



Cereal Bar

Franchise Webinar

fc

Table of Content



Franchise Facts



About Us



Services/Menu



Industry Statistics



Start Up Costs



Why Us



Training



Ongoing Costs



Before Becoming a Franchise



Discovery Day

Franchise Facts

- The word franchise comes from the French verb franchir, meaning “to free,” itself from franc meaning “free.” -Merriam-Webster
- In the 1300’s the word evolved into the right or license granted to an individual or group to market a company's goods or services in a particular territory -Merriam-Webster
- It is estimated that the franchise industry accounts for approximately 50% of all retail sales in the US. -azfranchises
- A new franchised business is opened every 8 minutes of every business day. -azfranchises
- Approximately 1 out of every 7 businesses in the U.S. is a franchise business. -franchisedirect
- Owning a franchise is one of the many ways people achieve their version of the American dream. -franchisedirect

Resources:

<https://www.franchisedirect.com/blog/franchising-by-the-numbers>

<http://www.azfranchises.com/quick-franchise-facts>

<https://www.merriam-webster.com/words-at-play/the-history-of-franchise-voting-rights-movies>

<https://www.franchise.org/faqs/basics/what-are-the-advantages-and-disadvantages>

About Us

- Milky Ways Cereal Bar is Miami's one and only cereal bar.
- Blending ice cream and cereal to make a delicious, mouth watering treat has been our specialty since June of 2019.
- We value ourselves on making our community come together by sharing a similar interest: the perfect dessert.

*You make
me melt!*



Services/Menu

- We provide an easy build your own menu:

1

Choose your product

(Milky Cup, Cone, Bowl or Shake +
Your Choice of Ice Cream or Milk)

2

Choose your favorite
cereal

(Franchisee must have at least 20
options of cereals)

3

Choose a topping

(Choose from over 15 different toppings)

4

Choose your drizzle

(Finish off your masterpiece with your
favorite drizzle, and enjoy it!)

- We only serve two sizes for the milkshakes & Ice cream cups (Small or Large).
- For the milkshakes we have the option of whole milk or almond milk.
- After the ice cream is blended up with the cereals, the customer must continue to pick a topping & drizzle.
- We also offer the opportunity to add extra cereal and toppings for a small charge fee.
- Then, it is ready to enjoy it!



Industry Statistics

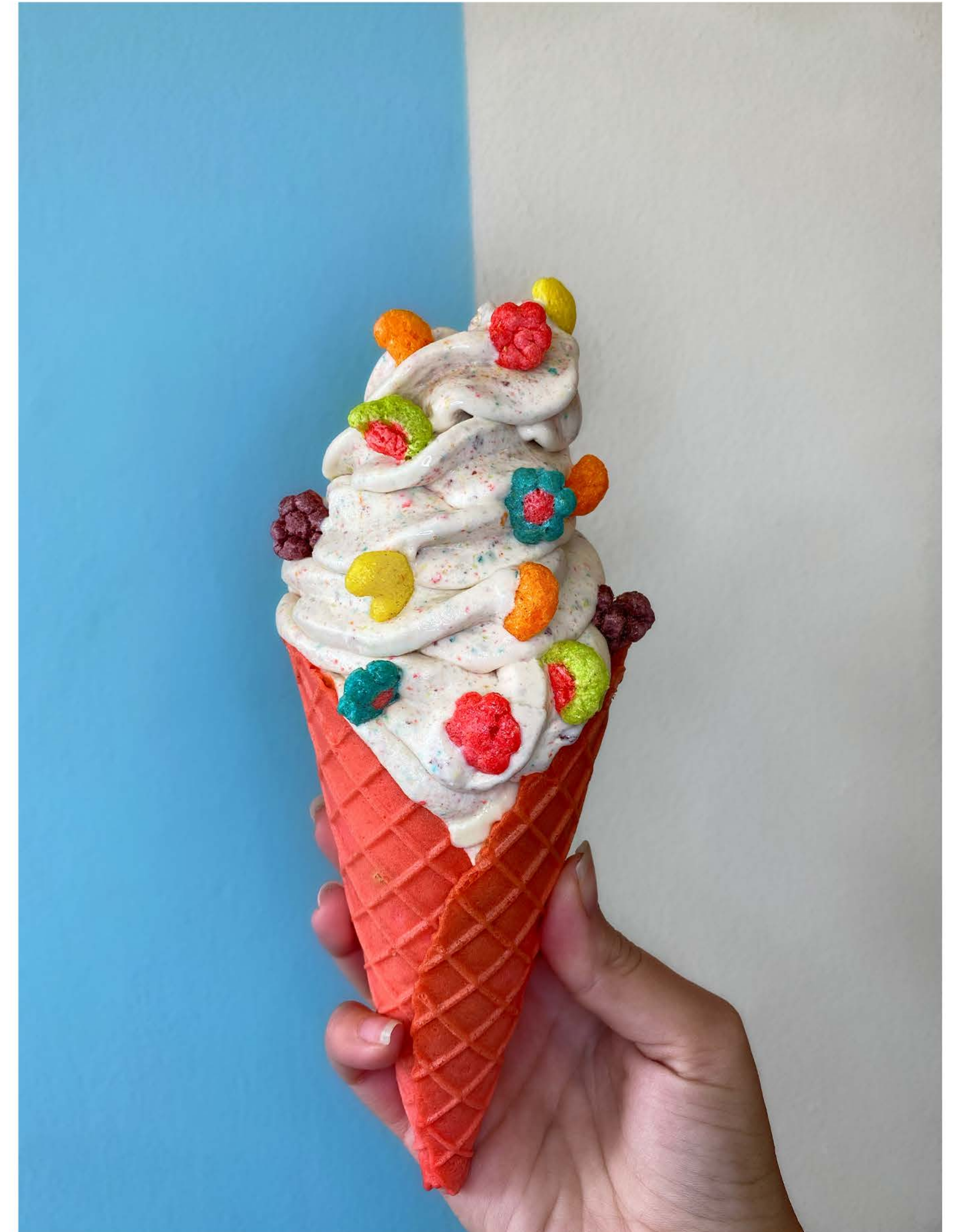


- Cereal is the 3rd most sold item in grocery stores across the U.S., totalling a whopping combined \$11 billion in annual supermarket revenue!
- Breakfast concepts are the fastest growing segment in the restaurant industry.
- Approximately 50% of Americans eat cereal every day.
- Americans eat an average of 160 bowls of cereal each year.
- People love cereal because it's the perfect snack for any time of the day!

Start Up Costs

Total estimated
Initial Investment:
\$189, 500 - \$271, 900

- Initial Franchise Fee: \$24,900
- Business Licenses and Permits: \$800 - \$1,500
- Real Estate Rent Deposits and Pre-Paid Expenses: \$6,000 - \$18,000
- Construction of Leasehold Improvements: \$80,000 - \$100,000
- Architectural/ Engineering: \$1,000 - \$3,000
- Furniture, Fixtures, and Décor: \$5,000 - \$10,000
- Inventory and Supplies: \$2,000 - \$5,000
- Equipment, TV, Cameras, and other Supplies: \$50,000 - \$80,000
- Employee Uniforms: \$800 - \$1,000
- Computer and POS System: \$1,500 - \$2,000
- Signage: \$3,000 - \$3,500
- Grand Opening Advertising: \$2,000 - \$3,000
- Travel and Living Expenses While Training: \$750 - \$1,500
- Insurance (3 months): \$1,000 - \$2,000
- Additional Funds (3 Months): \$10,000 - \$15,000



Why Us



Milky Ways Cereal Bar has a unique and strong branding.



We transform ordinary ice cream into an adventure, infusing your choice of over 24 cereals into your flavors of ice cream.



We aim to keep the experience comfortable and playful, having installed different entertainment centers for all ages.



We offer video games, board games, card games, karaoke on special nights, and constantly have over 2 shows or movies airing for your pleasure.



We provide an immaculate customer service, keeping the customer's experience top priority and one of a kind.



As well, we offer low Start-up costs, Comprehensive Training, and Unwavering Support for our future franchises.

Training

Subject	Hours of Classroom Training	Hours of On-the-Job Training
Introduction to Milky Ways Cereal Bar & Orientation	1 hour	0 hours
Store Build-out & Grand Opening Preparation	1.5 hours	1.5 hours
POS System	0.5 hours	0.5 hours
Inventory, Ordering & Product Management	3 hours	2 hours
Daily Operations	1 hours	3 hours
Management & Employee Training	2 hours	2 hours
Bookkeeping	1.5 hours	0 hours
Do's and Don'ts	2 hours	2 hours
Sales & Customer Relations	1.5 hours	1.5 hours
Marketing and Advertising	1 hour	0 hour
Food preparation: Training, Cleaning & Safety	2 hours	4 hours
Totals	17 hours	16.5 hours

- Milky Ways Cereal Bar require each franchisee to complete a comprehensive training program, consisted of 17 hours of classroom training and 16.5 hours of hands-on training at your new franchise location.
- Franchisees will learn how to replicate all menu items, provide thorough customer service, staff their location, and advertise their location.
- Moreover, the franchise support team assists all franchisees throughout the buildout of their franchise and ongoing operations to boost long-term success.

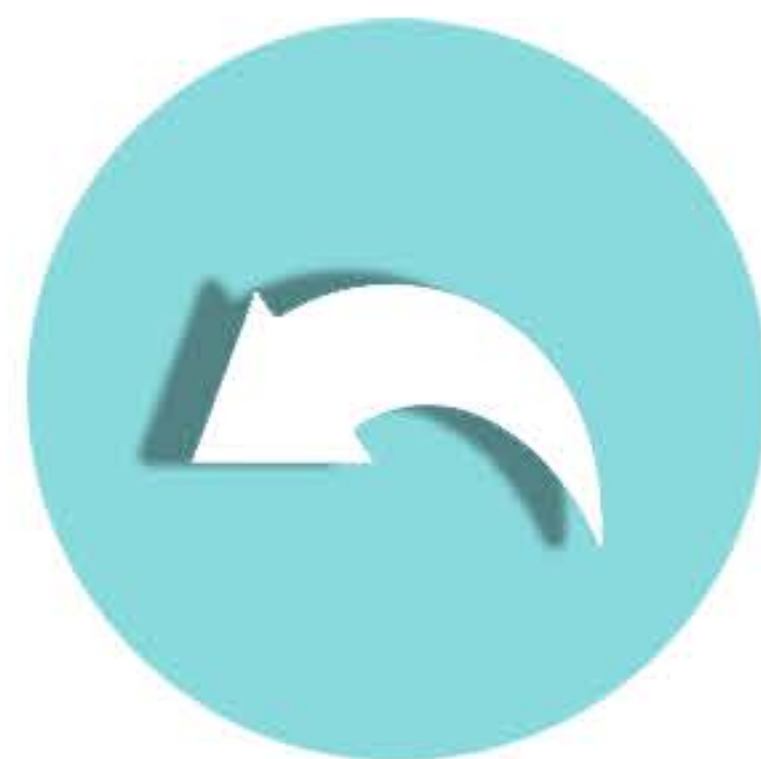
36 Hrs
Classroom Training

24 Hrs
On-The-Job Training

Ongoing Costs



Royalty Fee:
5.5% of Gross Sales.



Transfer Fee:
The greater of 25% of then
current franchise fee or 5% of
sale price.



Local Advertising Fee:
1% og Gross Sales.



National Advertising Fee:
Currently none, but with a
30-day notice, it could be 1%
of Gross Sales.



Renewal Fee:
25% of then current franchise
fee.



Road to Franchising

If becoming the owner of an innovative and profitable business seems appealing to you, then isn't it time for you to follow these easy steps?



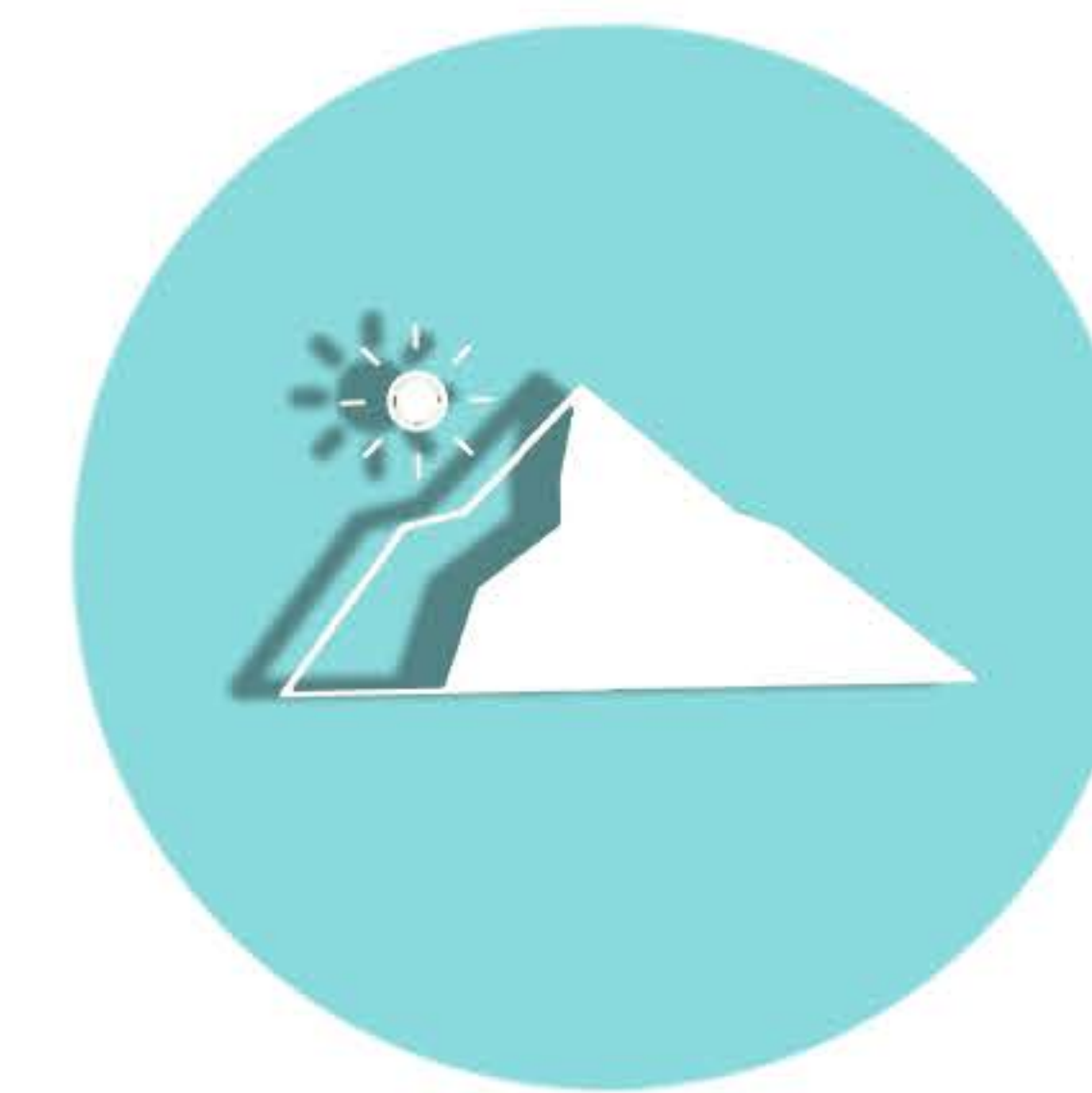
Introductory
Call



Webinar
Presentation



FDD
Review



Discovery
Day



Franchise
Awarded

www.milkywayscerealbar.com

Discovery Day

- Allows us to get a read for each other's motivations, passion, and general compatibility as business partners to ensure that we are a perfect fit for each other!



17013 S. Dixie Hwy. Miami, FL 33177



Thank you!

Any Questions?

(305) 592-9229



www.milkywayscerealbar.com

