

Franchise Funding Group, LLC Invests in Pet Food Company



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Franchise Funding Group
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CINCINNATI, May. 28, 2015 /PRNewswire-iReach/ -- The Franchise Funding Group, LLC (FFG) has invested in and partnered with Pet Wants, a successful pet food business based in Cincinnati, to help them develop a national franchise system.

FFG is an investment and franchise-development company located in Cincinnati and comprised of a group of investors and strategic partners helping entrepreneurs take their existing and profitable business concepts and scale them nationally as franchise systems. FFG's Advisory Board Members have collectively and successfully developed nearly a dozen national franchise systems as well as led some of the nation's most recognized brand-name franchise systems.

Pet Wants was founded in Cincinnati by Michele Hobbs in 2010. Pet Wants provides proprietary, fresh, all-natural pet



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food delivered to their customers through a retail store and a convenient, home-delivery service. In early 2015, Pet

Wants was looking to expand on a national basis through a franchising model, but lacked the franchising knowledge, processes, and additional funding required to build a national franchise system. That's where Franchise Funding Group came in to help.

After several meetings, mutual trust was firmly established, visions were aligned and an alliance was formed. Hobbs is now the president and majority owner of the newly formed national franchise system, Pet Wants Franchise System, LLC. The new franchise system will offer a very affordable Mobile Franchise Model (focused on home delivery only) as well as a Store Franchise Model (focused on both retail sales and home delivery). Pet Care is a huge industry and according to the American Pet Products Association, pet food and treats alone, is a \$22 billion industry in the U.S.

"Michele is such a passionate, energetic, caring, and make-it-happen entrepreneur. We are very excited to support her desire to grow her successful and profitable Pet Wants business on a national basis," FFG President Dan Murphy said. Murphy continued, "The new franchise system fulfills her dream of national expansion to help dogs and cats around the country live longer, healthier and happier lives. We helped her get the franchise system off the ground, but she owns it and runs the show. FFG provided her with funding, franchise development expertise, access to mission-critical legal and marketing services, lots of training, sales and support systems to model, and on-going strategic guidance."





Murphy added, "Think of Franchise Funding Group as Shark Tank but without the wildly popular TV show. We specialize in supporting the franchising dreams of those with a proven and profitable concept. For Pet Wants, we provided them with more than \$150,000 in services, hundreds of hours in training and support, project funding, marketing expertise, and access to our proven systems/processes for a minority stake in her new franchise system. And, just as important, we function as her on-going strategic advisers and partners."

Hobbs is very thankful she decided to partner with The Franchise Funding Group.

"Franchise Funding Group was the critical missing piece of my expansion puzzle. They are very sharp people and were the total solution and answer to my question of 'How do I franchise my business?' They were the investors and strategic partners I needed to confidently enter the franchising industry. They gave me clarity, confidence, and the right capabilities to succeed as a franchisor," Hobbs said.

Hobbs added, "The FFG Advisory Board Members know franchising inside and out, each one has their unique abilities and specialization, and collectively they have launched numerous successful franchise systems. I had great faith in their 'been there, done that' expertise and proven processes for all the legal, marketing, training and support functions I needed to learn, replicate and implement as a new franchisor. It's amazing how they provided me with everything I needed to know and do. They work like a world-class orchestra in supporting me. I could never have done this – especially in less than six months - without them."

Hobbs finished with, "It was an easy decision for me to partner with them. In order to scale nationally, most entrepreneurs like me need funding help and strategic partners to show the way. And besides, FFG put real skin and money in the game and are willing to share in the risks and the journey with me. They are truly invested in my success."

If you would like more information about the Franchise Funding Group or fill out a funding request form, visit www.FranchiseFundingGroup.com. To inquire about franchise opportunities in your area, contact Info@PetWants.com

About Franchise Funding Group: The Franchise Funding Group is dedicated to being investors and strategic partners in developing new franchise systems or helping to rescue small, struggling franchise systems. Our management team has collectively developed, launched and managed dozens of businesses, including numerous franchise systems recognized as No. 1 in their industry, producing thousands of franchises around the world. In short, we help turn good businesses into great franchise systems and transform business owners into effective and successful franchisors. www.FranchiseFundingGroup.com

About Pet Wants: Pet Wants was started by Michele Hobbs out of love for her pets and frustration. Veterinarians were unable to help relieve her dog's painful skin allergies. After doing much research, Michele discovered the national dog food brand she trusted was not fresh, not all-natural, and lacked sufficient nutrition...and when pet food sits in warehouses and store shelves for months and months... it loses even more nutritional value. She was committed to developing a better solution for all dogs and cats. Their food is exclusively crafted...fresh, healthy, slow-cooked, all natural, sugar-free, no fillers, and no animal by-products. They source only the best salmon, chicken, lamb, brown rice, and other ingredients. Fresh ingredients make for better food... and better health for pets. And since they never use corn, wheat, soy or dyes, the common pet health problems associated with these ingredients are no longer worries. Their fresh food is conveniently delivered to the customer within weeks of production, not months. Roughly half of Pet Wants products are sold through their store and half through their convenient, home-delivery program. You can learn more at www.PetWants.com.

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