

# Become a franchisee



**Pet food**  
Nourriture pour animaux



Hello,

Thank you for your interest in Multi Menu.

If you are motivated, love pets and wish to start your own business in a growing industry that is just right for the times, Multi Menu may be just right for you.

We invite you to take a few moments to read the following introduction to the Multi Menu concept and franchise opportunity.

For more information, we would be happy to sit down with you and answer any questions you may have. It would also be our pleasure to give you more detailed information on start-up costs, profit margins and present a quote for your own protected Multi Menu territory.

We look forward to hearing from you !

Kindest regards,



# About us

## Multi Menu

**Multi Menu** is a 100% Canadian-owned company whose head office is located in Laval, Québec. Since 1996, Multi Menu has offered quality pet food and accessories to Canadian pet owners through a franchise-based home-delivery distribution system.

Multi Menu offers 22 different 100% natural formulas for dogs and cats.

With over 130 franchises across Canada, the Multi Menu concept is attracting a growing number of animal lovers looking to turn their passion into profit.



## Intranet

Our intranet portal enables you to manage your customers, do invoicing and consult your telemarketing leads. It is user-friendly, can be accessed from any computer or Web-enabled device, and has several other impressive features.

[www.multimenu.ca](http://www.multimenu.ca)

Multi Menu online boutique

## Gérald Tremblay, Owner

As President of Multi Menu, Gérald's goal is to distribute, through his franchisees, a full range of high-quality dry pet food at the best possible price, delivered right to the customer's door.

Before acquiring the company, Gérald was a Senior Buyer at McKesson Canada and at Uniprix Group. He also was a Category Manager for the Eastern Canada division of Mac's. With infectious energy, he diligently pursues the Multi Menu mission, which is to offer the best pet food distribution service and the best natural pet products for a healthy and balanced diet.

Gérald is always looking for people to join him in his pursuit of the Multi Menu mission.



# Choose Multi Menu

## The pet industry

According to Statistics Canada, the pet industry in this country accounts for \$1.6 billion in sales each year, with pet spending having doubled over the last 10 years. Pet grooming and accessories alone account for more than \$280 million in annual sales.

Multi Menu is perfectly positioned to benefit from this growing industry by providing quality products that are competitively priced, along with a highly valued service: **free home delivery**.

Today, the benefits of pet ownership are widely known. More than one in two (52%) families have a pet (often two or more), creating a large market for pet products.

With today's busy lifestyle, people of all ages and all walks of life are looking for services that will save them time and money.

## Master franchises

Our philosophy is "Think big, act small." Multi Menu is present across Canada, and each franchisee is supported locally by the Master Franchisee for that area, who provides on-the-job training and follows up with franchisees to help them expand their customer base. Monthly local meetings are held to give franchisees the opportunity to share their best practices.

## Our stores

Multi Menu has developed a new store concept in which we pair up with groomers to increase customer traffic. This concept is not very expensive and has a rapid ROI.

Operating stores for the last 10 years has enabled us to develop extensive expertise in this area; all you will need is a space measuring 900-1,200 square feet.

Financing is available. Contact us for more information or to set up a meeting.

## The economy

In this climate of economic uncertainty, we as consumers adopting more conservative spending habits. When choosing a franchise, it's important to pick a venture with a product that people buy regularly. Since pet food is already part of the family budget, it is not an extra expense but rather a regular household item.

With our service of free home delivery, a growing number of pet owners are seeing the benefits of switching to Multi Menu. Our wide range of products and price points ensure your customers will find products that meet their needs and budget.

The sale of pet food and accessories is non-seasonal, providing high repeat sales and profit for your Multi Menu business year-round. Pet owners love to talk about their pets and will be glad to recommend you to their friends and family members.

Multi Menu offers extensive support and training to help you achieve the success you deserve. Product samples, brochures, business cards and regional marketing are all included in the cost of your Multi Menu franchise. A full range of corporate wear, including jackets, shirts and hats, is also available.

Owning your own Multi Menu franchise gives you the opportunity to be your own boss, at a fraction of the cost of other franchises.



# Choose Multi Menu

## Franchise pricing and investment

**Multi Menu** offers protected territories that are priced according to the total number of doors within a postal code. Franchises typically cost between \$3,000 and \$9,500, based on the following prices per door:

3,000 doors	@	\$1.00 per door
5,000 doors	@	\$0.90 per door
8,000 doors	@	\$0.80 per door
10,000 doors	@	\$0.70 per door
15,000 doors	@	\$0.63 per door

When you purchase a Multi Menu franchise, you are making an investment that will increase in value as your business grows. New housing construction will increase the total number of doors within your territory, further adding to the value of your franchise.

## Customer base

When you purchase a territory from another franchisee, you must also pay for the existing clients within that territory. Your business will continue to increase in value as your sales grow, and you will reap the benefits when you eventually sell it. This is just one of the advantages of buying a franchise that is part of a well-established network.

## Profit

As a Multi Menu franchisee, you can expect your business to grow at a fast pace due to the strong repeat business typical of the pet industry. Unlike people, dogs and cats eat the same food everyday, at a constant rate, thereby requiring regular deliveries.

Thirty percent (30%) of the franchise fee goes to a marketing fund that will be used to help grow your business.

As a home-based business, you can start your Multi Menu business with low operating costs and enjoy higher cash flow. Certain household expenses, such as inventory storage space, can be claimed as business expenses.



You can expect an average gross annual profit of between \$110 and \$125 per customer. Average profit margins are over **40%**, with margins on smaller-size bags as high as **57%**.

Because your Multi Menu business is cash-based, there are no receivables to track or collect. Customers pay for their purchases with cash or a credit card.



# Products

## Pet food

Multi Menu has a wide selection of formulas to suit any budget. Statistics show that over 80% of products sold belong to the premium category, where profit margins are higher. All 22 formulas (15 for dogs and 7 for cats) contain natural preservatives and no animal by-products. We also offer a line of all-natural wet foods.

As the owner of your own Multi Menu franchise, you can offer your customers a pet food that is tailored to the specific needs of their pets— young or old, large or small.

Premium formulas are enriched with special vitamins and minerals, such as glucosamine, chondroitin and Omega-3, as well as ingredients that promote healthy teeth and gums.

## Cat litter

Multi Menu offers its own line of quality clumping cat litter, in scented and non-scented versions. We also offer a non-clumping litter and a litter that is guaranteed odour-free!

## ... and more

With hundreds of accessories available through our new online pet boutique as well as all our dry and wet foods, your customers can easily order any product they need from the comfort of their own home. Customers can pay cash on delivery or online by credit card. The website features pictures of the products and their prices, as well as a shopping cart for their convenience.

This “pet store at your door” is updated monthly and features discounted items. This unique system enables your business to offer an extensive list of pet accessories without the need to keep them in stock, and there is no minimum order.



# Marketing

## Sampling

Free food samples and an information brochure are given to prospective customers to introduce them to Multi Menu's dog and cat formulas. The aim is to put them at ease so that they will be open to the Multi Menu concept, and to ensure that their pet will like the food before they buy it. Gift cards redeemable for \$10 off the first order (minimum \$40) are also available.

## Customer referrals

People love to talk about their pets. Multi Menu encourages your customers to refer their friends and family to your business by giving out \$10 gift cards with their name on the back. For every card redeemed, your existing customer will get \$10 off his/her next order.

## Cross-marketing – Pet-related businesses

Multi Menu has devised marketing strategies that enable your business to develop ties with other companies in the pet industry, including dog groomers, dog and cat breeders, dog walkers and rescue programs. By doing so, you will benefit from their contacts and their credibility in exchange for promoting their services to Multi Menu customers.

## Online marketing

Multi Menu offers free food samples (300g) to potential customers. When they fill out the information form on **multimenu.ca**, you will be instantly notified of their order by email. These leads often become repeat customers.

## Telemarketing

Multi Menu has partnered up a telemarketing company to scope out potential customers for our franchisees. All you have to do is provide contact information for prospects within your territory and the telemarketing company will call them to offer free samples on your behalf. This will enable you to optimize your time and to build your customer base while you are learning the business. Your initial marketing fund can be used for this purpose.



We appreciate your interest in Multi Menu and the time you will spend looking over our business proposal. We are at your disposal, and we hope to have the pleasure of meeting with you shortly, to answer all your questions and help you start your very own Multi Menu franchise.

## Pro Forma Income Statement

	300 customers		700 customers		1200 customers	
SALES	\$	%	\$	%	\$	%
Food	\$97 272		\$226 968		\$389 088	
Accessories	\$8 509		\$19 854		\$34 036	
<b>Total</b>	<b>\$105 781</b>		<b>\$246 822</b>		<b>\$423 124</b>	
<b>EXPENSES</b>						
Food	\$52 055		\$121 462		\$208 220	
Accessories	\$5 105		\$11 912		\$20 422	
<b>Total</b>	<b>\$57 160</b>		<b>\$133 374</b>		<b>\$228 642</b>	
<b>GROSS PROFIT</b>	<b>\$48 621</b>	<b>46%</b>	<b>\$113 448</b>	<b>46%</b>	<b>\$194 482</b>	<b>46%</b>
<b>SALES AND ADMINISTRATION COSTS</b>						
Travel Expenses	\$2 500	5,14	\$5 000	4,41	\$8 500	4,37
Vehicle	\$1 900	3,91	\$3 700	3,26	\$4 700	2,42
Insurance	\$600	1,23	\$800	0,71	\$1 100	0,57
Maintenance and Repairs	\$600	1,23	\$1 500	1,32	\$2 300	1,18
Advertising and Promotions	\$400	0,82	\$1 200	1,06	\$1 900	0,98
Phone/Cell	\$200	0,41	\$800	0,71	\$1 000	0,51
Registration	\$300	0,62	\$500	0,44	\$500	0,26
Professional Fees	\$400	0,82	\$800	0,71	\$1 200	0,62
Shipping Costs	\$800	1,65	\$2 700	2,38	\$4 000	2,06
<b>Total</b>	<b>\$7 700</b>	<b>15,84</b>	<b>\$17 000</b>	<b>14,98</b>	<b>\$25 200</b>	<b>12,96</b>
<b>NET INCOME BEFORE TAXES</b>	<b>\$40 921</b>	<b>39%</b>	<b>\$96 448</b>	<b>42%</b>	<b>\$169 282</b>	<b>44%</b>



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