



# FREQUENTLY ASKED QUESTIONS

## What is Tropical Sno Shave Ice?

Unlike a snow cone, shave ice is not ground ice. Instead it is light, fluffy snow. The resulting product literally melts in your mouth. Our ice shavers shave the ice so fine that the flavour is absorbed into the ice, rather than settling to the bottom of the cup.

## What makes Tropical Sno #1?

We would like to tell you it is the wonderful ownership, solid distributors, great licensees and these indeed make a difference, but to be perfectly honest it's our brand and flavours associated with our brand. The two are so inextricably linked that it is impossible to separate them.

## What kind of experience do I need to become a Tropical Sno Licensee?

We are looking for self-empowered people who have an entrepreneurial spirit, who are looking for a business to better themselves and to feel good about themselves, to make more money and to be successful.

## Is Tropical Sno a franchise?

No. We don't charge any royalties or collect any ongoing fees, we make our money just like you, selling product. We're not in the business of controlling your every move. We want you to be free to use some of your own ideas and develop your own business policies.

## Do I get an exclusive area?

No. We need as many locations as the market will support. The more locations we have the more familiar the public will become with our name, logo and product. Name, logo and product recognition will ultimately make every licensee more successful. It is up to our company to determine how many locations any one market place will sustain.

## Are there any agreements I have to sign?

Yes, each Licensee is required to sign a License Agreement. The License Agreement is simple; it gives you permission to use our name and logo as long as you use our flavours and cups exclusively.

## How much does it cost to open a Tropical Sno Business?

The cost to open a Tropical Sno Business varies depending on the type of location you want to open. You can buy a SnoCart package for as little as \$21,990 +GST or our exclusive multi functional Trailer package for \$36,990 +GST.

## What steps are involved with becoming a Tropical Sno Licensee?

There are a few steps that each person needs to follow to finally get their business up and running. However, the first step is to register to be a Licensee. To do this you will need to complete the Licensee Registration Form included in this information package, and forward it to us.

## What type of training and support do you offer?

We want our Licensees to be successful and because of that we work with our Licensees on ways to make their business a success. We offer training at our support office or we offer training at the new Licensee location. We also provide our Licensees with a training video.

## Can I purchase Tropical Sno flavours if I'm not a Tropical Sno Licensee?

No. Our brand is the engine that drives our business. By becoming a Tropical Sno licensee you associate yourself with the most widely recognized brand in the shave ice industry.

## Do I have to use the Tropical Sno printed cups?

Yes. A successful branding program is based on the concept of singularity. By using our branded cups you will create in the mind of the consumer the perception that there is no product on the market quite like Tropical Sno. The printed cups also give our product a higher perceived value so you can charge a higher price.