

FRANCHISE FRUCOSOL ECOLIMPIEZA

We would like to thank you the interest in our company asking for more information.

FRUCOSOL wants to show you a pioneer idea within the franchise world, an idea we have developed thanks to our experience and “know how” we have got in our more than 20 years we are in the market. We have a qualified team and a continuous development to know the needs of the sector is one of our main characteristics.

FRUCOSOL has got a new business concept and a new distribution concept, so we could be considered the best business option.

Our aim is to cover the National and International areas with a net of dealers that may carry out a **FRUCOSOL** Exploitation in their places.

We invite you to read carefully the following file and arrange an appointment to visit our headquarters in Calahorra, La Rioja (Spain) where we will show you our way of working and enhance the information you may need without any problem.

We look forward to hearing from you soon,

Regards,



Expanding Department

FRUCOSOL

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I. INTRODUCTION

The following file studies the development's viability of an exploitation of machines MC 1000, mod. MC 500 and the cleaner detergent DK-6, based on renting it to the Horeca establishments (hotel, restaurant and catering sector).

The Franchise FRUCOSOL ECOLIMPIEZA consists of renting the machines MC-1000 or MC-500 to the end user, that is, hotels, restaurants, catering and similar. The Franchisee will charge a monthly fee in exchange for the maintenance of the machine.

Nowadays, FRUCOSOL could be the perfect investment and business opportunity for those **people who want to manage their own company**, and for those **investors who look for profitability**.

The CLEANING field is a **crisis-resistant sector** that hasn't been affected by the economic fluctuation.

The FRUCOSOL concept is simple. We think, as almost everybody else, that the owner of any business pays more attention and care to the customer's needs than any employee. Then, our main interest is that the Franchisee becomes a person in constant training and advisement so he/she could feel the support of a great brand. This help will be also supported by the presence in the most important National and International Trade Fairs of Food service and catering equipment.

II. WHAT IS FRUCOSOL ECOLIMPIEZA?

A Franchise is a system of business cooperation whose objective is to get several ESTRATEGIC ADVANTAGES in dimension, management, productivity and costs. A Franchise involves a compromise for both sides: franchisor and franchisee, and both of them will get benefits.

Our franchise consists of a new cleaning and disinfection system for horeca business kitchens that the franchisee will rent together with a maintenance monthly service.

This cleaning system will help you to improve the hygiene in your kitchen and save time and money, as your costs of staff, hot water and cleaning products will be decreased, and it is a good friend that will help you to fulfil the Hygiene and Disinfection Rules. As well, the end user will enjoy the advantages of renting instead of purchasing.

III. LEGAL PATTERN

FRUCOSOL will concede an exclusivity license for the commercial exploitation of the different Utility Models, Patents and Industrial Designs for the machines named "Decarboniser MC-1000 and MC-500 " and the detergent they use "DK6". In this way, the franchisee will be the only legal dealer of these machines in the area it is set in any agreement.

The Franchise Identification Number (**NIFRA**) is **2009185217276 F**.

IV. TECHNICAL CHARACTERISTICS

Decarboniser model MC-1000 (Attachment 1)

Working temperature: 60 - 80 °C

Capacity: 280 litres

Weight: 90 Kg.

Voltage: 230-50 Hz

Decarboniser model MC-500 (Attachment 2)

Working temperature: 60 - 80 °C

Capacity: 110 litres

Weight: 60 Kg.

Voltage: 230-50 Hz

Utility model conceded by the Spanish Patents and Brands Office.

Detergent DK-6

CHEMICAL AND PHYSICAL PROPERTIES

Physical State: Powder

Colour: White

Smell: Neutral

PH 10.5 - 10.8

No inflaming

Powder detergent with a high degreasing level.

It also has Invention and Mixed Brand Patent conceded by the Spanish Patents and Brands Office.

V. NEEDS WE WANT TO COVER

An image that represents the process of cleaning the tools is the following: one person scouring in the kitchen sink trying to remove the grease of the kitchen tools.

Using the FRUCOSOL decarboniser involves not only a time saving and a higher hygiene in the kitchens but also an important MONEY SAVING.

This is something it has to be done everyday and it doesn't matter how good the machines are as this task is still being made by hand, so we are losing time and effort.

Then, the models MC 1000 and MC 500, together the detergent DK-6, are a system that not only makes a boring system nobody wants to make but also it helps us to save a lot of money as we will see later on.

The MC-1000 and MC-500 are manufactured in bright stainless steel. You will only need to fill the machine with hot water, add the detergent and wait until the temperature of the machine reaches 70-75°C. It is efficient against the grease and other types of dirty and at the same time is not dangerous for the skin. You will have the machine ready for a whole month 24 hours a day (Attachment 3).

Summing up, with a small investment and a suitable training commercial and technical course our franchisee will become businessmen, with the support of a company like Frucosol that could offer support and service to their franchisee.

VI. NEWS AND COMPARATIVE ADVANTAGES

It is clear we are dealing with a new Franchise if we take into account it is based on equipment exploitation; indeed, we are the first Spanish brand in franchising this type of business. And with regard to the product we are franchising, Frucosol is the owner of different Industrial Properties Titles conceded the by the Patents and Brands Office.

Abut this sector, Frucosol is manufacturing food service equipment since 1991. Then, we have been able to see, know and check its evolution since then. Indeed, this idea has arisen from our experience with customers and friends, so it is a question that we have developed to cover real necessities.

The main advantage for our franchisee is the hardly existence of competence in the market.

By other hand, our cleaning system has some characteristics that customers demand:

- As we know, the areas where we find the highest quantity of horeca business (hotels, restaurants,...) are places with the least offer of water resources. This is why we have developed a cleaning system that respects the environment as it employs a non corrosive detergent, and it is able to save more than 90.000 litres of water in some kitchens. We are compromised with the improvements in the use of water, the savings policy and the search of alternative supplying sources whenever they are based on accepted Technologies from an environmental point of view, taking into account the importance given by the end users to matters that have to do with the sustainability.
- FRUCOSOL proposes to rent the machines instead of selling it because there are many advantages for the end user, and it is easier they invest something in this way in their business. In this way, as they pay a monthly fee, the maintenance of the machine is carried out for sure, and they don't have to suffer huge investments so they can be quiet from the economic point of view. From the treasury point of view, the renting costs can be considered as exploitation costs. Finally, the machines we are offering are developed with the last technology and ready to work.
- By other hand, we have to take into account that the life of the tools we clean with scourers and cleaning products is much shorter than the one we get using our system, so the costs of buying those tools will be decreased too.

- We will remove completely all the bacteria with our cleaning system.
- Besides helping you with the hygienic standards, the machine will help you with other rules such as: Directive 93/43/CEE, the Plan APPCC, the Rule 852/2004, of 29th April of 2004, The Rule 853/2004, of 29th April of 2004, the Decree 1420/2006, of 1st December of 2006, the Decree 3484/2000, of 29th December of 2000, RD 2817 / 83, the ISO 2000, the ISO 22000 and the ISO 14001, the Decree 305/1996, of 23rd December, about Security and Protection measures against fires in tourist establishments, and finally the Rule CEE 2073/2005

VII. REQUIREMENTS FOR THE FRANCHISEE

ESTABLISHMENT:

You won't need a commercial local (with the costs it would involve) to develop this Franchise as you don't need to show or store the machines. Frucosol will give you the option to send the machines when you need it.

WORKERS:

Frucosol Ecolimpieza is thought for 2 different types of people: for one hand the great investor who prefers to hire some to handle the franchise, and for the other the small investor who takes to work it.

In both cases, just one person could be enough as only one is needed to manage an exploitation of about 100 and 200 units.

FRANCHISEE APTITUDES:

The franchisee must be pleasant with customers and a person with commercial aptitudes as the biggest part of the success will depend on his/hr capacity to treat the customers. We will provide you all the tools and commercial arguments you are going to need.

VIII. CUSTOMERS AND COMPETENCE

The demand for these machines is increasing as it is a field that hasn't been exploited yet, that is, there is no much competence.

The main customers we have to focus our attention to are hotels, restaurants, juice shops, caterings, hospitals, schools, caterings, coffee shops, geriatrics, colleges, military centres, Spare parts cleaning companies, industrial Kitchens and so on...

The organization system of Frucosol is to provide the Franchisee with the exclusivity in one zone. In this way, the franchisee can increase his/her income continuously.

IX. COMMERCIAL PLAN AND COMMERCIAL OBJECTIVES

The commercial objective of the franchisee will be to install the machines of the exploitation.

Then the main task at the very beginning will consist of visiting several establishments of hostelry in a way they can know the product and get the offer to rent it.

In this first step we will focus our attention 100% in this commercial task and the objective will be to install about 3 machines every week. In this way, in a 2 months period, we could have the exploitation 100% operative.

Once we have installed the machines, we will pay more attention to the machines we have put than to the commercial task.

In any case, although our commercial task is lower and lower, it is very important to try to get new customers, so we could employ two or three days every week to get it. Besides, once we have some customers, we will get some others more easily due to the attraction of our cleaning system will have in friends, competence and so on.

So summing up, the main marketing strategy will be:

- Informative visits to direct managers (or the person in charge)
- To use the experience of some customers as selling argument.
- Visit to Public and Private Institutions where you could get important agreements with Hotels Chains, Local Centers, Associations ...

You will count with the Frucosol support to begin and develop this business. As our main objective is a professional customer, we must get the franchisee professional. In our course training we will show you some commercial techniques and technical training about the machines, its service and maintenance. Then, the commercial task should not be a limit for the Franchisee as Frucosol will help you in any moment.

X. MAINTENANCE PLAN AND SERVICE

The commercial task is the main job of the franchisee, but we mustn't forget the maintenance and after sales service they have to provide with their customers, and the reason of the monthly fee.

The maintenance consists of visiting the establishments where we have the machines once every month. Then, we will have to empty and clean the tank with water, fill it again, and pour the DK-6 inside (the quantity will vary depending on the model of decarboniser).

The best way to contact with the customer is with a conversation with them and his/her workers in order to check if they have any doubt or comment, and give the answers to possible questions (something for which Frucosol would have trained) For any doubt you will have our support.

XI. FRUCOSOL SUPPORT

The reason of the success of this system is the fact that covers the necessities many companies have. It allows the franchisee to join a strong group, with economic resources and then get advantage of our brand, the National and International marketing, advices...something it will help you to be successful in this business or at least to have more opportunities than trying it alone.

We will go with you in the future challenges:

- Guide to the customer to know and understand their needs.
- Agility to be adapted to possible changes and be ahead of requests.

We focus our attention to the quality and continuous improvement to look for the profit for both sides.

FRUCOSOL will put at your service:

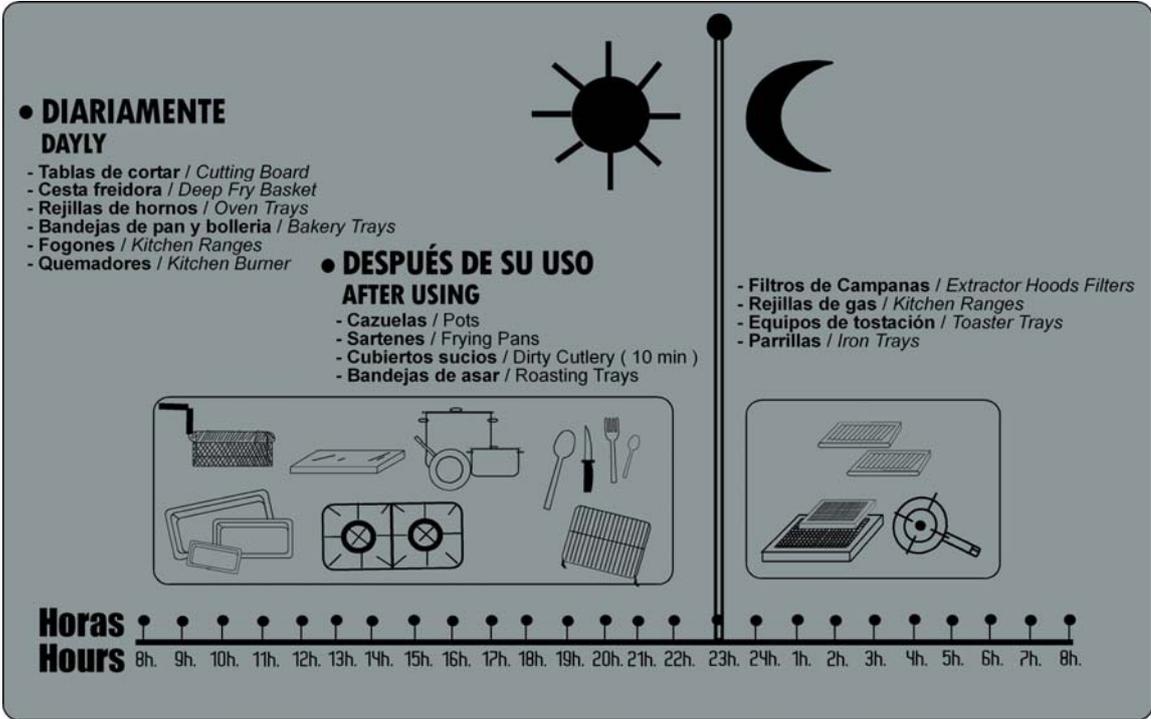
- Training course in our warehouse in Calahorra with hotel and expenses.
- We will provide you with an e-mail address, on-line shop, and a laptop with the main tools to develop Frucosol Ecolimpieza.
- As well, all our customers will have an After Sales phone to solve any possible doubt.
- Catalogues, brochures, technical files, visiting cards, stickers, posters, etc. (Attachment 4).
- Advertising we get from our presence in National and International Exhibitions (Attachment 5).
- Our products are approved with most important National and International certifications: The

European Rules and Conformity Declaration  and the Quality and Electrical Security

Certificate 

- We are part of the most important associations within this sector: Spanish Federation of Food Service and Catering Equipment Manufacturers  ; Spanish Export Manufacturers of Food Service and Catering Equipment Association  ; and European Federation of Catering Equipment Manufacturing .

ATTACHMENT 3: APPROXIMATE CLEANING TIMES



ATTACHMENT 4: TOOLS LIST

34 units model MC-1000 (it can be mixed with MC-500)

On-line shop.

E-mail address within the server franquicia-frucosol.com

Option to sell other **Frucosol** products (according to a Clause in the Agreement).

Laptop with the main tools to develop the business.

Visiting cards: 500 units

General catalogue: 100 units.

Technical files: 400 units of MC-1000 and 400 units of MC-500.

Frucosol folders to give the information and budgets: 400 units.

Frucosol envelopes: 1.000 units

Hotel for 2 people during the Training Course** in Calahorra.

Expenses during the Course.

Stickers in the vehicle.

Standard Agreements to carry out the activity.

Help of a salesman

National and International Advertising in Exhibitions of Food service Equipment and Franchises.

*(**)The training course will consist of:*

- Technical information about the machines MC-1000 and MC-500.
- Ways of selling it.
- Computer Training.

ATTACHMENT 5: EXHIBITION LIST

ALIMENTARIA Y HOSTELCO Barcelona

GOURMETS Y HOREQ - Madrid

HOSTELEQUIP - Málaga

GULF FOOD - Dubai

FHA - Chicago

HOREXPO - Lisboa

HOST - Milán

SIF & CO - Valencia

EXPOFRANQUICIA - Madrid

Franchise ExpoParis - París

**TO GET THE FINANCIAL PLAN AND ECONOMICAL
DETAILS PLEASE CONTACT US**

CENTRAL WAREHOUSE:

POL. IND. TEJERÍAS NORTE C/ SAN LÁZARO S/N

26500. CALAHORRA. LA RIOJA

PH. + 34 941 147 653

FAX. +34 941 148 519

info@franquicia-frucosol.com

www.franquicia-frucosol.com

MODELO MC-500



MC-500

ELIMINADOR DE GRASAS
DECARBONISER



www.eliminadordegrasas.com

CARACTERÍSTICAS

Sistema que termina con el duro trabajo de eliminar la grasa y la suciedad de todos sus utensilios de cocina (filtros, bandejas, sartenes, cacerolas...) En todos los establecimientos normalmente una o dos veces al día deben enfrentarse al fregadero con agua caliente, los estropajos y los lavavajillas. Con el eliminador de grasas reducirá el tiempo empleado en esta tarea, así como el gasto en mano de obra, agua caliente y productos de limpieza. Además, gracias a este sistema, usted podrá garantizar una higiene eficaz, ya que la temperatura de trabajo de la máquina asegura la muerte de todas las bacterias. A la vez usted estará alargando la vida de sus utensilios de cocina.

El MC-500 está fabricado en acero inoxidable. Únicamente deberá llenar la máquina con agua caliente y cerrarla. Dejar que el agua alcance la temperatura de 60-80 °C y una vez alcanzada agregar el detergente DK-6. Eficaz contra la grasa y otros tipos de suciedad al mismo tiempo inocuo para la piel. Cuando el detergente se disuelva usted tendrá lista la máquina para un mes completo de uso.

Gracias a su pequeño tamaño, MC-500 es ideal para pequeños establecimientos donde cada noche haya una cita frente al fregadero.

CHARACTERISTICS

This is a system that will finish with the hard job of removing the grease and dirty of all your kitchen tools (filters, trays, frying pans,pans...) In every establishment it is usual to be in front of the kitchen sink with hot water, scourers and dishwasher once or twice a day. With the grease remover the time you usually employ in this task as well as the costs in manpower, hot water, and clearing products will decrease. Besides thanks to this system you will be able to guarantee an efficient hygiene because due to the working temperature of the machine you will be sure of the death of all the bacteria; at the same time you will enhance the life of all your kitchens tools.

The MC-500 is made of stainless steel. The only thing you will have to do is to fill the machine with hot water and close it. Then the water will reach a temperature of 60-80 °C; at this moment you have to add the detergent DK-6 that is efficient against the grease and other types of dirty but at the same time inoffensive for the skin. Once the detergent is dissolved you will have the machine ready for the next month.

Thanks to its reduced dimensions, MC-500 is suitable for small establishment, where every night someone be in front of a kitchen sink.

FABRICAMOS SOLUCIONES PROVIDING SOLUTIONS

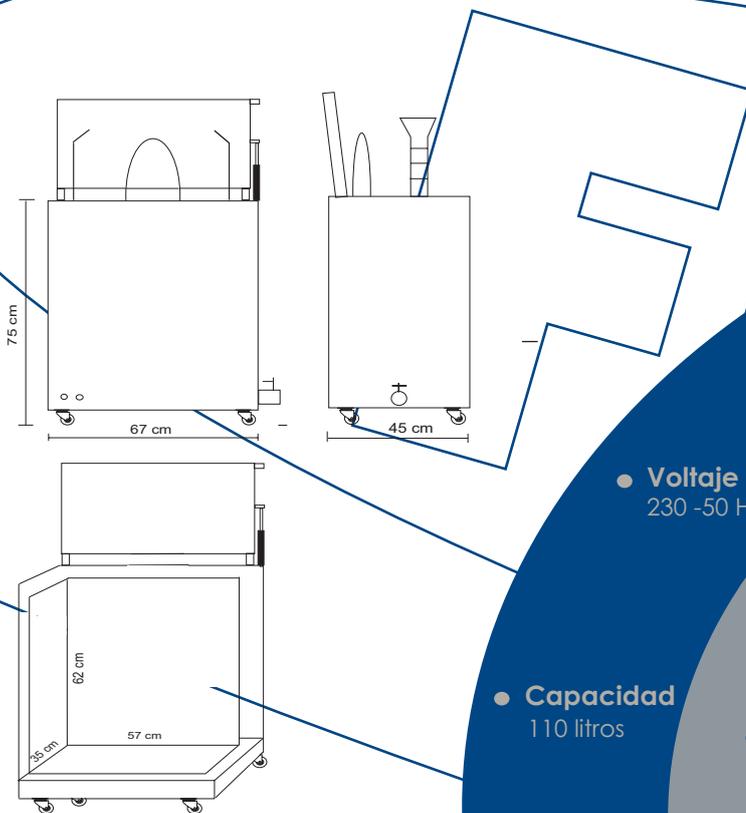
FRUCOSOL

P. Tejerías Norte C/ San Lázaro, s/n.
26500. Calahorra (La Rioja) España

Tel. +34.941.147 653 /136 009

Fax. +34.941.148 519

frucosol@frucosol.com



- Consumo 630 w
- Temperatura de trabajo 60-80 °C
- Consumption 630 w
- Working temperature 60-80 °C
- Voltaje 230 -50 Hz
- Voltage 230 -50 Hz
- Capacidad 110 litros
- Capacity 110 liters
- Peso 60 Kg
- Weight 60 Kg

MC-500

MODELO MC-500

MODELO MC-1000



MC-1000

ELIMINADOR DE GRASAS

GREASE REMOVER





CARACTERÍSTICAS

Sistema que termina con el duro trabajo de eliminar la grasa y la suciedad de todos sus utensilios de cocina (filtros, bandejas, sartenes, cacerolas...) En todos los establecimientos normalmente una o dos veces al día deben enfrentarse al fregadero con agua caliente, los estropajos y los lavavajillas. Con el eliminador de grasas reducirá el tiempo empleado en esta tarea, así como el gasto en mano de obra, agua caliente y productos de limpieza. Además, gracias a este sistema, usted podrá garantizar una higiene eficaz, ya que la temperatura de trabajo de la máquina asegura la muerte de todas las bacterias. A la vez usted estará alargando la vida de sus utensilios de cocina.

Este sistema resulta adecuado para cualquier establecimiento: grandes restaurantes, pizzerías, asadores, restaurantes de comida rápida, hoteles... cualquier sitio donde cada noche haya una cita frente al fregadero.

El MC-1000 está fabricado en acero inoxidable. Únicamente deberá llenar la máquina con agua caliente y cerrarla. Dejar que el agua alcance la temperatura de 60-80 °C y una vez alcanzada agregar el detergente DK-6. Eficaz contra la grasa y otros tipos de suciedad al mismo tiempo inocuo para la piel. Cuando el detergente se disuelva usted tendrá lista la máquina para un mes completo de uso.

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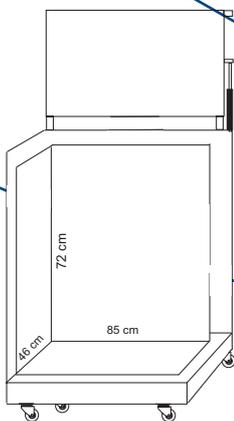
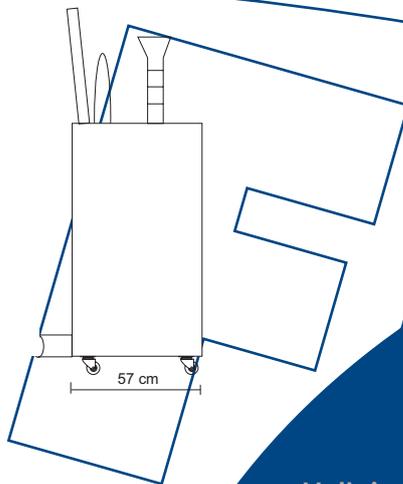
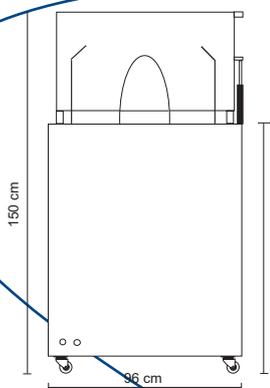
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This system is suitable for any establishment: great restaurants, pizza's shop, grills, buffets, hotels... any place where every night someone be in front of a kitchen sink.

The MC-1000 is made of stainless steel. The only thing you will have to do is to fill the machine with hot water and close it. Then the water will reach a temperature of 60-80 °C; at this moment you have to add the detergent DK-6 that is efficient against the grease and other types of dirty but at the same time inoffensive for the skin. Once the detergent is dissolved you will have the machine ready for the next month.

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- Consumo 1800 W
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MC-1000

MODELO MC-1000