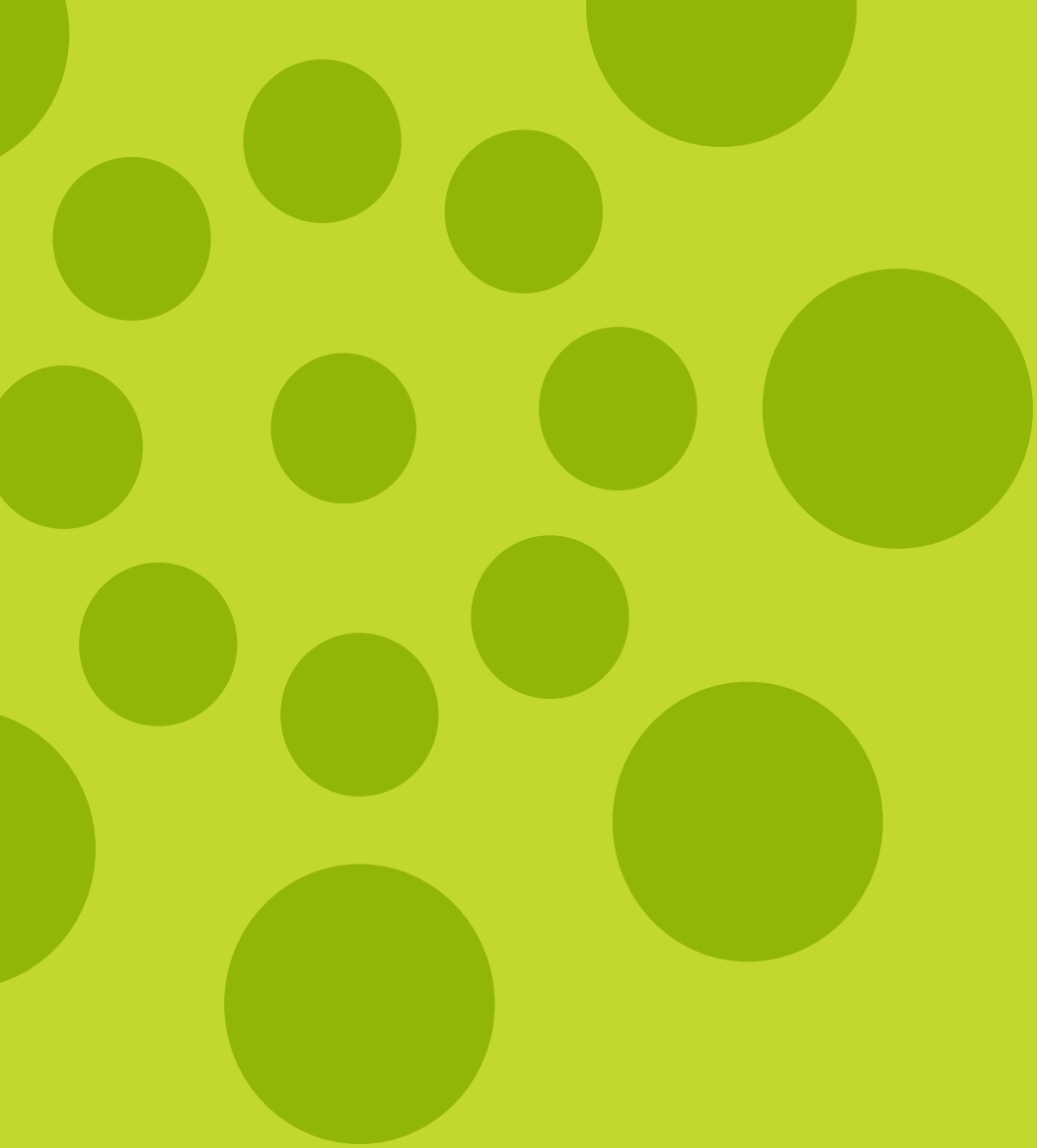




# Franchisee Presentation

Once off payment of 30k



# Brand Overview

## HOW MY CULTURE GOT STARTED

In 2010 the founders of the company decided that the time was here to cut out the things in our life that are not serving us and focus on those that are. This approach has given us the encouragement to set off on expansion and improvement of the existing frozen yogurt bar concept.

It was decided that the time is here to use huge opportunities offered by nature, especially in regard to one's health, for cleansing and purifying to take place. The passionate members of the company have challenged themselves to do so.

This is when the **My Culture** brand was born, our own unique line of natural healthy yogurt and yogurt based products, both dessert and snack type.



# MY CULTURE, THE NEW REVOLUTION

## **Your Team**

My Culture business is dependent on people networks and the integration of social resources. We apply ourselves to the search of common interest with our partners. You become a partner of My Culture, we will become one team.

## **Paramount Responsibilities**

My Culture business manifests on the joint responsibility of our partners and customers. This responsibility is reflected in many aspects, the responsibility from employers to employees and vice versa, and responsibility from our company to our society.

## **Extraordinary Innovations**

The development of My Culture represents continuous innovation of operation, business models, products, management and culture.

## **And the beauty of it...**

It is all natural pure stimulation for the body and mind. It is beneficial for both the creators and consumers.



## BRAND PROPOSITION

**“My Culture is a healthy alternative to ice cream and unhealthy fast foods. I choose My Culture because it is fresh, tasty and allows me to have a delicious snack on the go without having to compromise”**





# Product Overview

# FROZEN YOGURTS





# HOT DRINKS (COFFEE, TEA ETC.)





# MILKSHAKES



# SMOOTHIES



# WATER



# WHY IS MY CULTURE DIFFERENT?

- Colourful, modern retail units selling a unique range of products to health conscious consumers.
- A healthy alternative to ice cream and other high-fat food products.
- The start of a food movement - giving consumers a fun and healthy food option on the go.
- Appeals to many different target audiences; from health conscious adults to fun loving teenagers.



# HOW TO BECOME A FRANCHISE PARTNER

## **Your 30k up-front investment in My Culture incorporates the following:**

### **1. Standard kiosk types ranges from circular and square to straight and are suitable for most locations:**

- Entry / Exit of food court spaces
- Centre section of shopping centres
- Near shopping centre entry and exit points
- Under stairs / escalator areas
- Retail units

Supervision of the installation of the unit and ensuring that all equipment is fully functioning.

### **2. All equipment associated with our product range.**

- Yogurt
- Ice cream
- Smoothie
- Milk shake
- Coffee
- Treats



# HOW TO BECOME A FRANCHISE PARTNER

## **Your 30k up-front investment in My Culture incorporates the following (Continued):**

- 3. On-site training of staff will commence three to four days prior to the opening of the unit and will follow on with 2 weeks management by a My Culture representative who will assist the franchise manager in all aspects of the operation of the unit.**
- 4. The operation of the unit is dependent on the working knowledge of the following equipment and processes.**
  - Cash Register (Point of Sale)
  - Self-service soft machine
  - Smoothies machine
  - Toppings section
  - Espresso machine
- 5. Every two months we will send a My Culture representative who will carry out checks on all aspects of the business from a quality control point of view.**



# HOW TO BECOME A FRANCHISE PARTNER

## **Your 30k up-front investment in My Culture incorporates the following (Continued):**

### **6. My Culture will provide on the ground personnel assistance with the following:**

- Organise sample testing on the day of the opening as word of mouth is the best way to get the product recognition.
- Assist in marketing of the unit prior to the opening and support special events after the opening.
- All branding materials will be sourced from My Culture.

### **7. Cash register (Point of Sale) equipment including iPads.**

### **8. 1 month of stock to get you up and running.**

### **9. Delivery costs of kiosk, equipment and first month stock.**





# HOW TO BECOME A FRANCHISE PARTNER

## What you need to get started:

- 1. A once off payment of 30k.**
- 2. A 10 sq meter location in your town or city for your My Culture kiosk.**
- 3. All relevant approvals for your site.**  
Our technical department will assist you in liaising with the landlord to agree the location for your kiosk type and store room.
- 4. A local contractor to install the kiosk and make all necessary connections with power, water and waste.**
- 5. Sign a very straight forward contract agreement.**

## And then:

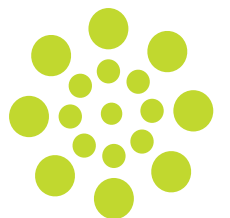
- All products, except fresh fruit and treats, must be purchased from My Culture.
- 3% of your turnover as My Culture franchise royalty – the lowest royalty in the market.

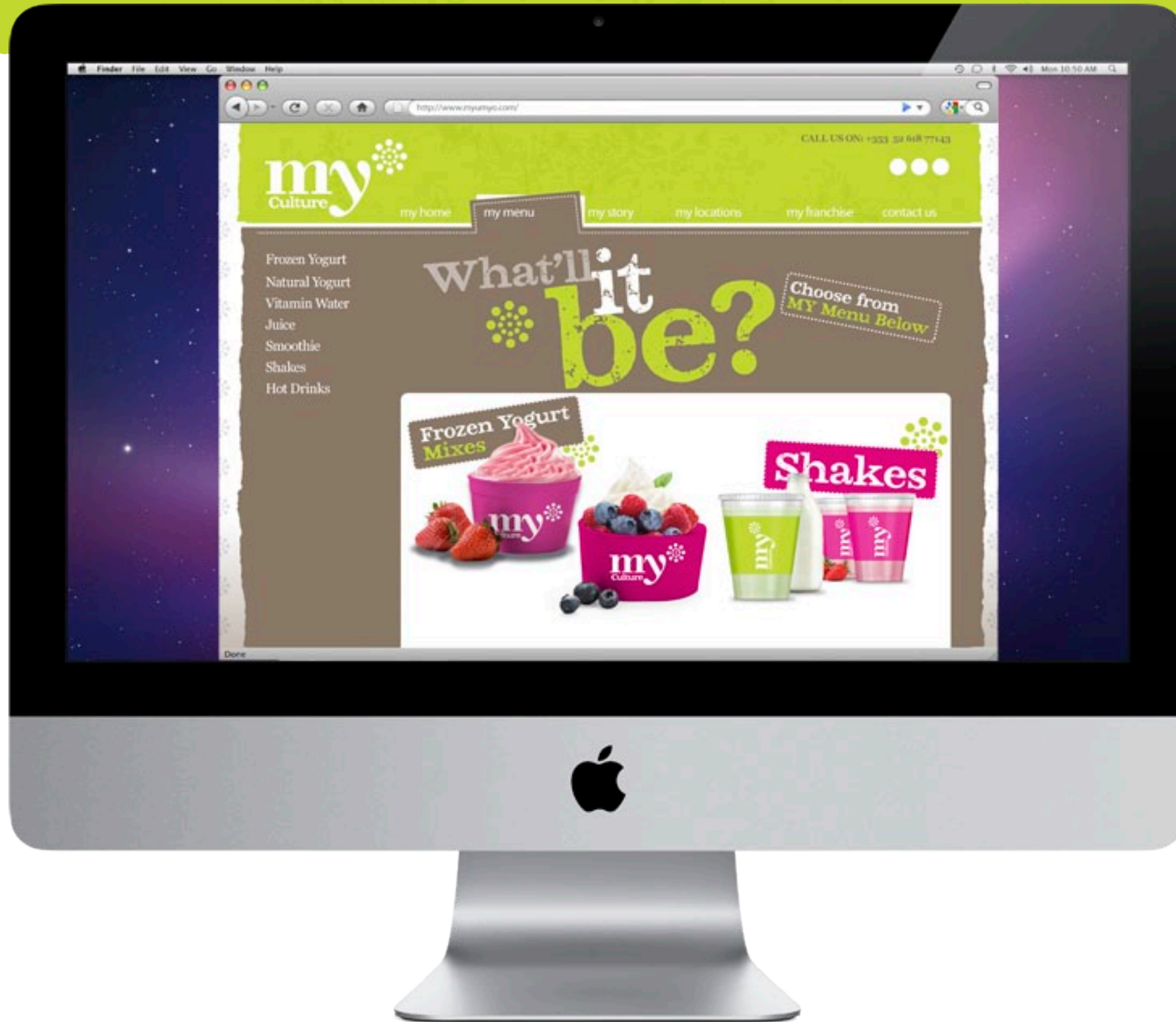
So eMail us now at [franchise@myculture.us](mailto:franchise@myculture.us) and we'll get you set up in a few days.

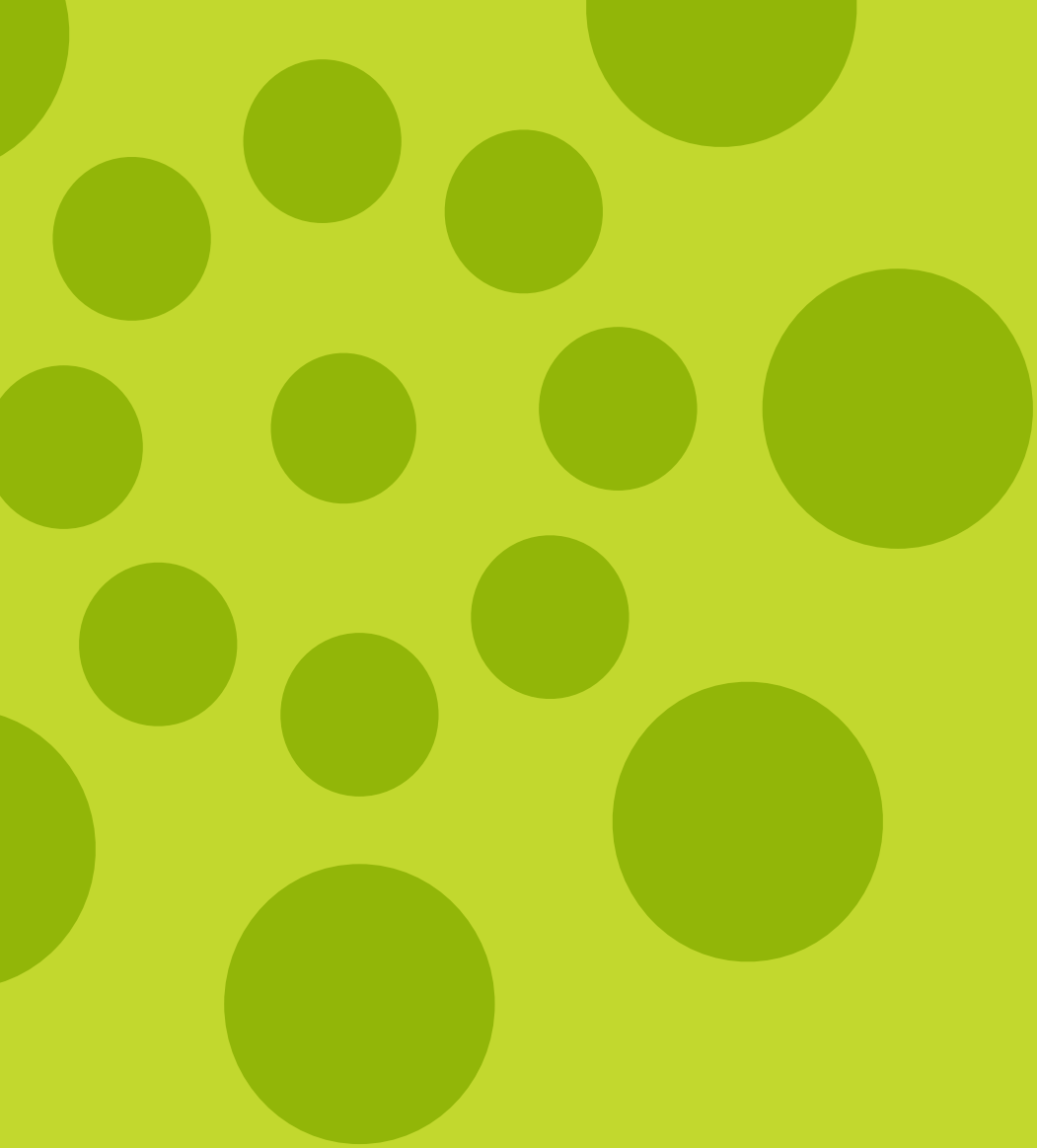


# PROJECTED PROFIT & LOSS ACCOUNT

<b>Sales</b>		<b>€200,000</b>
<b>Cost of Sales</b>		
Yogurt		€24,000
Toppings		€10,000
Fruit		€10,000
Coffee		€2,000
Dry Goods		€2,000
		€48,000
<b>Gross Profit</b>	<b>76%</b>	<b>€152,000</b>
<b>Expenses</b>		
Wages		€40,000
Rent		€30,000
Insurance		€800
Management Fee		€2,000
Storage		€1,200
Light & Heat		€3,600
Telephone & Internet		€1,200
Accountancy		€2,000
		€80,800
<b>Net Profit</b>	<b>36%</b>	<b>€71,200</b>







# Retail Environments

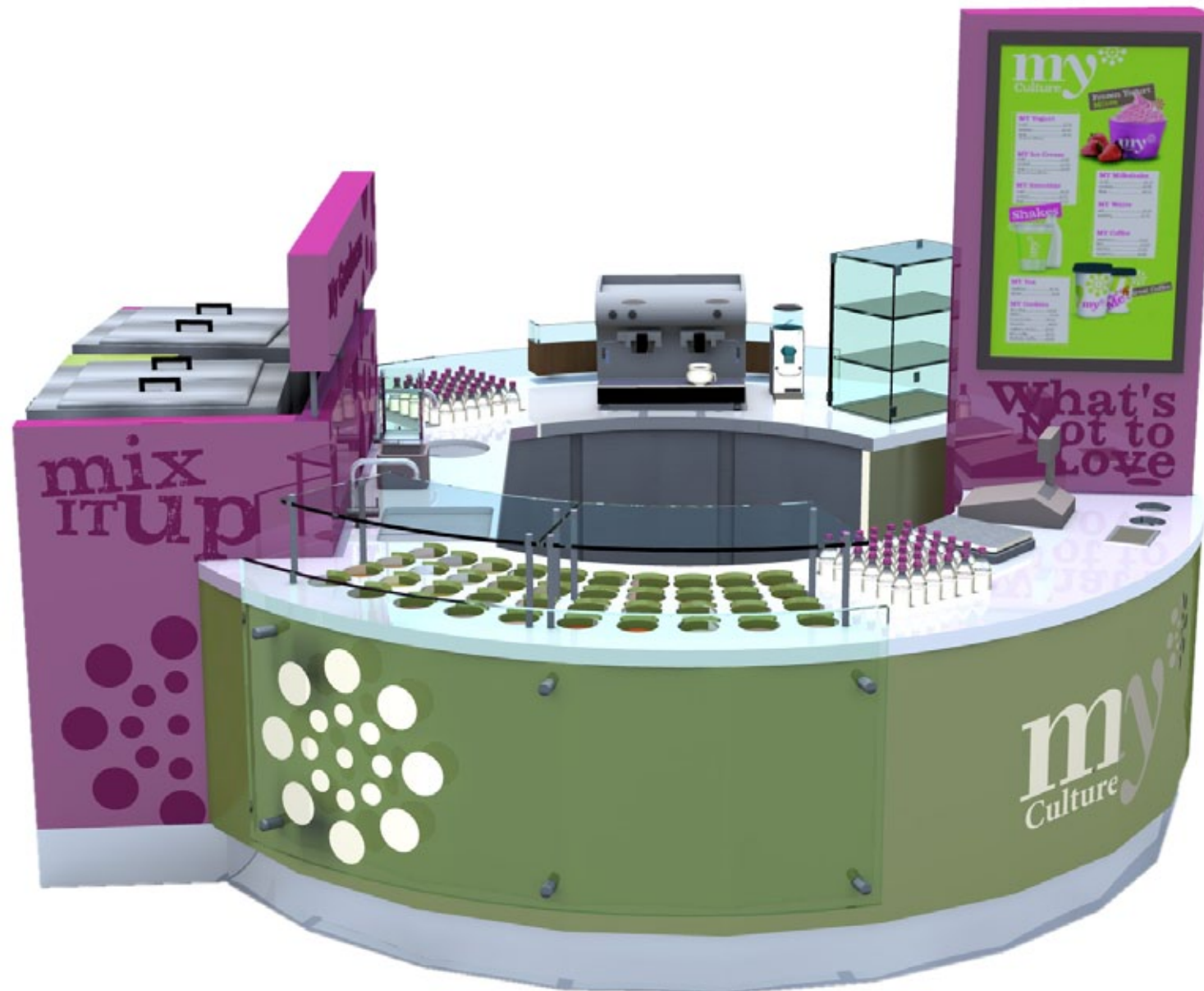
# ENVIRONMENTAL PROPOSAL



3D Renders are approximate visual representations only.



# ENVIRONMENTAL PROPOSAL



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# Marketing Support & Branding



# APRONS



These modern, brightly coloured aprons give the staff strong stand out for the My Culture brand.



# UNIFORMS



These modern, brightly coloured polo shirts give the staff strong stand out for the My Culture brand.



# NAPKINS & LABELS



# TARGET MARKET

**We target customers who want to experience healthy wholesome food and drinks.**

## **What we offer**

We offer a healthy menu to our customers and as a result, word of mouth potential for our health product is explosive.

## **Market position**

We want to be positioned so that we gain market share and provide an excellent menu to our health conscious customers. We have the expertise to build our market and cater for new customers across our market.

Our My Culture brand differentiates our products which are geared towards healthy eating, healthy lifestyle and healthy people.

## **Keys to Success**

- We provide quality products at all times.
- We provide quality service to all customers.
- We maintain and deliver healthy products.
- We have a flexible distribution network.





**Thank  
YOU!**