



EAT NO EVIL.

CONTENTS

Keen on the Munch Franchise?	1
Making the Business Sense	2
Franchise Types	4
Franchise Systems, Pricing Plans & Your Costs	5
Starting the Business	6
A Plug & Play System	7

AT MUNCH, WE HOLD DEAR THE PRINCIPLE OF ONLY EATING GOOD, NATURAL, GREAT TASTING FOOD. THAT'S WHY WE SAY NO TO PRESERVATIVES, ADDITIVES, FLAVOURINGS AND ALL KINDS OF NASTIES THAT CONTAMINATE OUR FOOD.

We are looking for people who can join us in making our quest for fresh food domination a reality. Someone passionate about eating no evil and making serious dough (... as in making serious money, pun intended!) Also, someone who is...

- dead serious about setting up a profitable business peddling salads, sandwiches, hot entrées and platters for sophisticated urbanites everywhere;
 - serious about giving your all into growing your franchise.
- If the above description fits you, read on...



WE MAKE BUSINESS SENSE BECAUSE WE MAKE GREAT FOOD.



PROVEN

The efficient operating system that is backed by streamlined operational and business processes is testament to the feasibility and success of the Munch business model. This results in high profit margins and an attractive Return on Investment (ROI).

SCALABLE

Embodying the dynamic qualities of scalability, flexibility as well as the capabilities to enhance and expand operations, the Munch business model allows for maximum potential growth of your franchise.

EASILY REPLICABLE

You're in business for yourself but never by yourself. We will provide a comprehensive training programme that will equip you with all the necessary information and know-how to start and run your franchise outlet with success. Coupled with a set of comprehensive manuals that

support the daily operations of the franchise, the franchise will be an unequivocal and resounding success.

SETUP ASSISTANCE

- To bring forth the birth of your
- new franchise, the Munch family will assist with the following:
Site inspection & outlet location
 - recommendation
 - Store design & fitting out
 - Recruitment

ONGOING ASSISTANCE

On top of outlet setup assistance, we offer on-going franchise support in the areas of marketing, advertising and promotion, operational and accounting.

Still not convinced? Here is more. Be ready to receive your Return on Investment (ROI) with open arms within 12 to 18 months after the birth of your franchise.



FRANCHISE TYPES

Munch Saladsmith offers franchising opportunities through a Master Franchise, Multi-Unit Area Development Franchise and Single Unit Franchise Model.

MASTER FRANCHISE

Defined as a development of Munch's franchise in a specific country. Rights issued are based on an agreement of a minimum 10 Restaurants (1 premium flagship & 9 standard units) to be developed within a specified timeframe. Sub-franchising rights will be issued once minimum restaurant number is met.

Exclusive development rights period: 10 years

SINGLE UNIT FRANCHISE

Rights issued for 3 years to develop an outlet at a specified location.

MULTI-UNIT AREA DEVELOPMENT FRANCHISE

Issued upon agreement to develop Munch's franchise in an agreed area within a country. Minimum number of Restaurants (single units) development also applies and sub-franchising right applicable once requirement is met.

Exclusive development rights period: 10 years



FRANCHISE FEES & SYSTEMS FOR SINGLE UNIT FRANCHISES

	BASIC FRANCHISE SYSTEM	STANDARD FRANCHISE SYSTEM	PREMIUM FRANCHISE SYSTEM
OUTLET SIZE (sq.ft)	<400	401-600	>601
FRANCHISE FEES (SGD)	40,000	50,000	70,000
ROYALTY (Gross Sales)	8%	8%	8%
TERM & RENEWAL (Years)*	3+3	3+3	3+3
RENEWAL FEES (SGD)	15,000	20,000	30,000
REFUNDABLE PERFORMANCE BOND (SGD)	5,000	8,000	10,000
ESTIMATED INVESTMENT COST PER OUTLET (SGD)*	From 180,000	From 250,000	From 300,000

*Estimates only. Cost may vary depending on location.

OTHER SETUP COSTS

Rental and rental deposits, renovation, shop fitting out and equipment.

FRANCHISE ROYALTY

Our royalty fee is 8% of gross revenue payable on a monthly basis via Electronic Wire Transfer.



"HOW DO I BEGIN MY JOURNEY AT MUNCH?"

STEP 1

Drop us an email with our franchise registration form at franchise@munch.sg or call our franchise team at **+659742 8895** if you require more assistance.

STEP 2

Meet up with our franchise team for a brand walkthrough and a short discussion.

STEP 3

When we have received your business plan, we will arrange a meeting with you and if both parties are keen on progress, we will then issue a Letter of Intent. You are required to sign and pay \$12 000 SGD deposit fee, thereafter, you will be given a copy of our standard Franchise Agreement for your execution within 45 days.

STEP 4

We will proceed to source a location for you and give you a list of available locations within 3 days of signing our Franchise Agreement and once location confirmed, the remainder of the Franchise Fee (less the initial deposit of \$12 000 SGD) would be payable.

STEP 5

We will proceed to place a bid for the selected location and submit a proposal to the property management.

STEP 6

Congratulations, you are now on your way to becoming part of the Munch family.

TYPES OF SERVICES AND ASSISTANCE PROVIDED TO START YOUR BUSINESS.

Essentially, we are committed to provide you a plug and play system whereby expertise is covered in all areas!

SHOP FITTING OUT & RENOVATION

We will work with your appointed contractors with our creative and operations team to make your outlet as beautiful as all other Munch outlets.

MARKETING

Our marketing team works all year round to run various promotions, press releases and awareness campaigns.

MANAGEMENT & STAFF TRAINING

Our training program includes 2-3 weeks of training for up to 4 staffs including the franchisee. Trainings are conducted at our Outlet in Singapore.

INVENTORY & PURCHASING

Our centralized purchasing department will coordinate your purchases of equipment, raw materials and ingredients with our appointed suppliers.





JOIN THE FAMILY!



For regular updates, follow us on
Facebook @ MUNCH.FAN

ENQUIRIES?

Contact us via:

phone +65 97428895
website www.munch.sg
email franchise@munch.sg

or swing by:

Munch Saladsmith
112 Robinson Road
Robinson 112 #01-01
Singapore 068902