agreement grants you the right to develop an Tail Blazers location using Tail Blazers trademarks and service marks. However, most important, it gives you access to the experience and expertise of one of the most unique success stories in Alberta.

5

Orientation & Training

Once approved, you and one member of your team will undergo an orientation and training program to acquaint you with the Tail Blazers operation.

Tail Blazers does not ensure or guarantee the success of your Tail Blazers franchised business. No employee or representative of Tail Blazers is authorized to make any representations or guarantees as to your success. Your success depends on your personal ability and commitment as a businessperson.

Thank you for your interest in Tail Blazers!



APPLICATION

PART A - GENERAL & FINANCIAL INFORMATION

Thank you for your inquiry regarding the Tail Blazers program. The information you provide will help us qualify you to become a member of our team. This questionnaire will be reviewed carefully by our Franchise Review Committee. Please complete this entire questionnaire - leave no blanks empty. If an item is not applicable to you, please enter "N/A". If more parties will be involved in this opportunity other than you or your spouse, please make a copy of this application for additional applicants to complete. The information you provide will be held in strictest confidence. We will not contact your employer without your prior approval.

Completion of this form does not obligate you in any way.

GENERAL INFORMATION

Name _____

Please indicate your plan in considering the Tail Blazers opportunity.

A. Owner/Operator? _____

B. Strictly investment? _____

C. Single or multiple unit operation? _____

D. Will you have partners? _____

List some of the reasons for going into your own business: _____

What city or area are you interested in? (Be as specific as possible) _____

How did you hear about Tail Blazers? _____

Have you visited an existing Tail Blazers? _____

Which locations? _____

When can you visit Calgary, AB? _____



PERSONAL HISTORY

PERSONAL INFORMATION

Name _____ Date of Birth _____

Residence Address _____ City _____

Province _____ Postal Code _____

How Long There? _____ Years _____ Months _____

Home Phone _____ Business Phone _____

Occupation _____

Marital Status _____ # of Children _____ Ages _____

Name of Spouse _____ Date of Birth _____

Occupation _____

Other Dependents _____ Names _____ Relation _____

EDUCATIONAL BACKGROUND

High School: Yes ___ No ___ Yr. Grad. _____ College: # of Yrs. ___ Yr. Grad. _____

Degree in: _____

Other education _____

RECENT EMPLOYMENT HISTORY

From - To	Firm Name & Address	Position/Type of Position	Annual Income
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____



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SOURCE OF INCOME

Current Salary _____ Dividends & Interest _____

Spouse's Income _____

Bonus & Commission _____ Other _____

Total Income _____

Where will the funds come from to meet the requirements of this investment? _____

PERSONAL & CREDIT REFERENCES

It is our suggestion that you list at least three personal and three credit references. Along with names and addresses of your personal references, please include a brief description of your affiliation with this individual, his/her title or position and mention the length of your association. These references (especially credit references) provide us with the ability to research your background.

PERSONAL REFERENCES

1. Name _____

Address _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____

2. Name _____

Address _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____



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3. Name _____

Address _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____

BANK & CREDIT REFERENCES

1. Name _____ Acct. # _____

Address _____ Type _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____

2. Name _____ Acct. # _____

Address _____ Type _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____

3. Name _____ Acct. # _____

Address _____ Type _____

City, Province, Postal Code _____

Phone _____

Brief Description of Affiliation _____



PERSONAL & FINANCIAL STATEMENT

Name _____ Social Security # _____

Address _____ Phone # _____

Business or Occupation _____

Financial Condition as of (date) _____

ASSETS	Dollar	Cents	LIABILITIES	Dollars	Cents
Cash in Bank/Savings			Notes Payable		
Notes Receivable			Accounts Payable		
Cash Value - Life Insurance					
Stocks, Bonds & Other Investments			Taxes		
Real Estate (Itemized Below)			Mortgages or Liens on Real Estate (Itemized Below)		
Other Assets			Other Liabilities		
Total Assets			Total Liabilities		
			Net Worth (Total assets - total liabilities = Net Worth)		

SCHEDULE OF REAL ESTATE OWNED

Description & Location	Title in Whose Name	Improved or Unimproved	Appraised Value	Mortgages	Tax Value	Insurance



Application - Part A - Page 6

Contingent Liability of Any Kind (If none, Indicate So)	Dollars	Cents
As Guarantor for Other on Notes, Bonds, Contracts, Etc.		
Any other Contingent Liability-Itemized		
Total Contingent Liabilities		

REFERRAL BONUS INFORMATION (if applicable)

(Information below is required for the person that referred you to receive their \$2000 referral bonus upon new store opening. One referral bonus per new applicant/co-applicant.)

A) Full Name of Tail Blazers customer who referred you: _____

Street Address: _____

City, Province: _____

Postal Code: _____

Phone Number: _____

E-mail: _____

I certify that the information I have provided on this application is complete and correct. I hereby authorize Tail Blazers or its authorized agent to obtain verification of any of the above information and I authorize the release of such information to Tail Blazers or its authorized agent. I agree to supply statements verifying the above assets and to furnish copies of Federal Income Tax Returns if requested.

Signature of Applicant _____ Date _____

Signature of Co-Applicant _____



