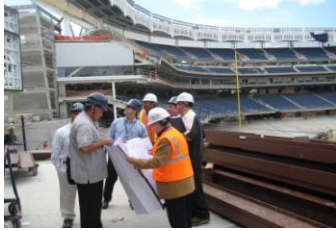

UNIVERSAL CONSULTING, INC.

Construction Rollout Strategies to Emerging Chains & Franchisees



ROLLOUT EXPERIENCE



Schlumberger



ExxonMobil

PROFILE & EXPERTISE

Do you have the organizational resources to handle the many facets of development and the construction process? Are you experienced in recognizing the challenging steps and construction sequencing involved? Having a construction professional with proven infrastructure systems will align with your operational strengths to open effectively. **How much is your time worth?**

Consolidating responsibility of the development and construction processes ensures:

- **Methodology** - Formulating and executing the specific deliverable strategy to the client
- **Process** - A vertically integrated build-out partner that is attuned to detail and understands the long-standing industry practices
- **Consistency** - Rollout familiarity and predictability for future store openings
- **Protection** - Ensuring that your lease language protects your interests to the fullest extent possible
- **Orchestration** - One-point contact for all coordination of outsourced vendors, consultants, and general contractors in support of the build-out
- **Savings** - Qualifying and negotiating construction materials and vendor equipment for favorable pricing
- **Communication** - A communication conduit to restaurant management in support of operational readiness
- **Administration** - Protecting you against erroneous claims and negligence by third-party affiliates in support of the project. Our interests are YOUR interests. We work for YOU!

UNIVERSAL CONSULTING, INC. is committed to your organization's growth and success. Trust us to deliver tangible and proven results backed by 18+ years of professional industry experience in architecture, construction, project management, and national restaurant rollout. We offer professionally seasoned and sound expertise to focus on your area development goals and initiatives. Your focus is preparing for the opening; our focus is helping you achieve it!

Visit our web profile at <http://Construction.BusinessCard2.com>

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TESTIMONIALS

"I have known and worked with Carlos Santa Cruz for over six years. With his architectural background and knowledge of general construction, Carlos can quickly and completely assess a situation and make solid recommendations that save his clients both time and money. His approach to work applications is professional and the results are spot on. Johnny Rockets continues to use the expertise of Universal Consulting, Inc. and I highly recommend their complete portfolio of services to our franchisees and potential franchisors that can benefit from their professional experience".

David Eberle, SVP Franchise Sales
The Johnny Rockets Group, Inc.

"Carlos has been a tremendous help to Johnny Rockets in the organization and development of our design and construction program. For the past ten months he has assisted us in developing processes and deliverables that will be very valuable tools for corporate and franchise development. His knowledge and experience would be an asset to any organization."

Mike Shotzbarger, Director of Construction
The Johnny Rockets Group, Inc.

"Carlos has tremendous construction, architectural and trade dress experience. He has the expertise and business savvy to help any franchisee navigate the rocky waters of contract negotiation, permit expediting, and franchisor compliance and construction management. The ultimate goal is to get your business open and to do it on time and within budget. Be smart and hire an effective man who is passionate about his work and his relationships."

James Bitzonis, Esq., President & CEO
Four M Capital, LLC
NY Metro Area Franchisee, Buffalo Wild Wings

"Mr. Santa Cruz's experience, professionalism and "does whatever it takes" dedication at Buffalo Wild Wings, Inc. contributed to its success as one of the top and fastest growing restaurant franchise brands in America. Carlos understands, appreciates and thrives in building the all important franchisee relationships that are the foundation for effective business expansion."

Bill McClintock, CFE
Industry Veteran – VP Franchise Sales
Discovery Zone / Buffalo Wild Wings

I found him to be knowledgeable and dedicated. What I liked most about Carlos was his ability to react to field conditions, make quick decisions that were in the best interests of the brand and the franchisee to facilitate the completion of our construction process with minimal disruption. As a franchisee, time is money! Carlos can help to bridge the brand and the operator with the goal that all would be successful.

Mike Jones, Owner
IN/VA Area Franchisee, Buffalo Wild Wings