

DOLLARSTORE LLC

Dollarstore is the franchisor of both Dollarstore and MY Dollarstore Master Franchise retail operations, and Master licenses for foreign countries.



Mission

The mission of Dollarstore is to be a preferred customer retail-shopping destination of single price general merchandise, providing excellent value while providing delightful shopping experiences. With respect to franchise operators, we are committed to developing the best retail franchise system in the dollar store industry and providing an excellent franchise investment for entrepreneurs around the world.

Unique Trade Assets

The following assets distinguish My Dollarstore's franchise system from other operations:

- Easily understood, memorable and trademarked Dollarstore logo
- Value for the Money store format
- Dollarstore confidential and proprietary business system
- Our retail store design and merchandising system
- Microsoft Windows based point of sales and store operating system tailored to the dollar store industry
- Our web based, 24-hour online wholesale catalog and information resource
- Strategic relationships with leading manufacturers, suppliers, and professional services firms
- Comprehensive professional training and ongoing support

"I cannot believe everything you have for one low single price, and how nice the stores are. I am on a budget so shopping here really helps."

*Shelly R.,
Dollarstore Customer*

Dollarstore offers both convenience and fantastic prices.

Strategic Alliances

US Dollarstore, LLC
US Dollarstore International LTD
US Dollarstore Inc
I T Retail
Jordana Cosmetic
Dollarstore Inc.
Bargain
Kole International
LA Color

Key Officers/Personnel

Rexx Mehta	CEO
Matt Dhillon	Chief Operation Officer
Rishi Mehta	President of International Operation
Richard Hart	Vice President, Information Tech
Jeffrey B. Wilhelm	Vice President, Store Operations
James Williams	Director of Business Development
Jose Villegas	Director of Wholesale division
Soumitra Belani	Supply Chain Management/Logistics
Guillermo Villas	International Operations
Ritesh Kumar	Research Coordinator

Corporate Office

2082 Business Center Drive, Irvine, CA 92612 USA

Voice 949.261.0653
International +1949.261.7488
E-mail contact@dollarstore.com
Website <https://dollarstore.com/>
www.usdollarstore.com
www.dollarstoreinternational.com
www.mydollarstore.com

A Hot Market Opportunity



Dollarstore serves a large and growing market: consumers that want great deals on basic household products without having to cut corners to get them. Dollar stores are one of the fastest growing segments of the retail industry, part of the \$500 billion-dollar market for everyday products in the United States

In fact, discount stores are one of the few retail categories that experienced sales growth during the latest recession. As of September 2021, Wal-Mart, Family Dollar, Dollar General, Costco, and Kohl's all reported solid same-store sales gains over the last year, while most non-discount stores had lower sales.

“Dollarstore are a fast-growing shopping phenomenon”

AC Neilson

My Dollarstore franchises have broad market appeal, offering shoppers a wide variety of quality products that are never over a fixed low price, along with nice stores and friendly customer service. According to A.C. Neilson 62% of all-American households shopped at a DollarStore in 2021. Customers come from all levels of society and income levels, including families, single adults, students, senior citizens, and children and teenagers. You are just as likely to see a Mercedes parked in front of our stores as a Ford. Just about anyone living near a Dollarstore franchise is a potential customer, and everyone can save money by shopping in one of our stores.

Shoppers appreciate DollarStore's clean, organized, and well-merchandised stores. Somewhere where they can take the kids, where they will find exclusive deals and unique items and always a smile and helping hand. DollarStore culture is based on trust and going the extra mile for the customer—values that we hold close, and shoppers respond to helping hand.

“All of the basic household products shoppers want are offered, including name brands, generics and closeouts.”



Our goal is to attract customers that are not only satisfied but delighted. All US Dollarstore franchise operators receive complete training in our business system so they can build a loyal and profitable customer base.

Dollarstore aisles, end caps and point of purchase displays are laid out to make shopping easy and move product. All fixtures, carts, baskets, and signage reflect Dollarstore’s brand identity and All-American values, while Point of Sale systems provide quick checkout and real-time sales reporting. In store ATMs provide a convenient source of cash for customers. All the basic household products shoppers want are offered, including name brands and generics. We will help you to select the best products and show you how to merchandise them to attract customers and optimize sales.

- | | |
|--------------------------------|------------------------|
| Food, candy and beverages | Health and beauty aids |
| Household Cleaning products | Gifts and novelties |
| Kitchenware and bath products | Paper products |
| Seasonal goods | Closeout specials |
| Party supplies and gift wrap | Greeting cards |
| Electrical products | Hardware |
| Automotive | School supplies |
| Stationery and office supplies | Toys and videos |
| Sunglasses | Apparel |

Franchise operators also take advantage of our Web-based online wholesale catalog, which means you’ll get exclusive access to the best deals on thousands of products, seasonal items and new merchandise day or night, whenever you want to shop. And our *Value Alert* e-mail service ensures that you will know about special buys and the latest items as soon as they are available.

When you stop to think about it, no one offers a better franchise opportunity in a hotter market. Dollarstore is a smarter way to shop, and a smarter franchise investment.

"...happy I made the decision to become a My DollarStore franchisee... I like to call them the Saks Fifth Avenue of dollar stores."

Ms. Trappier

"GREAT & TERRIFIC job... Dollarstore is the best-looking store in Texas!"

Mr. Shah



My Dollarstore Inc.
2021 Business Center Drive, Suite 102
Irvine, CA 92612

April 22, 2002

Attn.: Rex Mehta, CEO

Dear Rex,

I am writing this letter to let you know how happy I made the decision to connect with Dollarstore and become a My Dollarstore Franchisee. I spent a year before I made the decision investigating the different aspects of Corporate, Independent and Franchise owned Dollar stores. When I made the decision to invest in a franchise there was no competition. I chose My Dollarstore, because you offered what other franchise organizations could and would not do, you put yourself on the dotted line. Since I became a part of the-My Dollarstore family (that's what I call it), I know that my store was going to be a success before the doors opened. With the help of Rishi Mehta, Craig Smith, Soumitra and James Williams I don't have any anxieties about being on the other side of the country.

When I have a question regarding my inventory Rishi answers every call I make no matter what time of the day and I am 3 hours ahead. He has taught me how to invest in products that not only yield's the best profit but quality as well. The orders that I receive from him are not found in your typical Dollarstore, which is why My Dollarstore Franchisees are not typical, I like to call them the Saks Fifth Avenue of Dollar stores. Also, my customers continuously compliment us on the set up of our store, how neat and organized it is. When Rishi and Soumitra came to help us set up our inventory we jumped the gun and began arranging it improperly. Of course we had to take it down and do it correctly with a lot encouragement from Rishi. Even though you may not always understand at the moment why things are done a certain way, the monthly financial report explains it all. Soumitra was instrumental in installing our entire POS system and through a prior week's training at the home office I was able to begin operations quickly. Craig Smith has been extremely helpful in our day-to-day operations. When there is a problem he will fix it if it is too complicated for me or he will walk me through with edifying instructions. We have now been open almost six months and even though we have become versed in the POS system it is nice to know that they do not just leave you on your own but are there to lend support, a helping hand and a laugh or two.

James Williams has been instrumental in helping us to advertise correctly. I have seen several other dollar stores in the surrounding areas that have not been as successful due to improper advertising methods. I have even had them come in and see what we are doing to attract even their customers.

I am glad to have made not just a good business decision, but friendships that are priceless. Thank you for surrounding yourself with the kind of people you have. To know the leader and/or his company spend time with those he is surrounded by and you will see the total picture. We see is a masterpiece.

Sincerely,

Torrente and Darlene Trappier

P.s: Rishi your orders are beautiful but the latest one deserves standing ovation.



My Dollar Store
Rex Mehta
2021 Business Center Drive
Suite 102
Irvine, CA 92612

April 4, 2003

Dear Rex,

I want to personally write to you and to let you know, what a GREAT & TERRIFIC job that both Rishi and Soumitra have done when they were in Dallas!!

Rafiq's store is looking absolutely beautiful and gorgeous. Today is the first day that it has been opened. So far no marketing has been done. We have got flyers that our going out Wednesday in the newspaper and Rafiq will be delivering the flyers door-to-door this weekend. I will mail you pictures of the store shortly.

The selection for the merchandise that Rishi and your team did, was probably the best that one could get. We have had many many many compliments on both the set up, the layout, and the merchandise, by some of the dollar store guru's in the DFW area. This is probably the best looking store in Texas!! If there was a competition to be awarded between bronze, silver, and gold. I think Rishi would be awarded the **Diamond medal**.

We are aggressively showing the store to many many clients to have them sign Franchise agreements. I am taking several packages with me, that will have the Carrollton store photos in it with me next week to Washington. I am looking forward to making this a very profitable venture. We are streamlining our process and have obviously learned quite a bit from the last 3 locations that we have done.

Again, you are a very blessed father to have Rishi for your son and a very blessed businessman to have Soumitra on your team. They are the two most discipline, hard working, young men, I have met in a long time. They had worked long and hard hours without breaks, and probably without any meals. They are 120% dedicated to get the job done quickly. And they succeed with flying colors. We are all very proud of both of them and obviously know that we could not do with them.

Thanks,

Sargent Hussain

My Dollarstore name is recognized in over twenty-five countries for representing an exceptional value.

*Including:
California
Texas
Washington
Indiana
Wisconsin
Pennsylvania
New Jersey
North Carolina
Georgia
Florida
Greece
Philippines
Nigeria
Tunisia
India
Estonia
Mexico
Belgium
Kyrgyzstan
El Salvador
Vietnam*



My Dollarstore St Vincent



My Dollarstore Dominican Republic



My Dollarstore Republic Georgia



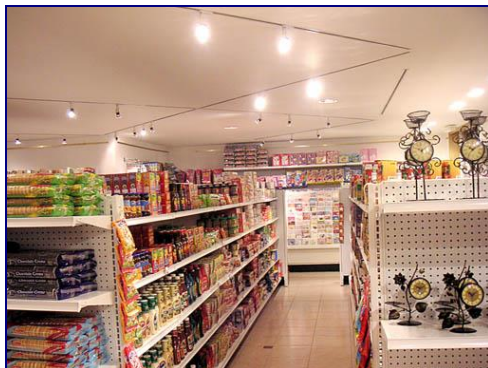
My Dollarstore India



MY Dollarstore Philippines



My DollarStore Aruba



My Dollarstore Belgium



My Dollarstore USA

We are There Every Step of The Way

"We promise to bring you the best possible franchise system."

*Rex Mehta
President*

As a My Dollar store operator, you will and support every With our complete system, you do not business or retail experience, just an spirit and the doing whatever is necessary to succeed. Our professionals will help you to select a good location, set up your store, open the doors and build a successful business.



franchise receive training step of the way. business need previous management enterprising commitment to

What You will Receive

Start-up Support

My Dollarstore franchisees receive comprehensive start- up support.

- Store set-up services
- 24/7 Web-based online wholesale catalog
- Store layout and design and plan-o-gram
- Custom designed fixtures and displays
- Custom sign, graphics, and merchandising
- Microsoft@ Windows@-based Point of Sale and management system tailored to the dollar store industry
- Customized merchandise mix & display for your store
- Initial training
- Complete turnkey operation



“Dollarstore is a one stop shop for consumers, and for a shopping trip, they get more for their money.”



Store Launch Support

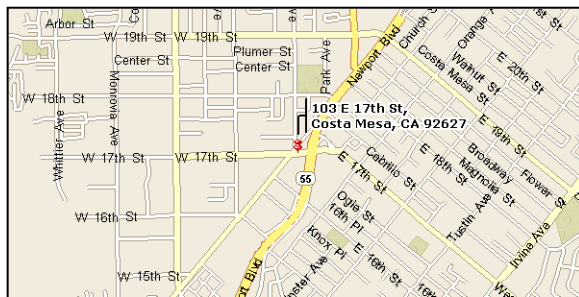
Our retail experts will provide guidance for both your soft-launch and grand opening to ensure that your first steps are solid ones.

- Soft-Launch
- Grand Opening

Ongoing Support

DollarStore's ongoing support will help you build a successful franchise operation.

- Training updates
- Access to Intranet resources
- 24/7 Web-based online wholesale catalog and purchase discounts through our strategic partner
- POS computer report analysis
- Marketing support
- Ongoing consultation



Real Estate

DollarStore's staff of professionals are ready to review your current site selections and advise you regarding general location parameters to assist you in your selection process.

Now storeowners will have easy ordering access to over 20,000 items from all over the world available from a sole source.



Store Setup

Our team will do everything for you, we will design the store, select the fixtures, layout merchandise aisles, select the right merchandise and order initial inventories, install POS systems and everything else you need to open the doors. We maintain strategic alliances with major national suppliers, so you know you are getting the best deal on the right products and there will be the least possible delay in getting started.

Training

My Dollarstore franchise operators are required to complete an initial training session either at our corporate headquarters located in Costa Mesa, California, or at their store location. Training includes classroom instruction by our retail experts as well as in-store training at a nearby US Dollarstore operation. You will learn everything you need to successfully open

And operate a US Dollarstore franchise.

- Store operations
- Personnel management
- Accounting
- Point of Sale systems
- Marketing
- Business management

When you complete the course, you will receive a *DollarStore Operations Manual* to refer to as needed. Regular updates to the *Manual* and access to our field representatives ensure that you will have the latest knowledge to manage and grow your business.

[Web-based Online Wholesale Catalog](#)

Franchise operators benefit from our Web-based online wholesale catalog, which features thousands of products, unique offers, seasonal items, and new products. It is easy to use, and you can order online anytime you want, day or night. And you will receive competitive prices and exclusive offers thanks to our strategic relationships with major suppliers.

The leading system for independent retailers by Microsoft, customized exclusively for US Dollarstore.



Point of Sale System

In today's competitive business environment, knowledge is power. Our Point of Sale (POS) system is tailored to the specific needs of the dollar store industry, giving you the knowledge, you need to manage your franchise and keep it profitable. Which products are flying off the shelves? What impact is promotion having?

How much are we improving on key measures? When are we the busiest?

Our POS/SOS (Store Operating System) computer is fully integrated into each item of the inventory database, which allows you to track every aspect of your store's performance. You will know the answers to these questions and more at the click of a mouse.

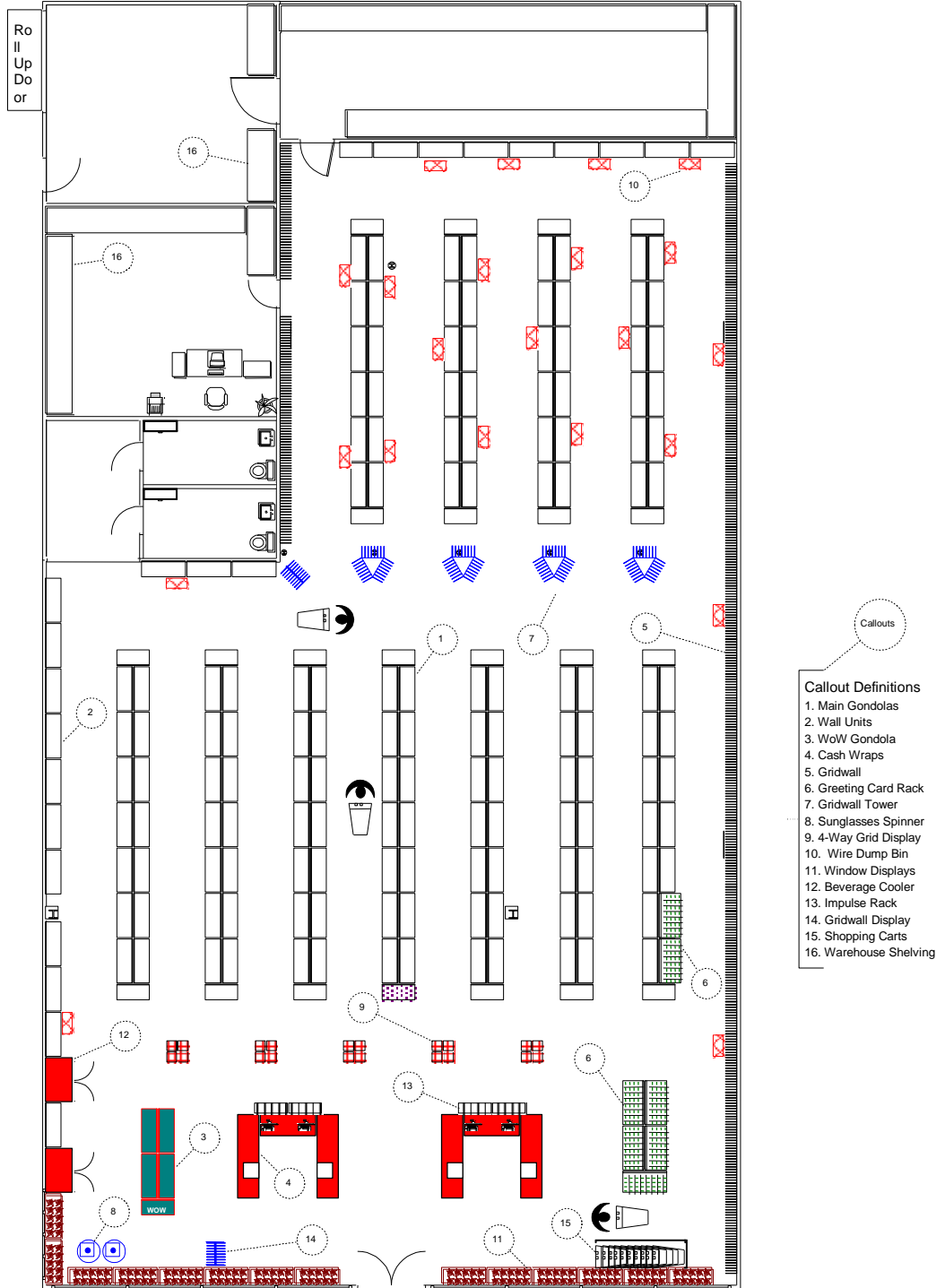
Our POS system is a complete Microsoft® Windows®-based solution, which means it is exceptionally dependable and powerful, yet easy to use. With fully integrated ATM and credit card funds transfer. Our partnership with MSS Global, the leader in retail POS software, means that you have a proven reporting solution you can count on.

Marketing Support

Dollarstore provides franchise operators with ongoing marketing support including marketing programs, exclusive offers on merchandise and advertising and promotion resources. We continually look for innovative programs, exclusive offers and strategic relationships that will give you even more of an edge in creating and keeping loyal customers.

Typical Layout

Each store is customized to provide the maximum utilization of space while providing an efficient traffic flow and optimize merchandising.



Store Layout

The Next Step



Your future awaits you.

For Franchising Worldwide:

US Dollarstore LLC. is continually seeking enthusiastic, motivated entrepreneurs with sound financial and business qualifications. If you have a desire to learn and grow, and want to enjoy the benefits of working within an exceptional franchise system, then contact

US Dollarstore LLC.

2082 Business Center Drive, Irvine, CA 92612 USA

Phone: 949-261-0653 Ext-101

International: 0019492617488

Toll Free in USA: 800-705-5277

E-mail: store@dollarstore.com