

# Just-A-Buck<sup>®</sup>

Your Worth-More Dollar Store



## Making Change—a Brief History

The late 1980s and early 1990s were the green years for America's dollar stores. It was during these fertile years that Steven Bakst, a seasoned buyer who has over 20 years experience purchasing close-out and over-stocked merchandise, opened the first Just-A-Buck store, in Poughkeepsie, New York, with his sister, Rochelle. The crowds in the aisles of the flagship Just-A-Buck store reinforced the Baksts' faith in the dollar store concept.

So successful was the first store that the company soon opened more. With each new store, Just-A-Buck refined the concept until they perfected a tried-and-true formula. Finding competent managers to maintain the locations in the prescribed manner wasn't easy. Unlike some dollar stores often marred by hodgepodge displays and disheveled merchandise, Just-A-Buck stores were meticulously neat and clean. Customer service was never one of the items permitted to be discounted.

The Baksts had an idea that owners/operators would have the spirit to make their stores succeed. They took a third partner, Robert Capone, and in 1992 sold their first franchise. Today, Just-A-Buck stores are flourishing. Many are in the very same locations where other dollar stores failed. And they're run by franchisees who have discovered the American dream really can come true. All it takes is lots of drive and Just-A-Buck.



## It's Wise to Franchise

The name we've made for ourselves in the marketplace is our most valuable asset. And it can be yours too. In exchange for your franchise and royalty fee, you buy the rights to cash in on our experience, reputation—and our contacts.

As a Just-A-Buck franchisee, you'll be presented with a complete package designed to enable you to start making money right away. With experienced Just-A-Buck staff members behind you, you'll be free from many time-consuming details...and have more time to focus on running your store.

And there are other ways for you to profit from our franchise relationship. For example, we know how to go after the right demographics in proven

retail markets. Whether it's an inner-city site, a suburban location, a strip center, or a major regional mall, Just-A-Buck can help you find prime locations in established high traffic retail corridors—and we have our own construction coordinators ready to assist you if you need our help.

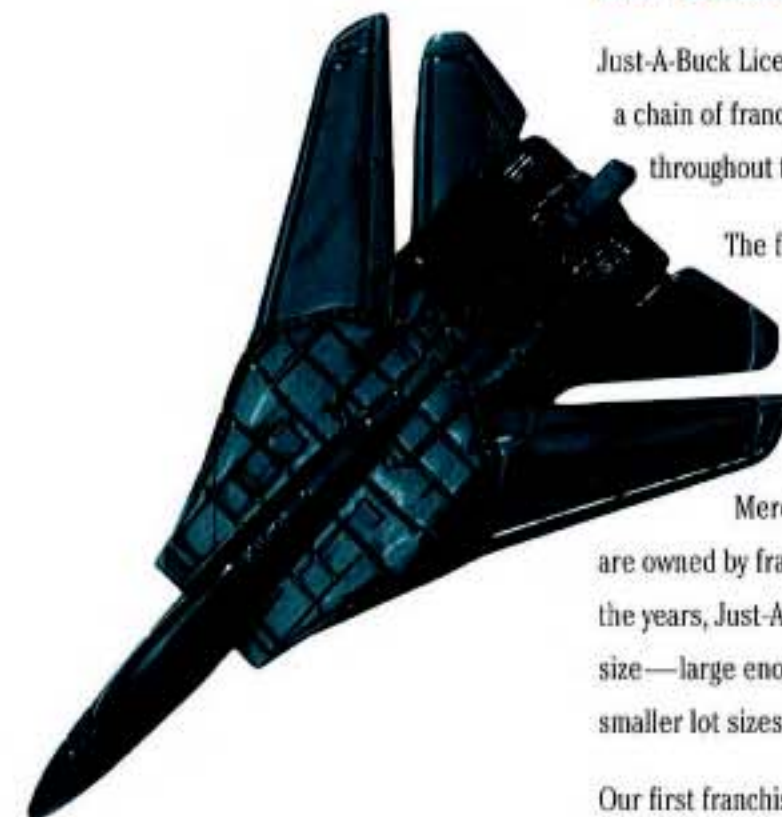
When you're a franchisee, we have a vested interest in your success...and you're more likely to succeed thanks to our established name, reputation, merchandise, and method of doing business.

### Franchise Versus a Business Opportunity

When you buy a franchise, you can be sure of getting valuable information that a business opportunity may not give you. A franchise must adhere to strict government regulations. That means we are required by law to present you with a detailed disclosure document called a Uniform Franchise Offering Circular (UFOC). It includes detailed information about the company's and the principals' background. It also contains the answers to just about any question a prospective franchisee may have...and a few you might not even think to ask.

As a franchisee, you buy the right to use an established name and take advantage of ongoing support. People who purchase a business opportunity are usually helped only at the onset. While being entirely independent may sound enticing, it can be difficult for dollar store retailers who must find a constant stream of quality goods to sell. As a franchisee you will become part of a purchasing network. You will be in business for yourself but not completely by yourself. As a business licensee, on the other hand, you may be directed to catalogues and expected to order items on your own.

Many of our franchisees researched business opportunities before they decided to become franchisees. They will happily tell you they wouldn't be as successful today if it hadn't been for the expertise and advice they received from the Just-A-Buck staff of experienced professionals.



## Our Distinguishing Characteristics

Just-A-Buck Licensing, Inc., headquartered in Goshen, New York, supports a chain of franchised and company-owned dollar stores with locations throughout the eastern United States.

The first store opened in Poughkeepsie in 1988. The company became eligible to sell franchises in 1992.

While many dollar stores have closed, Just-A-Buck is growing. Why?

Merchandising, display, and the fact that so many of our stores are owned by franchisees eager to make their businesses grow. Through the years, Just-A-Buck has controlled its growth. We are just the right size—large enough for volume discounts, yet small enough to purchase smaller lot sizes, which often contain items of the greatest value.

Our first franchisee now owns five franchises. Another franchisee purchased a second location only three weeks after buying the first.

Just-A-Buck is a recipient of the *Blue Chip Enterprise Award*, which recognizes small businesses that have effectively used resources to create opportunities. The award is co-sponsored by MassMutual, the U.S. Chamber of Commerce, *Nation's Business* magazine, and the television news program, "First Business."

