



Franchise Business Offers Sweet Opportunity for Entrepreneurs

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Twenty-year old cookie company announces unique business opportunity selling broad range of gourmet cookies, ice cream, gelato, sorbetto, branded gourmet coffees, pastries and desserts.

PR9.NET January 09, 2008 - Loveland, OH - As America's appetite for cookies, coffees and other dessert items continues to persist, these multi-billion dollar markets are creating various opportunities for businesses, investors and entrepreneurs. As a result, an Ohio-based franchiser has recently announced the launch of a new franchise model designed for small businesses across the country.

For more than twenty years, Blue Chip Cookies has been offering gourmet cookies made from scratch in its stores and is now offering franchise opportunities selling cookies, branded coffee drinks and ice cream and pastries. In some locations, there will be a café model offering sandwiches, salads and soups.

"We're excited about the launch of this new business opportunity," said Bob Heine, owner and director of franchise development for the company.

"Blue Chip Cookies is not just about cookies anymore. We've recently added other quality branded products, allowing our locations to benefit from multiple revenue streams," he added.

The company, which offers a solid support system for its franchisees, was recently approved by the U.S. Small Business Administration (SBA) to be listed in the Franchise Registry, which helps expedite loan processing for SBA financing.

"Our listing in the Franchise Registry is very significant. It will help facilitate the start-up process for our prospective franchisees," noted Heine.

With its new model, Blue Chip Cookies is offering three investment options: a single unit, multiple franchise stores and multi-unit development opportunities. Each option is accompanied with a community-based marketing approach, which the company asserts will be an important factor to a store's success.

"In this business, we understand that one size does not fit all. Pardon the pun, but we don't use a cookie-cutter approach. Marketing strategies are customized by region and for each individual store," noted Heine.

As an example, Heine cites the Blue Chip Champion Program, which is a communitybased marketing initiative. The goal is to immediately connect franchisees with their respective communities by recognizing "ordinary kids doing extraordinary things."

This program is a foundational block of our regional marketing program and will be a big factor to any successful Blue Chip Cookie franchise," said Heine.

Blue Chip Cookies is actively seeking community-oriented individuals who desire to operate their own business with the capacity to develop much wider territories.

For more information, including qualification requirements, please visit www.bluechipcookies.com or call 1-800-888-9866.

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About Blue Chip Cookies

We are Blue Chip Cookies, specializing in business cookie gifts, corporate cookie gifts, and gourmet cookies. We use the highest quality ingredients with no preservatives.

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