



FUELFox
FRANCHISE OPPORTUNITY

PERFECTING ON-SITE MOBILE FUELING: THE FUTURE AT YOUR DOORSTEP

DRIVE CHANGE, EMBRANCE
CONVENIENCE WITH FUELFox

BE THE FRANCHISE OF
TOMORROW, **TODAY!**



The background of the entire slide is a photograph of a red truck, likely a tanker or fuel truck, with a fueling nozzle visible. The truck is parked on a paved surface, and the scene is lit with warm, golden light, suggesting sunrise or sunset. The truck's body is a vibrant red, and the fueling nozzle is a metallic silver color. The overall composition is clean and professional, emphasizing the industrial nature of the fueling industry.

INTRODUCTION

THE DAWN OF A FUELING REVOLUTION

In today's fast-paced world, what was once considered a luxury has become a necessity: convenience.

As various industries pivot to meet modern demands and add value, traditional service models undergo reinvention. The fueling sector stands as a prime example. It is an antiquated industry ripe for disruption.

Gone are the days when refueling meant detours and waiting in line at gas stations. The future demands solutions that are efficient, innovative, and user-centric.

Introducing FuelFox, a trailblazer in on-site fueling solutions.

By bringing the gas station directly to your business, FuelFox isn't just meeting industry standards; it's setting them.

WELCOME TO THE NEXT CHAPTER IN FUELING, LED BY FUELFOX.

FUELFOX'S INVENTIVE APPROACH

The petroleum wholesaling sector, a cornerstone of the global economy, has't changed since the first gas station opened in 1913. However, with a US market valuation approaching \$928 billion, the unyielding demand for fuel is evident. As consumer behaviors evolve and technology progresses, so must the industry's delivery methods.

FuelFox is leading this transformative journey. Instead of expecting consumers to adjust to the industry, **FuelFox is reshaping the industry to cater to modern consumers.**

For those considering a franchise opportunity, partnering with FuelFox is an investment in the future of powering the global economy. With cutting-edge technology and a business model crafted for today's world, franchise owners are primed to tap into a market ripe with growth opportunities.



FuelFox is **more than a fuel delivery service**; it's a paradigm shift in speed, convenience, and innovation. In an industry on the brink of major change, FuelFox shines as a vision of the future.



INDUSTRY OVERVIEW AND INSIGHTS

The global fuel market is surging, with forecasts predicting a growth of \$276.4 billion by 2032. Riding alongside this trend is the booming on-demand economy, currently generating an impressive annual consumer spend of \$57.6 billion.

A closer look at on-site fueling uncovers a wealth of benefits:



Operational Efficiency:

On-site fueling can reclaim up to 62 hours annually per vehicle, translating to a 3% reduction in non-productive working hours.



Environmental Impact: Embracing these fuel delivery methods can play a pivotal role in reducing carbon emissions, contributing to a greener planet.



Business Productivity and Cost Savings:

Companies can leverage on-site fueling to enhance productivity and slash labor costs. An added boon is eliminating the need for on-site fuel storage tanks.



Customer Relations:

The sheer convenience of on-site fueling can significantly elevate customer satisfaction levels.



Safety and Reporting:

On-site fueling minimizes out-of-route miles, ensuring improved safety and reducing pumping time, amplifying productivity. Furthermore, businesses benefit from detailed, tailored to their specific operational needs.



Comprehensive Benefits: Beyond the obvious advantages, on-site fueling offers a holistic solution by reducing labor expenses, minimizing fleet downtime, cutting down out-of-route miles, and providing in-depth fuel usage tracking. Plus, it presents a safer alternative by mitigating the risks traditionally associated with fuel cards.

ADVANTAGES OF FRANCHISING

THE FUELFOX FRANCHISE ADVANTAGE

Here are the compelling advantages of venturing into the franchising world with FuelFox:

LEVERAGE

the tried-and-true on-site fueling model of FuelFox in a booming market.

JOIN

a brand-changing fuel delivery, gaining immediate trust.

START

your venture backed by a supportive, established brand.

HARNESS

FuelFox's marketing to amplify your local reach.

OPTIMIZE

costs with collective purchasing and enjoy the protections of FTC's franchising regulations.

For many budding entrepreneurs, it's the golden bridge between starting from scratch and stepping into a well-established operation.

TRUST

in FuelFox's dedication to safety and regulatory compliance.

STRATEGIZE

your growth with FuelFox's insights.

CONNECT

with a community of dedicated franchise owners for shared growth.

RECEIVE

comprehensive training tailored to FuelFox's service model.

WHAT SETS THE BRAND APART?



REDEFINING FUELING STANDARDS

In the realm of fueling solutions, FuelFox stands out.
Here's why:



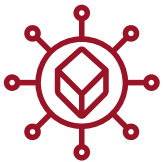
ECO-CONSCIOUS FUELING

FuelFox actively reduces vehicular emissions by bringing fuel directly to vehicles, championing a reduced carbon footprint and advocating for sustainable fueling practices.



EXCEPTIONAL CUSTOMER EXPERIENCES

Boasting a 99.99% service rate, FuelFox places paramount importance on customer satisfaction, building lasting relationships, understanding client needs, and ensuring impeccable service at every interaction.



STATE-OF-THE-ART TECHNOLOGY

Using proprietary RFID software and patented technology, FuelFox leads in technological innovation, offering businesses real-time data access for informed decision-making and enhancing their own operations.



SAFETY FIRST

For FuelFox, safety is a principle. Adhering to regulations set by FMCSA, ALEA, and NFPA, FuelFox provides safety with a modern fleet, equipped spill kits, surveillance cameras, and rigorous training programs for its ambassadors.



EFFICIENCY AND PRODUCTIVITY

FuelFox supercharges client productivity by providing timely on-site fueling, allowing drivers to concentrate on their primary responsibilities.



COMPETITIVE PRICING

FuelFox's pricing is based on OPIS AAA retail averages, with discounts for large fleets and transparent invoicing detailing every service aspect.

THE OPPORTUNITY: STEPS TO BECOMING A NEW OWNER

FuelFox has perfected fuel delivery concepts for the 21st century in the dynamic landscape of the fueling industry. But what does it take to join this movement?

FuelFox is a nationally respected name strategically positioned in a growing space. FuelFox is selective in its franchising approach. They seek partners who resonate with their vision, commitment, and entrepreneurial zeal.

With FuelFox, you're building an empire. It's an opportunity to assemble your team, chart your future, and stake your claim in a competitive domain.

FuelFox's Comprehensive Support

FuelFox stands by its franchise owners, offering exhaustive training and marketing assistance. Their approach ensures that every franchise owner has the tools and knowledge to succeed.



Receive in-depth training, both in-office and hands-on, to understand the customer-centric business model and approach to client relations. From setting up your business to outfitting your trucks, FuelFox provides guidance every step of the way.



Benefit from established relationships with national clients and suppliers, leveraging FuelFox's reputation for value and unparalleled service.



Get support in introducing your FuelFox business to potential clients, ensuring a successful launch and sustained growth.

YOUR JOURNEY TO FRANCHISE OWNERSHIP

- 1** Welcome Discussion and Franchise Program Overview
- 2** Discuss Specific Territory of Interest and Brand Overview
- 3** Discuss Finances and Franchise Investment
- 4** Detailed Discussion of Items in Franchise Disclosure Document
- 5** Founder's Call
- 6** Discovery Day, Meet the FuelFox Team
- 7** Franchise Awarded and Agreement Signed

**FRANCHISE OWNERSHIP MEANS
GOING INTO BUSINESS FOR
YOURSELF, BUT
NEVER BY YOURSELF.**

WHAT DOES IT TAKE TO BE A PART OF THE BRAND?

TERRITORIES AVAILABLE

FuelFox is on an ambitious expansion drive. While we have a footprint in cities like Birmingham, Charlotte, Memphis, and Nashville, our vision is to bring FuelFox to numerous other cities nationwide.

Aspiring franchise owners can take FuelFox's services to untapped markets, capitalizing on first-mover advantages. Specific territories of interest will be discussed during the initial franchise discussions.

INVESTMENT INFORMATION

Investing in a FuelFox franchise is about believing in a future-forward vision. Here's a detailed breakdown of the financial aspects:

INVESTMENT BASICS

Initial Franchise Fee:	\$75,000
Estimated Initial Investment:	\$130,300 - \$173,300
Royalties:	9% of Gross Profit
Local Marketing Requirements:	1% of Gross Profit
System Marketing Fund Requirements:	0.5% of Gross Profit
Technology Fee:	\$250 per Month
Billing, Supplier & Truck Lease Royalties:	8% of Gross Profit (optional)

This investment ensures you have the tools, technology, and support to successfully launch and run your FuelFox franchise.

THE IDEAL FUELFOX FRANCHISE OWNER

Proven Work History & Ethic:

A track record that showcases your dedication, hard work, and commitment to any task or business you've been a part of.

Strong Management & Leadership Skills:

The ability to lead a team, manage operations, and ensure that the brand's standards are always upheld.

Organized, Trustworthy, Dependable:

Traits essential for managing a business and ensuring customer satisfaction.

Team Player:

Understanding that while it's your business, you're part of a larger brand and community.

Good Business and Financial Acumen:

A grasp of business operations, finances, and the ability to make sound decisions that benefit both the franchise and the brand.

Financial Readiness:

With \$150k in liquidity and a net worth of \$300k, you're financially prepared to invest and grow your franchise.

THE SUMMARY

PIONEERING THE FUTURE OF FUEL DELIVERY



The Brand

FuelFox isn't just another name in the fueling industry; it's a revolution. With a unique on-site fuel delivery model, it stands tall in a market with limited competition.



The Market

Tapping into the booming petroleum wholesaling industry, FuelFox is perfectly poised to cater to the growing demand for streamlined fuel solutions.



The Product

FuelFox's state-of-the-art fleet promises timely fuel delivery, maximizing business productivity by minimizing refueling downtimes.



The Value Proposition

With an unwavering commitment to safety, efficiency, and meticulous reporting, FuelFox is a game-changer in fleet management.



JOIN & DRIVE AHEAD WITH FUEL FOX



FUELFOX
FRANCHISE OPPORTUNITY

FuelFox is embarking on an exciting journey of expansion, venturing into uncharted territories, and we're looking for visionary owners to join us.

We present a solution that has won the hearts of our customers and a business model sculpted for the future.

- Be a part of a brand at the forefront of disrupting the fueling industry.
- From training to strategic marketing, we've always got your back.
- Our on-site fuel delivery service is highly regarded and well-received by our customers.
- As we venture into new territories, the potential for growth and success is immense.
- Align yourself with a brand that values eco-friendliness and operates with a sense of responsibility towards the planet.

Join a network of like-minded entrepreneurs, sharing insights, challenges, and successes.

Are you ready to be a part of a brand, redefining the norms and setting new benchmarks in the fueling industry?

It's a chance to be a part of a movement, to make a difference, and to shape the future of fueling.

FOR MORE INFORMATION ON HOW YOU CAN BECOME A FRANCHISE OWNER WITH FUELFOX, CONTACT US TODAY!

BIRMINGHAM, AL OFFICE
2000 Southbridge Parkway Ste 529,
Homewood, AL 35209
franchise@fuelfox.net
205-964-9949

**DRIVE THE CHANGE,
FUEL THE FUTURE.**

© 2023 FuelFox. ALL RIGHTS RESERVED.

THIS FRANCHISE SALES INFORMATION DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT (FDD). CERTAIN STATES REQUIRE THAT WE REGISTER THE FDD IN THOSE STATES. SUCH REGISTRATION, OR EXEMPTION, DOES NOT CONSTITUTE APPROVAL OF THE INFORMATION IN THE FDD BY THAT STATE AGENCY. THE COMMUNICATIONS HEREIN ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER TO SELL FRANCHISES IN THOSE STATES UNLESS WE HAVE REGISTERED THE FDD (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FDD TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.