



**Beyond
Development
Group.**

Franchise Development Consultancy



Our Mission

We engage our clients with tenacity and full transparency to support their sustainable growth. We focus on aligning to our clients needs. We look to build the relationships between all franchisors and franchisees with whom we are engaged.



The Risks

Franchisee growth is a minefield. With so much at stake and many potentially diverse personal goals, the level of collaboration you have with your franchisees -your true brand ambassadors- is going to be instrumental in navigating the path to successful growth.

The Spark

Beyond Development Group Founder and CEO, Clare Nishikawa, spent more than eight years leading Pizza Hut™ franchise development in Canada and the US. This experience led her to identify a gap in franchisees' development resources and the challenge her franchisees often have in employing a full-time Chief Development Officer and development team. Looking at it from the franchisor's perspective, she also saw regular frustration at the corporate level when franchisees fell short of delivering against the best laid plans and franchisee development agreements. Both challenges culminated in the creation of BDG.

Superior Real Estate
Development Consulting
for **Growth Conscious**
Multi-Unit Franchisors



Where We Fit

Our clients are franchisors lacking in-house experienced and dedicated development resources. We provide 'on demand' expertise as an alternative to adding permanent team members. BDG allows you to focus on your core operating business while we professionally execute against your development objectives.

800 | 549 | 6617

info@beyonddevgroup.com

How We Help Franchisors

Services our brand clients pursue range from project specific tasks to time based engagements.

Franchisor Services

MARKET PLANNING

Market Analysis, Optimal Asset Actions, Capital & Timing

NEW BUILDS & RELOCATIONS

Market Analysis, Real Estate Identification, Lease Negotiation, Construction Management

REMODEL

Construction Management

DEVELOPMENT STRATEGY

Goals, Resources, Financials, Agreements, Processes

SEMINARS SERIES

Franchisee Engagement, Development Process

(Customization Available)

Needs Assessment

If the service best suited to your needs is initially undetermined, the BDG team is happy to conduct a Needs Assessment for you. A minimum of fifteen hours would be dedicated to learning your business, evaluating your resources and processes, providing some high-level recommendations, and determining how we can best work together (if appropriate).

Retainer Agreement

Another alternative to focusing on a specific service is for us to establish a retainer agreement with you for a minimum of ten (10) hours a week. A retainer agreement would allow us to support you across a number of different adhoc and ongoing projects providing you with the ultimate level of flexibility to meet your development needs.

Why We're in Demand

We work with and represent our clients as if we're a permanent member of their team. We're highly impactful but still flexible. Our clients' goals are our guiding light.

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Market Planning

Market Planning is an in-depth analysis of all current retail / restaurant units within a portfolio. Each franchisee and franchisor should engage in this process every 2-3 years (or during/after a time of major change) to assess the current state and performance of their assets against current and future customer needs.

Market Planning allows owners to establish or update development plans, thereby prioritizing capital and resources.

An additional application of the Market Planning process has been for potential buyers of a portfolio of stores, whereby they gain an understanding of the current assets, along with a forecast of future resource and capital requirements necessary to optimize sales and profits.

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Our Approach

There are a plethora of elements impacting the current and future success or failure of a retail or restaurant unit. BDG absorbs and analyzes all available data and provides guidance to optimize both sales and capital expenditure.

AREA VIABILITY

Through an analysis of geographical & consumer data compared to the brand's core and target consumers, BDG helps you make the determination on the viability of the currently serviced area.

SITE LIMITATIONS

Each brand has a set of site characteristics believed necessary to optimize sales. BDG evaluates each site against your brand's needs, often including characteristics such as accessibility, visibility, parking, traffic flow and generators.

CURRENT SPACE CHALLENGES

Working hand in hand to gain a clear understanding of your business requirements, BDG analyzes your current square footage, image, and occupancy rates to advise on the type and timing of potential capital expenditure.

SALES & PROFITABILITY EXPECTATIONS

Operations has a direct impact on your sales and profitability and can improve or blunt your asset efforts. Using the data available, BDG highlights any operational factors that could be impacting performance.

OPTIMAL ACTIONS & TIMING

Determining the final recommendations and timing for execution is a complex dance. The goal is to make the requirements and limitations come to life in a way that has the most positive impact to your bottom line. Remodel, Relocation, Rebuild and Closure are not small decisions and have lots of moving parts. BDG guides you from inception through the evaluation and decision making to the completion of a plan you feel confident in.

Project Variables

While most of the Market Planning exercise can be completed remotely, travel is often necessary to gain a full understanding of some areas and units. The Market Planning costing excludes any charges related to access to data and analytics platform, and travel.

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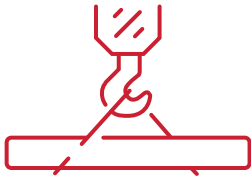




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New Build & Relocation

When development resources are limited within an organization, their specialized knowledge and priorities outside of development can severely impact the long-term growth and real estate optimization of your brand.

Owners looking to grow into a new area or replace a retail/restaurant unit within the same area benefit from using the expertise and dedication of BDG Project Management Services.

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Our Approach

BDG engages with their clients on the full process, from consideration to execution, or provide targeted support against the elements of the process where the need for additional resources or expertise has been identified.

ANALYTICS

Analysis of available geographical & consumer data to determine target areas and the ideal concept type for a new build.

REAL ESTATE IDENTIFICATION

Engagement with real estate brokers to identify sites meeting all criteria. This process includes multiple market visits.

LEASE PURCHASE NEGOTIATIONS

Engagement with real estate brokers to negotiate and secure a lease or purchase property/land, with optimal terms, LL allowances and timing. Coordination with legal team for completion of related contracts.

CAPITAL APPROVAL

Presentation to gain approval on capital spend considering return on investment and overall capital availability.

DESIGN DRAWINGS

Coordination across the brand, operating team, architect, and general contractor to ensure new builds meet all brand standards and are established to operate efficiently.

PERMITTING & ENTITLEMENT

Coordination with architect/general contractor to ensure all necessary permits are received in a timely manner.

CONSTRUCTION MANAGEMENT

Engagement with general contractor to establish optimized build cost while meeting all design requirements and to ensure execution is in a cost and time efficient manner.

EQUIPMENT & FIXTURES

Coordination of the order and timely delivery and installation of all required equipment, fixtures, fittings.

STORE OPENING

Coordination across construction team and operating and marketing resources to ensure a successful opening including hand-off to operations with the delivery of final certificate of occupancy.

Project Variables

The New Build and Relocation Project Management costing excludes any charges related to access to data and analytics platform, real estate broker commission, legal fees, architect fees, permitting fees (expeditor charges where necessary), GC/construction cost, equipment, and travel.

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Site Remodel

Real estate can often be one of the most prominent representations of your brand within a community. Consumers and team members are impacted by the image your real estate portrays daily. It is critical to ensure every one of your units is brand building, or, at least, none of them are brand destroying. BDG Project Management Services ensures remodel needs are identified and met in a cost efficient and timely manner.

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Our Approach

BDG engages with their clients on the full process, from consideration to execution, or provide targeted support against the elements of the process where the need for additional resources or expertise has been identified.

DESIGN DRAWINGS

Coordination across the brand, architect, and general contractor to ensure remodels meet all brand standards. Coordination with operations team to identify any necessary adjustments to flow and any new equipment.

PERMITTING

Coordination with architect/general contractor to ensure all necessary permits are received in a timely manner.

CONSTRUCTION MANAGEMENT

Engagement with general contractor to establish optimized remodel cost while meeting all design requirements and to ensure execution in a cost and time efficient manner.

EQUIPMENT & FIXTURES

Coordination of the order and timely delivery and installation of any required equipment, fixtures, fittings.

Project Variables

The Remodel Project Management costing excludes any charges related to access to architect fees, permitting fees (expeditor charges where necessary), GC/construction cost, equipment, and travel.

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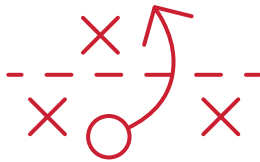




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Development **Strategy**

Growth focused brands with a limited presence within the United States or Canada, and those struggling to reach their expansion goals, are likely in need of an experienced external resource. BDG works with organizations to either establish an overall development strategy or assess and refine their current one through a 2-3-month consultancy engagement.

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Our Approach

An initial assessment, including a series of high-level interviews with a selection of corporate and franchisee resources, allows BDG to gain an understanding of the necessary focus areas. The full Development Strategy service delivers consultancy against each of the following areas:

I. GOALS

- Growth targets (unit count) sales/profit targets at unit level
- Determination as to proportion of growth from corporate vs. franchisee units
- Prioritization of goals

II. RESOURCES

- Organizational structure
- Development team resources (internal/external) & structure
- Training tools & resources
- Ideal franchisee profile (size, experience..)
- Current franchisee base
- Franchisee recruitment strategy
- Data and tools (tracking & analytical)

III. ASSETS

- Building Concept(s)
- Ideal site characteristics
- Real estate strategy

IV. FINANCIALS

- Build cost
- P&L – current & ideal
- ROI
- Incentives

V. GEOGRAPHIC TARGETING

- Identification and assessment of current high value consumers
- Identification of incremental high value consumer geographies
- Alignment to current/future franchisees
- Prioritization & pacing for recruitment and new builds

VI. AGREEMENTS

- Franchise agreement
- Remodel obligations
- Closure restrictions
- New build rights/restrictions
- Fee/lease restrictions
- Data collection/sharing
- Development agreements by franchisee

VII. PROCESSES

- Franchisee approval
- Franchisee ongoing support/guidance
- New site approval
- Design/layout approval
- Closure approval
- Status tracking & forecasting

Project Variables

The Initial assessment determines any incremental data and tools necessary to establish targeting elements of the strategy. Full access to resources and materials is required upon engagement to complete the consultancy agreement.

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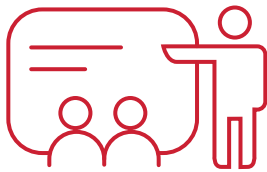




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Seminar **Series**

BDG not only supports the real estate, retail, and restaurant industries, BDG also wants others to benefit from the knowledge we have garnered along the way.

To this end, BDG runs two online seminars one for franchisors looking to improve their franchisee/franchisor relationships and a second catering to both franchisees and franchisors providing a base understanding of the overall development process.

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Our Approach

BDG seminars allow your team to benefit from our experience in a format and class size best suited to your needs.

'FRANCHISEE ENGAGEMENT'

These seminars explore the keys to success in driving unit growth through franchisor/franchisee relationships. A potential application is to bring an organization together to pivot towards being a 'franchisee focused growth engine'.

½ Day — Full Day

'DEVELOPMENT PROCESS'

These seminars provide insights into the key elements of the complete development process from market planning to store opening. A potential application is to establish regular two-day seminars to educate your new franchisees in your specific development processes, thereby setting them up for success as they initiate their journey.

1 Day — 2 Day

Content Customization

Each of these seminars can be extended and customized to include specifics of any organization. Engagement with a brand representative and provision of brand specific materials is critical.

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