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## **“You Can Run A Successful and Profitable Turn-Key Shoe and Bag Repair Business Today”**

Are you looking for a business that requires a modest investment, yet offers a reasonable return within a credible amount of time? Perhaps it's time to take a look at the world of franchising.

### **Why Franchise With Mr. QUICKIE?**

#### **1.0 Because MR.QUICKIE is an ESTABLISHED NAME**

For quality shoe and bag repair, dyeing or shining, one name immediately comes to mind: Mr. QUICKIE. Our company, indeed, has become synonymous with combining the craftsmanship of good old zapateros and the precision and speed of modern shoe repair equipment and machinery. Among our business partners are famous shoe repair and shoe care industry leaders and movers like Tarrago Spain, Vibram Italy, Birkenstock Germany, and Topy France.

#### **2.0 Because we provide ALL-SEASON, "RECESSION-PROOF" BUSINESS**

Our business does not depend on any specific time of year or market conditions to earn. This is your best protection yet against recession and inflation. In addition, our BUSINESS SERVES EVERYONE. By catering to all classes of society, your business is assured of greater security. Mr Quickie also has a proven track record of high customer acceptance and repeat customer patronage.

#### **3.0 Because of the MINIMAL CAPITAL INVESTMENT REQUIRED**

Compared with other equally established franchise businesses, we require one of the lowest capital investments. Each of our successful shops is proof that with minimal investment, the RETURNS ARE HIGH.

#### 4.0 Because we provide LOAN ASSISTANCE

We can help you secure a franchising loan from the bank of your choice to minimize your cash requirement.

#### 5.0 Because of our IN-HOUSE FINANCING PROGRAM

With the introduction of our In-House Financing Program, your initial capital investment is dramatically reduced. Mr. QUICKIE Franchising has recently introduced its in-house financing program for people who cannot afford the total cost of investment in a Mr.QUICKIE Franchise. This financing only applies to the total cost of the machinery required for a Mr. Quickie outlet. This does not include the franchise fee and renovation costs. You have a choice of 12 or 24 month schedule of amortization. Please call us for more information.

#### 6.0 Because we provide UNLIMITED SUPPORT

Our support is all-out, covering every aspect of your franchise. We'll train your personnel, help you buy equipment and supplies, help you register your business, and help you construct and operate your shop. We'll even help you find a site for your shop if you don't have one yet and give you all the marketing, advertising and promotions support when your shop is already operational.

#### 7.0 Because, historically, a MR. QUICKIE franchise has an AVERAGE PAYBACK PERIOD OF **2-3 years**, with a profit rate of **20 to 40%**

Although there is no sure guarantee to any business venture, franchising minimizes your financial risks by giving you the benefit of a well-organized and tested system and concept. It will all depend on a number of factors such as location, market conditions, your supervision, and the kind of service your shop will render.

Get a Mr. QUICKIE franchise today and be among the satisfied owners of a highly profitable and easy to manage business enterprise.

## Franchise Program Details

### Initial capital investments & other information

Franchise Fee: P200,000

Cost of Machinery: P800,000

(includes stitcher, finishing machine, sewing machine, key duplicating machine and shoe expander)

Cost of Tools, Initial Inventory and Pre-Operating Expenses: P60,000 to P90,000  
(depending on area of location, design of shop and mall requirements)

Renovation Costs: P150,000 to P250,000 P150,000 to P250,000

Rental Requirements and Costs: Mall Management- Dependent (monthly rent, security deposit, advance rental and construction bond will all depend on mall management or negotiations with the mall)

Royalty Fee: 3% of Monthly Gross

Advertising Fee: 4% of Monthly Gross

Space Requirement: at least 10 square meters

Franchise Contract is renewable every 5 years.

Phase I | Phase II | Phase III

If you already retained a specific location or the location is currently under construction and you are already assured of a space or the space is ready for occupancy -- proceed to Phase I.

If you don't have a specific location at the moment, just send in your letter of intent and we will be happy to discuss with you the details. Or you can look through our list of pre-approved spaces. These are existing and available spaces that soon to open established malls and other commercial establishments are offering us. We

have already done feasibility studies on these places and have judged them feasible and profitable for a Mr. Quickie outlet. Look through our list of areas too for places we are looking to have a franchise in.

### Phase I

Send a Letter of Intent (**include in the letter why you feel your proposed site is a good location for a Mr. Quickie branch**) with the vicinity map of the proposed site, including all necessary attachments to:

THE FRANCHISING MANAGER  
Mr. Quickie  
Banner Street corner Danny Floro Street  
Bagong Ilog, Pasig City, Metro Manila

or fax it to +(632) 6719541

You can also access the online form at:

<http://www.info.com.ph/~caruncho/franform.htm>

After reviewing your Franchising Application Evaluation Form and your proposed site, we will then call you if you are qualified and a meeting for a preliminary interview shall be set.

The following shall be executed during the preliminary interview:

- Discussion of the location of the prospective site. If the proposed site is a potential location for an MQ outlet then we will schedule the site for ocular inspection. If the proposed site is within Metro Manila and suburbs, the expenses to be incurred shall be shouldered by the franchiser. However, if the site is outside Metro Manila, overall expenses such as transportation and hotel accommodations shall be borne by the applicant. Approval or no-approval of the location will be determined within fifteen days.
- Accounting of the financial capabilities of the franchisee

In case the franchisee's application is not approved, you shall be informed in writing. If approved, you shall be called on a scheduled date for a more detailed discussion on the overall operations of an MQ franchise. This includes, among others, the following:

Payment of prevailing rate for franchisee fee which is non-refundable because MQ shop operation trade secrets shall be divulged and discussed

Review of franchise agreement which shall be submitted 15 days upon receipt.

Full settlement of the franchise fee and full or partial payment (whatever has been pre-agreed) of the equipment cost entitles you to the final signing of the contract.

## **Phase II**

### Construction of the Shop

The franchiser shall approve the designs and other specifications.

Construction period depends on the type of shop the franchisee may opt to set up:

a) Counter Type - this requires an average floor area of 10 - 14 square meters. It does not provide for a customer waiting area. It takes 15 to 21 days to construct.

b) Parlor (walk-in) Type - this requires an average floor area of 15 - 20 square meters. It provides a front waiting area for 3 to 4 customers. It takes 21 to 30 days to construct.

Mr. Quickie's in-house design and engineer unit shall be responsible for approval of design and inspection during construction. This is done in cooperation with the franchisee's contractor to ensure that the technical specifications are correctly followed.

You, the franchisees have the choice of choosing your own designer or our own resident designer (if available).

Training of Personnel - The franchise shall provide free basic training to the franchisee and his initial personnel. The training allowance/compensation of the personnel shall be shouldered by the franchisee. The training will take 30 to 45 days.

For a start-up operation, the franchisee will need 2 zapateros and 1 receiver-purchaser.

Final inspection of the shop by the franchisee.

Delivery of the equipment upon full payment of machines or receipt of post dated checks.

### **Phase III**

Opening of the shop - As part of the franchiser's support to a new branch-shop and if required or requested by the franchisee, franchiser shall assign an opening team to guide the franchisee's personnel within the first 15 to 30 days of operations.

## **Frequently Asked Questions**

### **How did Mr. Quickie start?**

In 1981, an enterprising young man pondered the fact that Filipinos do not just throw away old shoes and bags -- they look for someone to make them look new again. So why not a shoes and bags hospital? Shortly after, the first Mr. Quickie repair-while-u-wait shop opened in Pasig, the founder's hometown. Combining craftsmanship of good old zapateros and the precision and speed of modern shoe repair equipment, Mr. Quickie lives up to its name: it provides fast, high-quality repair work on shoes and bags -- makes them look brand new again.

### **What is the extent of Mr. Quickie's operations?**

From one shop in 1981, Mr. Quickie has mushroomed into a chain of 170 services shops all over the country. The number is still growing; through its aggressive Franchise Program, Mr. Quickie foresees a greater boom in its operations and business reach within the coming years.

### **How can I obtain a Mr. Quickie Franchise?**

It's easy! Discuss your business plans with Mr. Quickie and obtain from us the Mr. Quickie Franchising Primer via fax or you can download it from <http://www.mrquickie.com/>

Fill out the Franchise Application Evaluation Form (no obligation on either party). If you meet the initial qualifications, we will call you up to set you up for a preliminary interview. The process of leading to your owning a Mr. Quickie franchise begins.

### **How much investment do I need?**

Not a lot! How much investment you will need will rely upon some very important fixed and variable assumptions. Each of Mr. Quickie's 170 successful shops is a proof that with a reasonable investment, the returns are high.

### **Is financing available?**

Yes! Mr. Quickie's in-house financing allows you to own a fully-equipped outlet at a very minimal cash requirement on your part. You can avail of any existing promos we have or settle for our 12 or 24 months financing scheme.

Or, if you prefer, bank loan facilities are also located at your disposal. We can assist you in obtaining a loan from any bank of your choice.

### **Who will choose the location?**

As a prospective franchisee, you may already have a site in mind, one which you feel is convenient for you or which you feel will "click"; having such a location speeds up the processing of your application. Mr. Quickie may also help you locate a suitable site for your shop. In either case, the site will have to pass Mr. Quickie's evaluation and approval. To help you even further, we have come up with a list of pre-approved spaces that are ready to be franchised. We also have a list of areas that we are currently seeking franchises in.

## How big a space do I need?

Your space requirement will depend on the type of shop that you wish to open:

**Counter Type** - this requires an average floor area of 10 - 14 square meters. It does not provide for a customer waiting area. It takes 15 to 21 days to construct.

**Parlor (walk-in) Type** - this requires an average floor area of 15 - 30 square meters. It provides a front waiting area for 3 to 4 customers. It takes 21 to 30 days to construct.

## What services and assistance will be offered?

Mr. Quickie will make available to you years of experience in opening and operating a shoes and bags repair shop. As a Franchisee, you will benefit from a turnkey system that includes:

**A Fully Equipped, Ready-To-Operate Shop.** You will use tested equipment and tools, work station, supplies, signages, service counters and business forms

**Assistance In Business Registration.** Mr. Quickie will show you how to secure permits, licenses, BIR receipts and so forth.

**Complete Training** for you and your initial shop workers on everything you need to know to run the shop smoothly.

**Shop Opening Support.** Mr. Quickie's back-up crew will be there to help you in your first 2 weeks of operation until you and your workers are ready to be on your own.

**Quality Materials, Free Delivery.** To maintain high-quality workmanship, Mr. Quickie uses only the best materials, most of which may be purchased exclusively from Mr. Quickie; your orders are delivered promptly to your shop for free within Metro Manila.

**Business Forms.** Mr. Quickie will provide you all the operating forms: job



order form, sales records, inventory control, and other vital business forms for a trouble-free operation.

**Advertising and Marketing Support.** You will benefit from Mr. Quickie's advertising and marketing efforts, for your Shop and for the chain. Customers' awareness and patronage of Mr. Quickie service shops are therefore consistently high.

**A Franchisee's Guide to Help You.** Your Franchisee's Guide and information booklet specially designed for Mr. Quickie franchisees, will be your daily guide in operating the Shop.

**Mr. Quickie Bulletins and Newsletters.** From time to time, you will receive Mr. Quickie Bulletins which contains announcements, tips, useful information and reminders that will help you operate the Shop efficiently and more profitably.

**Visits From Mr. Quickie.** An Area Representative will visit your shop periodically to offer helpful advise on your operation needs -- this way you have a two-way link with Mr. Quickie.

### **How soon can I start operating?**

Personnel training and the availability of your site will determine this. On an available site, construction and equipment installation can be completed in 21 - 45 days. You can then immediately start to operate.

### **Pre-Approved Sites**

Pre-approved spaces are existing and available spaces that big and established malls and other commercial establishments are offering to us. We have already done feasibility studies on these places and have judged them feasible and profitable for a Mr. Quickie outlet. Through these pre-approved spaces, we have lessened some uncertainties that may be bothering prospective franchisees regarding selection of location.