

If we were Chuck E

HOW WOULD WE FIND AN IDEAL FRANCHISEE

for rapid expansion throughout Turkey

A strategic initiative of:
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"IF WE WERE CHUCK E" DISCLAIMER

In order to understand how our research team should approach finding the right franchise partner for Chuck E Cheese's, our team decided to immerse themselves into the brand. We thought along the lines of "If we were Chuck E, then what would we do to find a franchisee in Turkey".

When creating this presentation, we used images of the Chuck E mascot to explain our strategy. By including the Chuck E mascot in our presentation, we are not (in any manner) disrespecting the Chuck E Cheese's brand, nor are we trying to violate any copyright issues.



If we were Chuck E...

EXECUTIVE SEARCH APPROACH TO FINDING A FRANCHISEE

Since working with a franchise broker (existing) is not yielding the desired results in Turkey, then maybe we should pivot and adopt an executive search approach to produce a better list of short-listed candidates who can carry our brand.

If we were Chuck E...

TRAITS WE WILL LOOK FOR IN A FRANCHISEE:

- Who understands kids' entertainment, and technotainment (to attract teens)
- Who is a tactical thinker, and understands how to capture market share in a growing market
- Who understands value creation in competitive markets (promo offers, customer satisfaction, frequency of re-visits)
- Who understands emotion-based marketing to increase stickiness, and bring new customers into the fold





If we were Chuck E...

HOW WOULD WE CREATE A FRANCHISEE TALENT PIPELINE

- Initiate an awareness campaign to highlight the franchise's financial viability
- Engage with Istanbul Chamber of Commerce to identify potential franchisees
- Engage with family offices (special focus on those who have an existing F&B portfolio)

If we were Chuck E...

SHOWCASE THE BRAND'S ROCKSTAR ALLURE & THE ROI

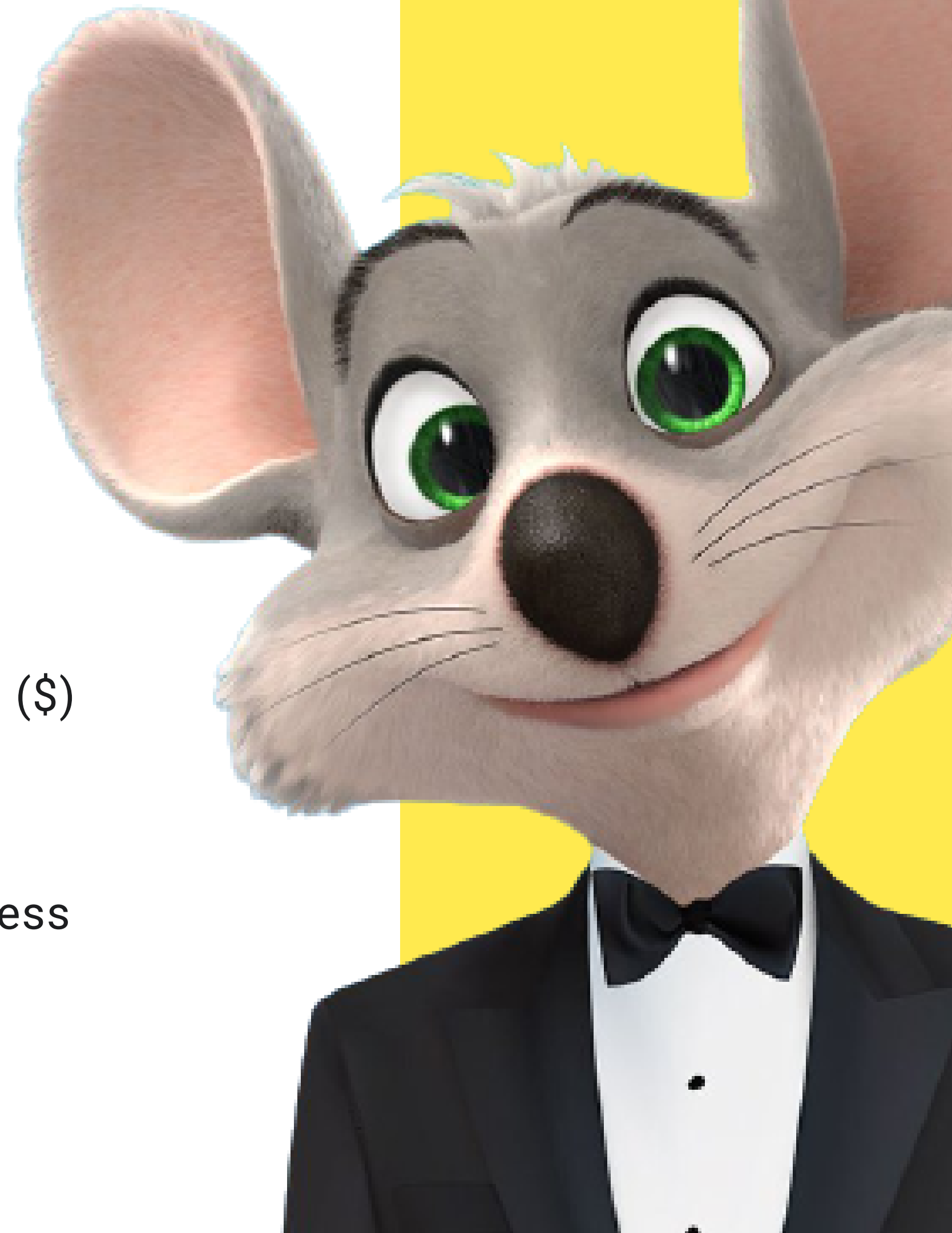
- Collectively host and entertain short-listed franchisees (to trigger FOMO and competitiveness amongst bidders)
- Showcase the potential of the brand and its impact on the community (leading TO ROI)
- Highlight the financial potential from the venture, and offer the opportunity to become a master franchisee for national expansion



If we were Chuck E...

ASSESSMENT & DUE DILIGENCE ON SHORTLISTED CANDIDATES:

- Request shortlisted candidates to sign an expression of interest, and put down a token (\$) to express their seriousness
- Conduct due diligence on the shortlisted candidates' financial standing and their access to capital (how liquid are they)



If we were Chuck E...

**FACILITATE
INTRODUCTIONS
OF SHORTLISTED
CANDIDATES WITH
CEC HEAD OFFICE**





IN CASE YOU WANT TO DISCUSS THIS FURTHER

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