

The background of the cover features a dark, moody aesthetic with wisps of white smoke or steam rising from the bottom and swirling upwards. The VW logo and the word 'CANADA' are prominently displayed in the center in a bold, white, sans-serif font. Below this, the text 'CANADA FRANCHISE INFORMATION' is centered between two thin white horizontal lines. At the bottom, the year '2024' is written in a large, bold, white font.

# VW CANADA

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CANADA FRANCHISE INFORMATION

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**2024**

# VAPE WORLD CANADA

The next generation of world class vape stores.

At Vape World Canada, we thrive on doing things differently. From the breath-taking, upscale design of our stores, to world class and easy to understand operating systems. Our goal is to grow by giving each and every customer the best possible experience, pricing, and service in the industry. We don't just care about selling products, we care about giving our clients the best possible experience.

We don't focus on sales and market trends or what we can do to make a quick buck, we care about our customers and their experience with a Vape World store. We commit to take the time to learn about each and every person who comes into our stores so that our customers leave with the right products for THEM, and not just the industry trend of the month. Our stores will always operate with honesty, transparency, and only sell products that are "above board" and compliant with local regulations.

Our mission goes beyond simply selling vapes. We take great care to give our customers an experience they will never forget when they walk into a Vape World Canada store. We take the time to learn the products in our stores to an extent that allows us to provide our customers with in depth information to help them select the best products.

## Are you ideal for a Vape World Canada Franchise?

We're looking for entrepreneurs with a strong work ethic, who embrace the growing vape industry. You should be competitive, charismatic, approachable and professional. A solid understanding of vape products is a plus, but not mandatory – we'll provide the training needed to become an expert.

# Why invest in a franchise opportunity with Vape World Canada?

Vape World Canada is perfectly poised for development with the right investor. Our unique system provides a competitive advantage that will set you apart from other stores in your area and make you the “ must stop shop “ location for all vape needs.

A proven business plan designed to help licensees achieve their goals. We will help you thrive with the proper support. Including;

- Ability to open a new, world class store in approximately 30 - 60 days with proven systems in place to make your store a success from opening day
- High Average Unit Volume - profit margins that will make you money
- Well-defined real estate guidelines - you will have confidence that your location and lease agreement are rock solid! We're committed to your long term growth and success.
- Brand Power - Stand out from your competition with our nationally recognized brand.
- Promotional offers that make your life easy! Made for you promotional materials that makes advertising effortless, with great deals that will pull customers into your store!
- *Social media presence, and marketing support - training in how to build social media channels that will set you apart from your competition!* Templates on products, vape product tips troubleshooting videos that will help your customers feel comfortable and at home with your staff.
- Personal relationships with suppliers - take advantage of Vape Worlds buying power and preferred rates and promotions under the Vape World network.
- Our team is committed to building profitable businesses - we commit to seeing you succeed! With you as our partner, we seek to build a network of profitable vape stores across Canada!
- Training programs and operating systems - Hit the ground running when you open your stores with the most advanced and proven operating system.
- Loyal customers - Our customers come back time and time again because of our great service, product knowledge, and aesthetically pleasing stores.

## Why choose Vape World?

From the moment you become a Franchise Partner, we'll provide the tools, training, and support you need to build a successful business.

How many products do you need for a successful opening and to run a successful store? What kinds of products do you need? Don't worry, we've got it figured out!

Strategic target marketing - spend your marketing dollars effectively in an industry with so many restrictions. We'll help you navigate the waters without wasting money and making costly mistakes. We've taken the time to figure out marketing strategies with the highest return on investment so you don't have to.

Modern store design – We have the strategy to build an aesthetically pleasing store that your customers will be wowed over! Get used to hearing “this is the nicest vape store ive ever seen” and “your store is stunning” on a regular basis. We've figured out how to build a store that will stand out, in a time and cost effective manner.

Simplified ordering system - ordering and maintaining stock can often be the most intimidating part of running a business. With our advanced systems, we'll help you stock effectively, and take the difficulty out of ordering and stocking your store!

Social media monitoring- know what people are saying and how to use this information to grow your business and your clientele.

Guidelines to create the perfect retail store for your community - Understanding and support with provincial laws and regulations.

World Class Support - We'll help you grow your business into a world class business by being by your side every step of the way.

Training & Support - All franchise partners go through comprehensive, on-site training with experts from all areas of the business. Shadow all aspects of the business in store so you feel comfortable and confident in every area of the vape business.

Ongoing support from head office, and regular communication with the area manager ensures you always have someone to turn to for assistance.

## Vision and Mission?

Vape World Canada exists to set the standard of a vape store experience. We bring our customers and communities the best brands at the lowest prices, honest and expert advice on all of our products, and experiences/events that will create memories that last a lifetime. We are committed to transparency in information, quality in our products, and results for our customers.



## Q and A with The Founders - Evan Tozer and Kevin Kellerman

What was your motivation to start Vape World Canada?

Vape World was founded with a focus on building a breathtaking stand out store. Excellence in customer service and honesty in our recommendations to customers is a must!. We help our customers select the best products for their needs at the lowest prices in Canada.

Where do you want to take your company?

Vape World has the team, the leadership, and the culture to become the leading vape store chain across Canada.

Our network of owners are amongst the hardest working and most passionate individuals in the industry.

Vape World attracts and retains excellent staff due to our high standards. Simply put, people want to work in a clean upscale store.

Our people are the key to our success, and adding the right owner on top of our industry leading branding, marketing, and culture can create an energy and atmosphere that customers love to be a part of.

## Investment who we're looking for

In addition to the financial investment, we've found that personalities, skill sets and knowledge achieve success with Vape World. You're an ideal Franchise Partner if you are:

- Passionate about the vape industry
- Actively involved in the success of the business
- An investor with a proven track record in business ownership
- Committed to working in the local community
- Skilled in business and marketing
- A strong communicator with effective selling skills
- Aligned with the Vape World model and procedures
- A team player how sees the value of working together

## FAQs

1. Do I need previous experience owning a franchise or business to become a Franchise Partner?

Answer: No

2. Can I own multiple franchise locations?

Answer: Yes

3. How long does it take to open once I sign the agreement?

Answer: Some factors such as finding the location, local business licensing and your build out time vary.

4. Does Vape World offer financing?

Answer: No

5. How do I find out more information?

Answer: Get in contact with us as we are more than happy to answer any of your questions.

6. What cash vs loan is required?

Answer: That is completely dependent on your personnel situation.

7. Will I be required to travel for training?

Answer: Yes, some initial travel to do our in house training and then we will be with you at your store every step of the way during your buildout and help you get the doors open. That includes, POS entry of all products and product set up in the display cases.

The very first Vape World opened in Lake Country, BC in 2023 with the goal of providing quality vapes while educating and engaging with our customers. Since then, we have opened new stores across Western Canada.

