



FRANCHISE BROCHURE



About Rolling Wheels

Walking is boring when you know how to roll.

Rolling Wheels Entertainment redefines fitness and fun for kids ages 12-4. We're a modern throwback located at Delma Mall and the very first roller rink in the UAE.

We wanted a place where kids can have fun and interact with each other, while at the same time being physically active.

We decided to do that by combining exercise and entertainment, putting them together in a nostalgic backdrop, and voila! Rolling Wheels was born!

See how it all works – take us for spin with the kiddies and get them hooked on fitness, fun, and roller skates today at Rolling Wheels!

The size of a typical Rolling Wheels unit is between 120 sq. meters and 300 sq. meters. Rolling Wheels serves multicultural middle to high-end income customers.

Who We Look For



Rolling Wheels is seeking candidates in UAE and the GCC region that fit the following criteria:

Access to prime location

- The potential franchisee must have access to prime locations in their perspective region
- The location can be of leased, rented, free-hold etc. as long a clear picture of the contract is made possible
- The location must be in accordance with the requirements stated by the franchisor

Common value system

- Having a value system in accordance with the franchisor will ensure proper assimilation into the parent organisation culture
- Ability to replicate and maintain the same or similar consistency in the entire cycle of outlet management as the franchisor
- Possessing the integrity, honesty and excellence in operations in compliance with the franchisor
- Should not be affiliated to any political institutions

Capital

- Having the necessary capital for setting up the franchise outlet
- Good credit history that will be evaluated by a third party

Business experience

- Should have previous business experience of a minimum period of 3 years, preferably in the F & B industry (particularly for individual franchises)
- They have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.
- Having the ability to future-proof their business interest through continuous improvement, adapting to the changing environment and undergoing timely training provided by the franchisor
- Somewhat risk-averse who desire to purchase a proven concept



What You Get



- Trademark License
- License to Operate
- Proven Business Model
- Operations Manual
- Training Program
- Marketing Support
- Ongoing Support



Training & Support



Training

Phase I - Training provided at a location designated by franchisor: Rolling Wheels's management will provide franchisees with approximately Ten (10) to Fourteen (14) days of initial training at headquarters or at a location designated by the Rolling Wheels's management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and One (1) to Two (2) designated attendees.

Phase II - Training provided at the franchisee's location: On-site training typically takes place when the franchisee commences operations. Experienced trainers from Rolling Wheels will provide on-site training for a period of Seven (7) to Ten (10) days to assist the franchisee in the commencement of operations

Support

- Operational Support
- Site Selection
- Marketing Support
- Purchasing
- Accounting/Audit/Legal
- Internal Support
- Ongoing Research and Development
- Overall Program Oversight



Franchise Fees



The initial franchise fee for an Individual franchise unit is 150,000 AED

The Franchise Fee & Payment Schedule for an Area Development:

EVENT	FRANCHISE FEE	REMARKS
Upon Signing	240,000 AED	Includes Franchise Fee for the 1st unit & 50% of next 2 units
Upon opening 2 nd unit	60,000 AED	50% balance of the Franchise Fee
Upon opening 3 rd unit	60,000 AED	50% balance of the Franchise Fee
TOTAL	360,000 AED	

Royalty fee is 7% of your gross sales (excluding taxes before discounts) and is paid monthly. This fee entitles you to use Rolling Wheels service mark, use of distinctive system, marketing assistance, ongoing business development and counselling, and other benefits that come with being a Rolling Wheels franchisee.

Rolling Wheels name and reputation is an important part of our business. Franchisee will spend at least 3% of your gross sales per month on local advertising. In addition, Franchisee will be required to contribute 1% of their gross sales to international marketing funds.



Next Step



Step 1

Franchise Evaluation Form: Complete the application included with this brochure and submit it to us. We will review the information and contact you to schedule a follow up meeting.

Step 2

Research and Due Diligence: Learn more about the business by meeting with us in person, visiting a location and reviewing the details of the business.

Step 3

Join the Team: Once you have completed your research and have been approved as a franchisee, we are pleased to welcome you to the team!

Step 4

Launch Your Business: Set your training dates and opening timeline to officially launch your business.



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