

Teddy Donuts International Concept



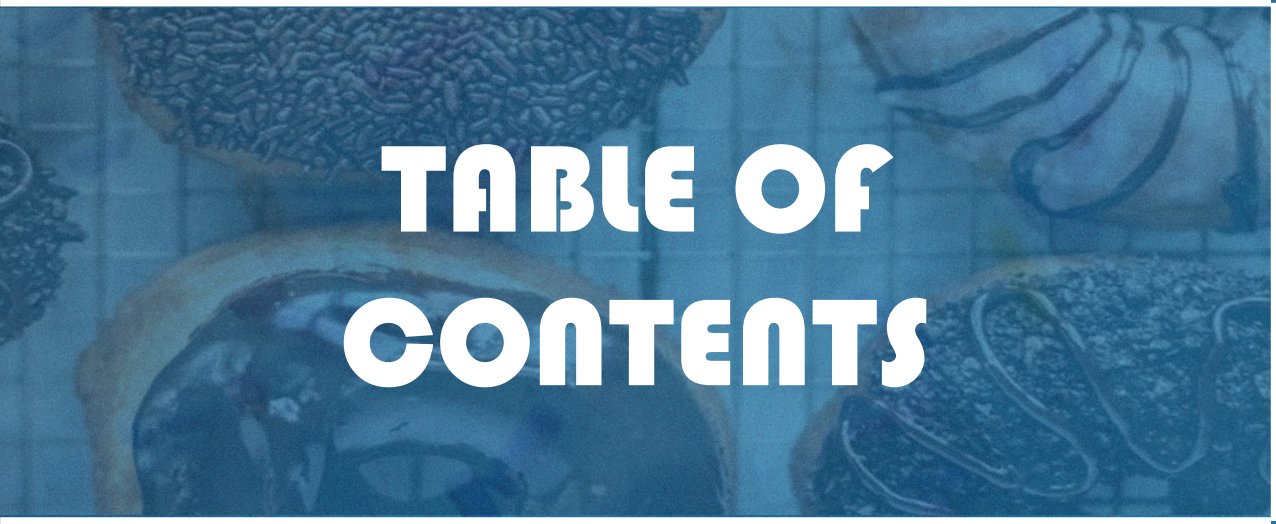


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I  Teddy



Our Story

Teddy Donuts has enjoyed tremendous success and has built a strong following over the past years with our has built a strong following over the past years with our “Warm, Delicious & Made-to-Order®” concept.

Teddy Donuts first opened in Virginia, in the United States. What started as a fun concept has now turned into a world known, award-winning brand and a product that has everyone smiling!





About Us

NAME: Teddy Donuts.

BIRTH DATE: 2021.

BIRTH LOCATION: Virginia.

VISION: To serve warm, edible ring of
happiness around the global.



About Us

Location operational in the Quter Banks

2021

Corporate headquarter established in Mechanicsburg, PA

2021

Expand Menu with rollout of the OBX Donuts Breakfast Sandwich line

2021

Launched online ordering

2021

Opened the first shipping container shop

Reached 150K loyalty program member

2022

First store in Quter Banks

2021

First franchised location opens in Williamsburg, VA

2021

Teddy Donuts University Launches at flagship store in Mechanicsburg, PA

2021

Westward expansion Begins with the opening of stores in TX AND CA

2022

Launched loyalty program

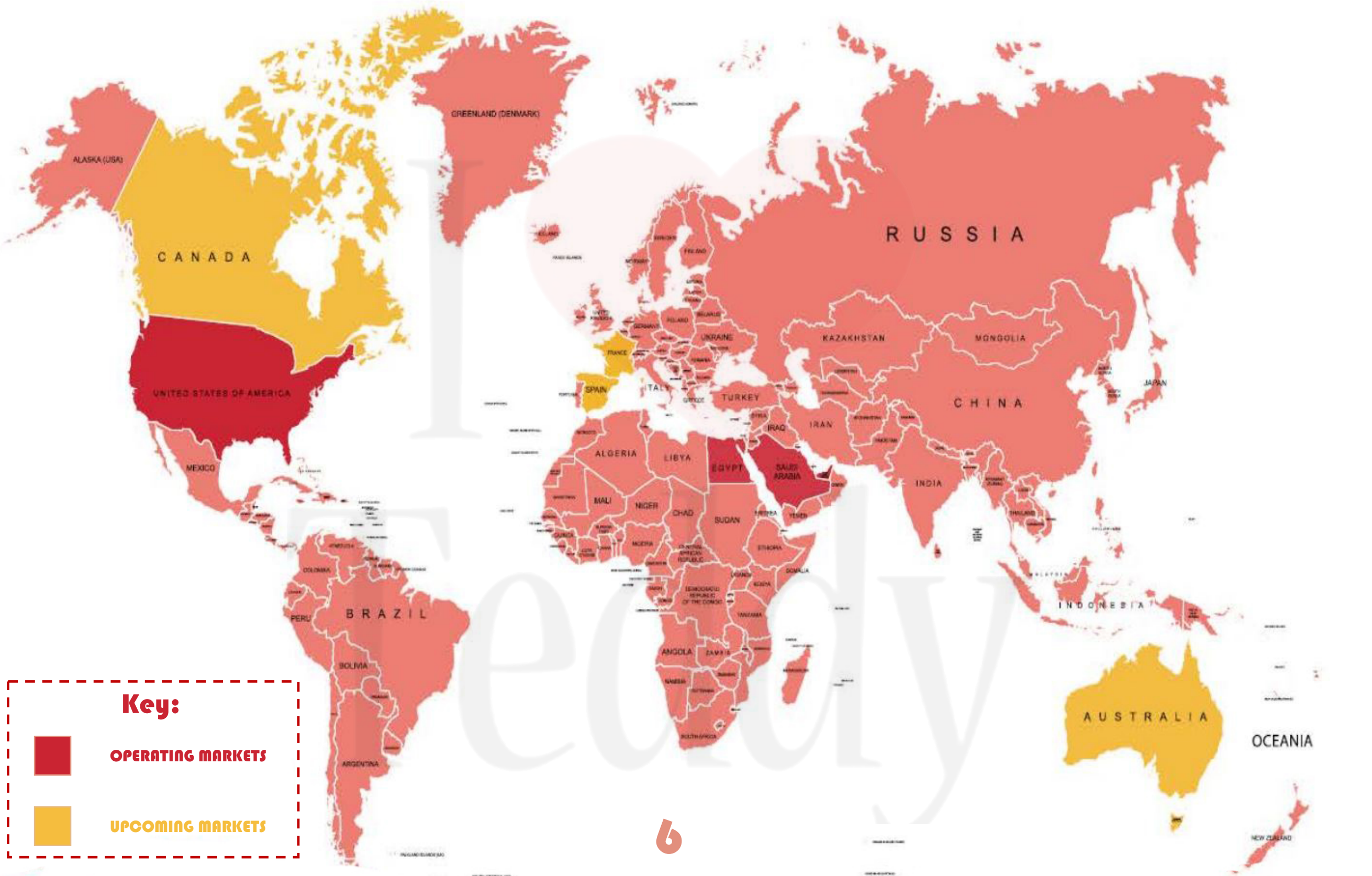
2022

Opened in 2 new countries

Executive management team established

Online ordering launches

About Us



Key:

-  OPERATING MARKETS
-  UPCOMING MARKETS

About Us

VISION

**TO SERVE A WARM, EDIBLE RING OF
HAPPINESS AROUND THE GLOBE.**

MISSION

**TO DELIVER SMILES AND WARM,
DELICIOUS AND MADE-TO-ORDER
DONUTS CREATED
JUST THE WAY YOU LIKE.**





Teddy Donuts core values

WHAT WE STAND BEHIND DAILY

Delight

We are passionate about delivering happiness to our guests with our unique experience, customer service and superior products.

Family

We emphasize a welcoming, family-friendly culture that allows our guests to create their own memories and traditions.
This is our family serving yours and we want you to come back.

Innovation

We are confident in our commitment to excellence in our growth strategy and new product development to ensure our brand stays relevant and meets the needs of our loyal guests.

Transparency

Our open approach to making donuts also translates to being respectful, honest and responsive to guests.

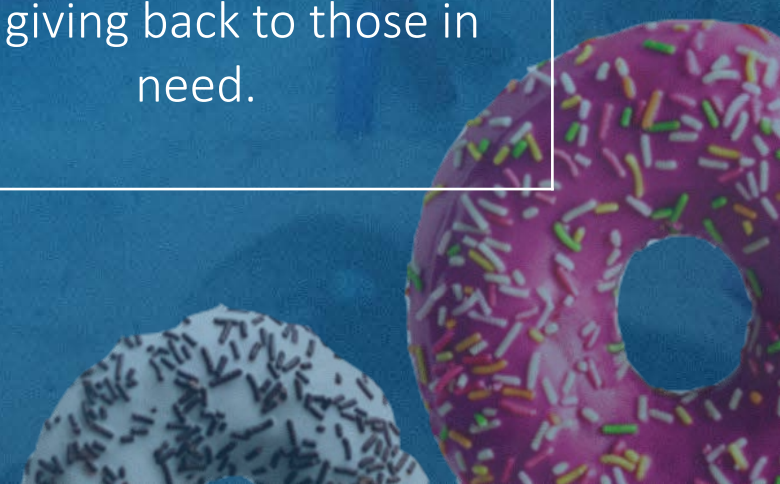
Consistency

WE HOLD OURSELVES ACCOUNTABLE TO THE STANDARDS we have established by striving to provide a consistent product and experience throughout all of our locations.

Community

We believe in integrating ourselves with the local communities we serve by being supportive neighbors and giving back to those in need.

About Us





The Teddy Donuts Experience

At Teddy Donuts®, we're all about warm, delicious and made-to-order donuts. We believe that each ring should be made fresh when you walk through the door. We believe that coatings should be dipped, drizzled and topped just the way you like them, every time. We believe in choices. A Teddyzillion to be exact.



HOW DO OUR CUSTOMERS DESCRIBE US?

WARM

FRESH

AMAZING

DELICIOUS

CUSTOM



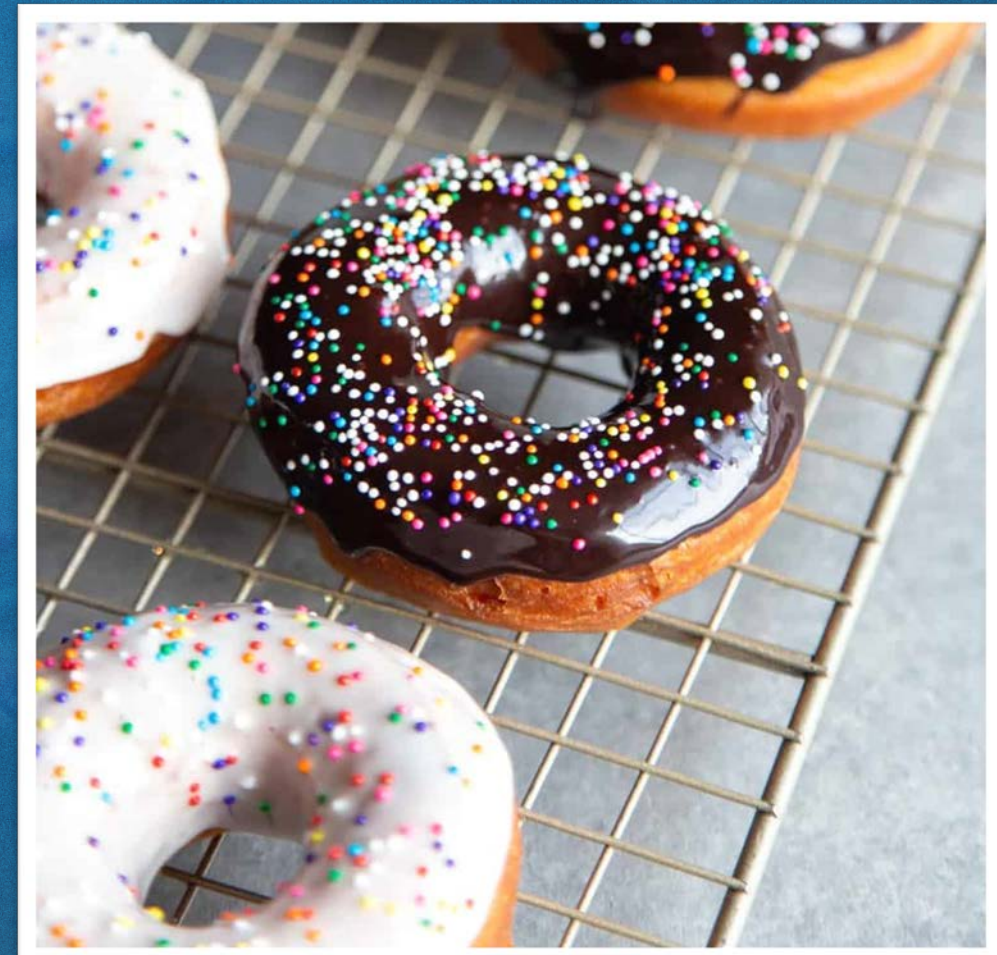
WHO WE ATTRACT?

DEMOGRAPHICS

- Adults under 55.
- Families with children.

PSYCHOGRAPHIC DESIRES

- TO be a good parent.
- For comfort food.
- For a reward.



TARGET AUDIENCES



FAMILIES

Especially moms with kids who are busy and on the go, looking for convenience.

MILLENNIAL SNACKERS (24-39)

Typical students who are flavor-seekers:
Experience, taste & variety.

OFFICE HERO

Looking to bring something unique and convenient to the workplace.



DIGITAL MARKETING

- Country specific.
- List data management service.
- Email.
- Digital advertising & SEM/SEO



SOCIAL MEDIA

- Country-wide pages assigned across all platforms.
- Social media advertising.
- Assets, content, creative and strategy shared.
- Social influencers.



PUBLIC RELATIONS

- PR- Strategy Support.
- Templates for press releases.
- Talking points.
- Media training.
- Crisis communication.



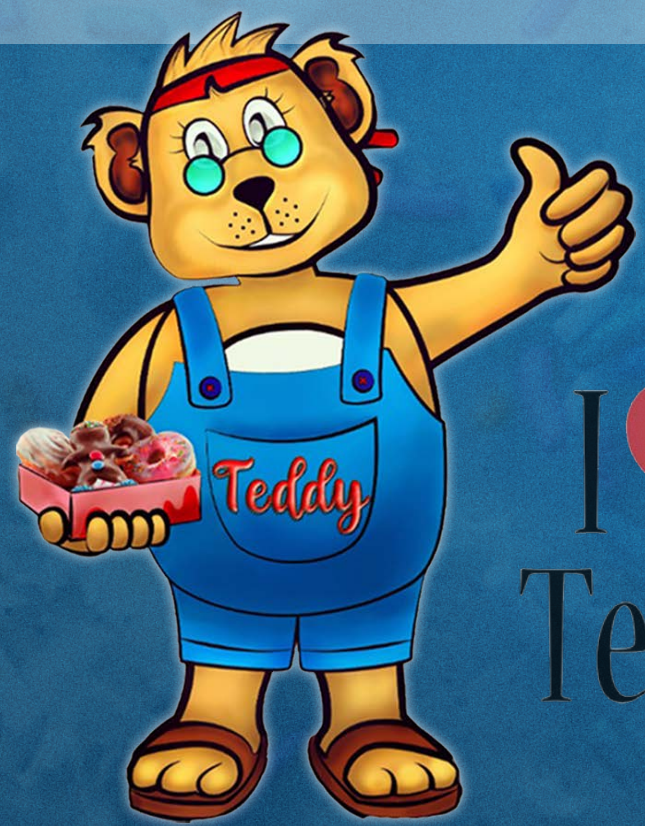
OUR FRANCHISE PROGRAM

- Initial Development Fee
- Multiple year agreement
- Agreed on Development Schedule
- Sub franchise option depending on market
- Monthly Royalty fee
- Initial and ongoing training





APPROACH



I ♥
Teddy

Warm, Delicious
Made to Order

Our Story

We love to create donuts, deliver smiles, and sprinkle happiness!

At Teddy Donuts®, we're all about warm, delicious and made-to-order donuts. We believe that each ring should be made fresh when client walk through the door. We believe that coatings should be dipped, drizzled and topped just the way you like them, every time. We believe in choices. A teddyzillion to be exact. So why not experiment with a delicious marriage of various tastes Donuts & tradition Donuts Sandwiches helps make foreign tastes feel less strange. Unique, On-Brand Combination, Convenient, Fast, Casual Different cuisine, different culture gathered in one place without losing American IDENTITY. is... premium yet accessible, direct & approachable lets clients discover the difference

FEEL GOOD DOING IT... OUR DONUT SHOP IS PROUD TO BE A PART OF EVERY COMMUNITY!





MOOD

**Warm, Delicious
Made to Order**

BRAND THEME

OUR GOAL

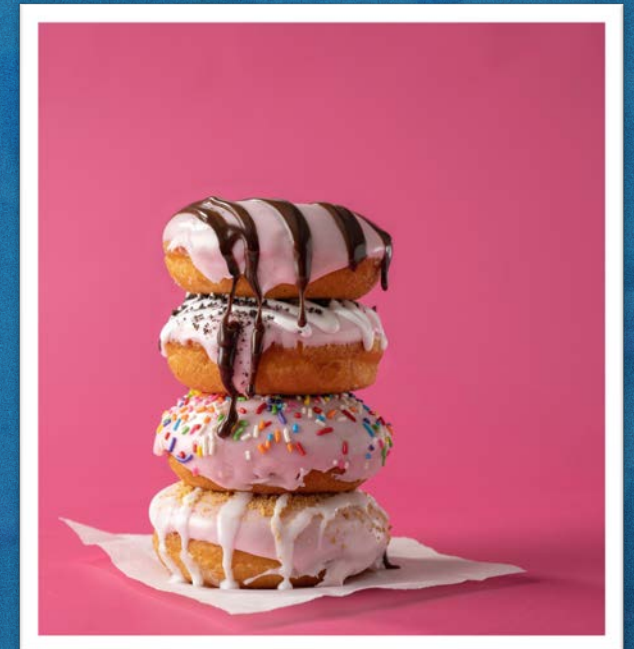
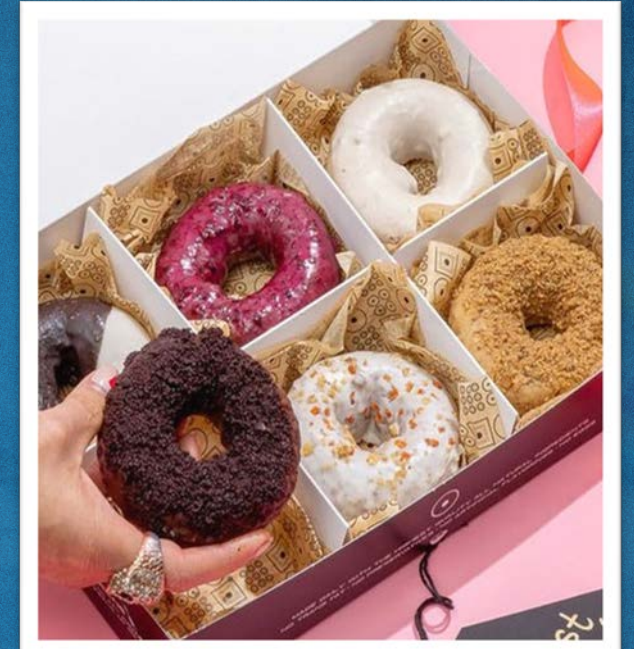
The pure joy of donuts.

BRAND FILTERS

- Warm.
- Delicious.
- Amazing.
- Fresh.
- Custom.

PERSONALITY

- Playful.
- Caring.
- Creative.
- Positive.



MOOD

Exclusivity of space through colors & shades

Creating anticipation, new spaces inside the same space, adding a new dimension to the space through shades and partitions allows the space to be sophisticated and used successfully for friends donuts break as well as for snakes. The space opens and becomes transparent as required and shrink and becomes individual as required.



Functional still
modern atmosphere

A unique mélange of modern approach of exclusive service, Teddy Donuts sets to take the market by storm, both in terms of offering tastes donuts & American tradition Sandwiches. The new concept is set to become a donuts like no other. Life Music, signature tastes. A very sophisticated touch for a fusion culture seldomly done to give another level of donuts approach.



CONCEPT

A DONUT BRAND FOUNDED BY A DONUT EXPERT

Teddy Donuts culture includes the people, language, and lifestyle surrounding and this is where BRINGS PEOPLE TOGETHER in a light-filled, airy place to meet, work, eat, and chill.

WARM, INVITING spaces with delicious, well made-to-order donuts, and an UPLIFTING vibe..

Expertly Donut in an inviting, UPLIFTING space

The main concept of the store is to integrate donut lovers feelings in a different way of life style and hanging out.

Each store evokes donut emotions of the particular fusion. These fusions are all around our guests and

represented in the simplicity of the geometry of the patterns, albeit their complexity of display hence

making the store always vibrant and re-discoverable.



CONCEPT



... Really good Donut, Great service & Excellent Space

When opening its doors, **Teddy Donuts** will become International's largest home-grown Donut store with millions dedicated customers.

Our mission and philosophy is simple, at **Teddy Donuts** we want to provide: Good donuts, Great Service and Excellent place, in welcoming, relaxing surrounds, a place to enrich contemporary lifestyles, and most of all, to be the natural response to

“Where will I meet you?”

Our Purpose

At **Teddy Donuts** we aim to make your experience a memorable one. Our energy and love for donuts is undeniable from the moment you take your first step. Along with our excellent donuts, our simple thought-out menu comprises of American tradition donates & more.



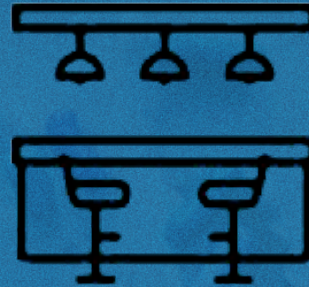
CONCEPT

Our Promise

At **Teddy Donuts** we promise to provide:



Excellent Donuts, Great Service



A welcoming relaxed meeting place
enriching contemporary lifestyle.



The answer to
“Where will I meet you?”



CONCEPT

Design Approach

At



we are unique in our design and approach to make your store is where you love to be.

Its all about Donuts ...

CONCEPT





STORES

FORMATS



STORES



STORES



STORES



STORES

30



CONTAINERS

This architectural rendering shows a two-story building for a donut store. The ground floor features a drive-in window with a sign that says "DRIVE IN" and a "CASHIER" window. The second floor has a rooftop patio with several tables, chairs, and white umbrellas. A large sign on the second floor depicts a cartoon bear character. The building is primarily white with blue and red accents.



STORES

This architectural rendering shows a donut store with a drive-in window and a rooftop patio. The drive-in window has a sign that says "PICK UP" and a large sign on the side featuring a cartoon bear character. The rooftop patio has tables, chairs, and white umbrellas. The building is primarily white with blue and red accents.





Container- option 1



Container- option 1



Container- option 1

THANK YOU

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