



MARCEL'S GOURMET FROZEN YOGHURT

FRANCHISE OPPORTUNITY

PROSPECTUS





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You can be a part of Marcel's Frozen Yoghurt!

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You can be a part of the Marcel's Frozen Yoghurt success story!

Interested in joining the Marcel's Frozen Yoghurt team?

In 1989, Marcel's Frozen Yoghurt was introduced to the South African market and has been a favourite amongst South Africans ever since. This award-winning concept has proved to be so popular, that today there are outlets throughout South Africa, as well as in Botswana and the Kingdom of Saudi Arabia. With vibrant new stores and an extensive range of products, Marcel's fits perfectly into the heart of Malls and Shopping Centres.

Marcel's continues to refine an already successful business model to further develop a tried and tested business package. The affordability, sustainability and profitability ensure the best possible success for their franchisees.

The company has accumulated vast experience and is expanding the brand in a controlled but aggressive manner to strengthen the brand that is considered one of the industry leaders.

The Business

For 26 years Marcel's has swirled its way into the hearts of thousands of customers – the secret; a soft serve product containing probiotic cultures (BB12) and all natural flavours. Our frozen yoghurt range is infused with probiotics, enabling our customers to enjoy their favourite treat with a healthy benefit! Additionally, the fat content of Marcel's frozen yoghurt has been reduced from 5% to 2.4% in selected products, creating a delectable, low fat product made with natural fruit syrups and flavourings that is as good for you as it tastes.



MARCEL'S



The three pillars on which the business is based are consistent, quality products creating a sought after taste experience, service excellence and value for money. This is achieved by the factory controlling the quality, texture and freshness of all the ingredients before being sent to the Franchise outlets for processing.

There are currently 28 outlets that are performing to the company's expectations with returning customers and steady growth. The brand is synonymous with consistent quality, service excellence and value for money.





The core business is a variety of flavours of soft serve frozen yoghurt in a tub or cone but other products like toppings, frozen yoghurt shakes, smoothies, blizzards and pre-packed products offer the consumer a variety which are available at all stores.

There is a strong demand for franchises throughout the country and internationally but the growth of the franchises is controlled to ensure that the franchisees have the best possible chance of success.

Franchisee Profile

The Franchise selection process is based on an 'equal opportunity' policy. The Franchisor has established a Franchisee Profile that is used to determine the best candidates for owning a Marcel's Frozen Yoghurt Franchise which includes:

- ✓ A hands-on attitude towards the business
- ✓ Business acumen
- ✓ A good organiser
- ✓ A problem solving personality
- ✓ A disciplined work ethic
- ✓ An entrepreneurial spirit
- ✓ A good financial standing
- ✓ Good social and communication skills
- ✓ Good marketing skills
- ✓ Good management skills





Key Success Factors

The reason why Marcel's Frozen Yoghurt has already achieved success is as a result of our concept, which represents:

- ✓ A simple operation
- ✓ Repeat customers

Adding value to the above, we pride ourselves on:

- ✓ Consistent quality
- ✓ Service excellence
- ✓ Value for money

Quality, Service and Value is therefore the driving force behind our success and through extensive research; we have formulated our concept to suit the needs of Marcel's Frozen Yoghurt customers.

Marcel's Frozen Yoghurt is without doubt one of the best franchise concepts in South Africa. It is authentic, affordable and offers prospective Franchisees the opportunity to own a tried, tested and profitable business.

Turn-key Operation

We offer a full turn-key operation where we assist you every step along the way to establish and develop your new Marcel's Frozen Yoghurt Franchise. Once a site has been sourced and finalised, our initial and on-going support will cover planning, build out, establishing systems, inventory, complete in-house operational training and opening your store with you. Our operations team excels with energy and you will enjoy the benefit of their experience in this industry.





Training & Support

Initial training consists of hands on and theory which includes an overview of the Marcel's Frozen Yoghurt business model and general business procedures, helping Franchisees become proficient in all aspects of operating a Marcel's Frozen Yoghurt Franchise. The importance of proper training cannot be over emphasised and is essential to the success of all. Marcel's Frozen Yoghurt operations support are at the outlets to assist in set up, in-store training, opening the outlet and will continue to support the Franchisees throughout their Marcel's Frozen Yoghurt Franchise ownership.





Finance

Total set-up cost:

R 1,3 Million (excluding VAT) estimation and includes:

- ✓ Franchise fee
- ✓ Site evaluation
- ✓ Detailed store plan
- ✓ Project management fee
- ✓ Shop fitting
- ✓ Equipment
- ✓ Signage
- ✓ Opening stock
- ✓ Training

You will require at least 60% of the total set-up cost available in unencumbered funds and the collateral to borrow the balance.

Initial Franchise Fee:

R 85 000 (excluding VAT) included in the total set-up cost.

The initial franchise fee is payable on the signing of the Franchise Agreement and is non-refundable. The balance is payable on the securing of leased premises.

On-going Monthly Costs:

Management Services Fee	:	6% of Gross Turnover per month
Marketing Fund Contribution	:	3% of Gross Turnover per month





Steps to become a Marcel's Frozen Yoghurt Franchisee

