



Serendipity
SOY CANDLES

Franchise Process



Strike a match to show your interest

Let us know, and we'll get you started.



Discover the aroma of prosperity

Let's have a conversation and we'll answer your questions about your new, vibrant path. Of course, we want to know more about you, too!



Let Your Light Shine

We'll invite you to our headquarters to learn why Serendipity Soy Candles is such a great opportunity!



Review our Franchise Disclosure Document (FDD)

Once you see your bright future ahead, review our FDD and learn more about the opportunity and what to expect.



Arrange for financing

If needed, now it's time to arrange for financing for your new business.



You've got a green light for success!

We'll make it official and bring you onboard once you sign and return our Franchise Agreement (FA). Congratulations!



Wax On/Wax Off

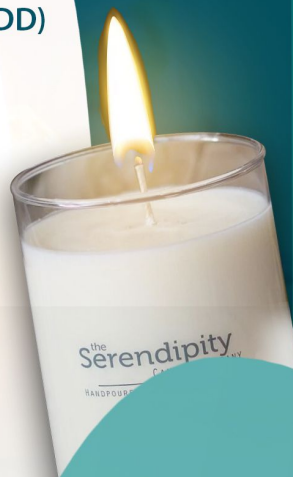
Time to start training! Your first phase of training will take place at a location of our choosing for yourself and up to two team members. We'll introduce you to our day-to-day onsite store operations, teach you our marketing techniques, and cover operational and administrative procedures.

The second training phase will be at your retail location as you open and get comfortable running your business.

The Spark Your Career Needs!

Starting on a new career path with Serendipity Soy Candles is more than random luck — it feels like the perfect opportunity at just the right time! It's our mission to create safer products at an affordable price for as many people as possible. Does that sound like a brand and franchise you'd be proud to represent? We sure are!

**DISCOVER
SOMETHING
BEAUTIFUL!**



About Us

Our journey to create toxin-free candles began years ago in the Bahamas.

The owner Jenn Ageeb worked to create and sell unique and locally sourced, all-natural items. During that same time, her mother's cancer diagnosis ignited her drive to find carcinogen-free alternatives to candle-making. The result was an affordably priced line of products she eventually brought home to Canada.

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OWNER
OPERATOR
PREFERRED.

Why is Serendipity Soy Candles the glowing choice for you?

- We've structured our model for simplicity and ease of operation.
- We provide a proven path to success for our franchise partners with over six years of retail experience in Canada, and more than ten locations.
- We are the only soy candle company offering franchising.
- We are a low cost-high margin business
- We stay on top of trends and customer needs to broaden appeal and ensure they come back often!
- We're more than just candles — our stores offer multiple revenue opportunities like candle-making events, classes, candle -making kits, soaps, and accessories!
- We're good for you — and the planet! We're all about keeping the bad stuff out of our candles and our customer's lives.
- Our catalogue of products and collections is **lit!**

Run the numbers!

- Initial investment of between \$125,000 to \$262,000, with the average cost being **\$193,000** which includes Real Estate Rent, Equipment, Insurance, Licenses & Permits etc.
- Franchise fee: \$30,000
- Royalty: 5% of gross sales
- Local Advertising: 2% of gross sales

What does it take to own a Serendipity Soy Candle franchise?

Strong sales and customer service abilities — A flair for sales is a great place to start!

Organisational skills — staffing, scheduling, and inventory management will still take some effort and experience.

- **High personal standards** — come prepared with the highest integrity and a commitment to excellence.

Our Promise to You

- An exclusive territory
- Beloved products and a business model with a potentially blazing ROI
- Initial and ongoing training.
- Established vendor accounts
- Marketing support

“ Serendipity: The effect by which one accidentally stumbles across something truly wonderful especially while looking for something truly unrelated. ”

Visit our website to learn more
serendipitysoycandlefranchise.com