

# Mia Za' s Café Franchising Brochure

Mia Za' s Café Franchise, LLC  
P.O. Box 153  
Montague, MI 49437-0153

Ph: 877-253-3118  
Fax: 231-894-9662  
[franchise@miazas.com](mailto:franchise@miazas.com)



naturale italiano

© 2012 Mia Za' s Café – IP, LLC

# Table of Contents

- The Operation
- The Opportunity
- The Market
- Hours of Operation
- Royalties and Marketing Fees
- Franchise Qualifications
- The Menu
- The Concept
- FAQ
- Site Criteria
- Demographic Criteria
- Location Criteria
- Training
- New Location Launch Budget
- Next Steps



# The Operation

**Mia Za' s Café' s are healthy fast casual eateries with an Italian flair that provide carry-out and on-premise dining and feature Pasta, Pizza, Panini Sandwiches, Salads, Soups, and other food and beverage products. We offer a solution for people looking to get together to share a meal; making it easy, fast, reasonably priced, tasty and customizable.**

**All items are made to order using the freshest ingredients available allowing for everyone to have their meal “custom-made” to order. We cater to all age groups and pride ourselves on both our speed of service and quality of food.**

**Our transaction times are fast and our employees are well trained resulting in both high volumes and high earning potentials for future franchisees.**

**A typical Mia Za' s Café requires 3,500-4,500 square feet, and adapts easily to narrow store fronts typically found along sidewalks in both retail and commercial locations. Second floor seating can be accommodated where available. Parking is hardly ever an issue as most business is generated from foot traffic.**



# The Opportunity

**Mia Za' s Café offers both lunch and dinner on-premise as well as full take out of our entire menu. Catering off-premise events is also an additional opportunity.**

**With the majority of our menu items being made to order using fresh ingredients, one has the opportunity to custom make each and every meal. We cater to all age groups, and pride ourselves on both our speed of service and quality of food.**

**Our transaction times are fast and our employees are well trained resulting in both high volumes and high earning potentials for future franchisees.**



# The Market

Italian cuisine is one of the largest sought after ethnic groups of food today. Mia Za' s provides a wide variety of choice Pastas, Pizzas, Panini Sandwiches, Salads and Soups – all made to order with the freshest ingredients available, and served in a fast casual atmosphere in five minutes or less after ordering.

The concept appeals to all age groups wishing to eat wholesome and desiring to have their meal prepared to their liking, and does extremely well in and around colleges and universities. Additional potential sites are heavily trafficked streets in densely populated areas, shopping malls, high rise office buildings and sporting attractions.



# Hours of Operation

Typically a Mia Za' s Café will open between 7 and 7: 30 AM offering breakfast items while getting ready for the day' s lunch and dinner business.

The lunch hour begins anytime after 10:30 AM and runs through the afternoon with the dinner crowd starting around 5 PM.

Close is somewhere around 9 PM during the week and 10 PM or later on Friday and Saturday nights. Exact opening and closing hours are left up to the individual franchisee. Core hours are mandated.



# Royalties and Marketing Fees

Our initial franchise fee is \$35,000.

Our continuing royalty fees are 6%, and our advertising fees are 3%, with both fees being calculated on gross sales.

All fees are paid to Mia Za' s Café weekly via secure Electronic Funds Transfer.



# Franchise Qualifications

**Our approval is based upon several factors, including but not limited to, your experience, qualifications, financial status and net worth. You (or your owners) and your managers, must give us all data we request regarding your personal abilities, aptitude, and financial qualifications. We prefer candidates with prior restaurant management experience. In addition, our ideal candidate should have knowledge of the industry, a willingness to work hard, and the ability to work well with others.**

**At minimum we require you to have a personal, financial net worth of \$650,000 and \$250,000 of liquid funds, with the capability of borrowing the balance needed to build and fund a single Mia Za' s Café <sup>SM</sup> Restaurant.**

**For Multi-Unit developers similar financial requirements apply multiplied by the number of restaurants you wish to develop. (i.e. a Multi Unit development consisting of 3 restaurants requires \$1,950,000 net worth and \$750,000 liquid funds with the capability of borrowing the balance needed to build and fund the development for all units. We also require that multi-unit developers, with our approval, employ a Director of Operations, who possess multi-unit restaurant experience and who has an equity interest in the overall multi-unit restaurants of not less than five percent (5%).**



# Franchise Qualifications (Cont.)

## Required Documentation for Consideration:

- **Submit our “Request for Consideration” questionnaire**
- **Submit personal financial statements on all franchisee partners**
- **Submit both personal and financial references for all applicants**
- **Submit a complete Credit Report for each applicant dated within 10 days of submission**
- **Submit a three year business plan along with your application**

## Required Procedures:

- **Tour one of our company restaurants during business hours**
- **Meet with and be interviewed by our executive selection committee**
- **Receive approval from the Executive committee**
- **Once approved, begin site selection and meetings with required contractors**

The information contained herein does not constitute the offer or sale of a franchise. The offer and sale of a franchise can only be made through the delivery and receipt of our *Franchise Disclosure Document (FDD)*. There are certain states that require the registration of a *FDD* before the franchisor can advertise or offer the franchise in that state. We may not be registered in all those registration states and may not offer franchises to residents of those states or to persons wishing to locate a franchise in those states.

# The Menu

Mia Za' s Café-Franchise, LLC and affiliates have developed (and continue to develop and modify) a system and franchise opportunity for the operation of “Mia Za' s Café <sup>SM</sup>” Restaurants; featuring healthy fast casual eateries with an Italian flair, providing carry-out and on-premise dining services and offering Pasta, Pizza, Panini Sandwiches, Salads, Soups, and other food and beverage products.



# The Concept

Upon entering a Mia Za's Café you will find color coded menus and order forms displayed along a countertop. Once you decide which food group you wish to order from (Pasta, Pizza, Panini, Salad, Soup, or combination thereof) you are presented with making one of two decisions: (1) select one of the existing "Traditional Favorites" or (2) Design your own meal by selecting each and every item resulting in a "Create Your Own". Every meal is made fresh to order and is served on china accompanied with stainless flatware. Average wait is 5 minutes or less, and the food is never pre-made or held under heat lamps. The customer takes their meal to a table, and upon completion deposits their dirty dishes in a bus pan on their way out.

The atmosphere is casual, and the concept is simple and designed to result in a friendly setting as well as be profitable. The secrets are in the ingredients, preparation, and use of as many fresh items as possible.

**TRADITIONAL FAVORITE PIZZAS**  
ON OUR ORIGINAL HEALTHY THIN-CRUST  
CREATE-YOUR-OWN PIZZA ON OTHER SIDE.

MAKE MINE ON A WHOLE WHEAT CRUST  MAKE MINE ON PIZZA BREAD

- TRADITIONAL CHEESE \$3.29
- SAUSAGE & CHEESE \$3.79
- PEPPERONI & CHEESE \$3.79
- PEPPERONI, MUSHROOM, SAUSAGE & CHEESE \$4.59
- HAWAIIAN \$4.59
- BIG APPLE \$4.59
- GRILLED VEGGIE \$4.59
- FRESH TOMATO, BASIL & GARLIC \$4.59
- ASIAGO FOUR CHEESE & FRESH TOMATO \$4.59
- BUFFALO CHICKEN \$4.99
- PESTO PEPPERONI \$4.99
- BARBEQUE CHICKEN \$4.99
- ASIAGO TUSCANY WHITE PIZZA \$4.99
- CHICKEN FAJITA \$4.99
- CHICKEN ALFREDO \$4.99

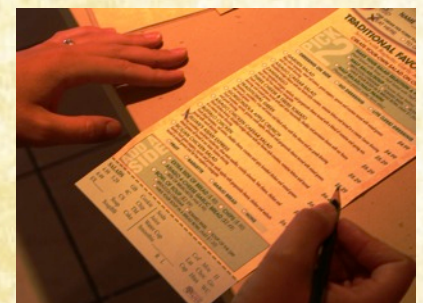
**ADD A SIDE**

- SIDE OF GARLIC BREAD (\$1.90)
- ASIAGO 4-CHEESE GARLIC BREAD (\$2.49)
- SIDE OF BRUSCHETTA (Add \$1.90)
- HALF CAESAR SALAD (\$1.99)
- BOWL OF SOUP (\$2.99)
- BROCCOLI CHEDDAR
- TOMATO BASIL
- SOUP OF THE DAY
- HAVE YOUR SOUP IN A BREAD BOWL (Add \$1.20)

**PIZZAS**

3.29	3.79	4.59	4.99
GB	Cookie	Soda	Juice
4C	Chip	Water Cup	Smoothie
EX	Soup	Cake	R
OB	Soup	B.B.	L

Cof Mcc H  
Lat Choc Go  
Cap Hsta WC



# Frequently Asked Questions

**Does Mia Za' s offer site selection assistance?**

- We make available the services of a professional who can provide a portion or all of your site selection work. Such services are an additional charge and contracted directly with that company.

**How long does it take to open after finding a location?**

- Openings depend upon numerous things and it' s difficult to project just how long it will take to build out any particular site. In general one should figure between 6 and 9 months after securing their site before opening for business. In many situations this may be less depending upon the condition of your site and modifications needed.

**Can a franchisee open more than one restaurant?**

- Mia Za' s Café offers two different Franchise Agreements: (1) a single unit and (2) Multi Unit Franchise Agreement. Depending upon your qualifications and desires both are open to all applicants.

**What is the length of your franchise agreement?**

- All franchise agreements have an initial term of 10 years and can be renewed for an additional 10 years.

**What are your current royalty and advertising fees?**

- Our franchise fee is \$35,000, and our continuing royalty is 6% of gross sales, our advertising fee is 3% of gross sales both paid to Mia Za' s Café L.L.C. In addition once established there may be up to a 3% Cooperative Advertising fee collected for Regional marketing.

# Site Criteria

**A typical Mia Za' s Café will occupy between 3,500 - 4,500 square feet preferably in a high foot trafficked location with a minimum of 24 feet width frontage. Second story seating is acceptable.**

**Parking: Not necessarily required for patrons, but minimum of 2 spaces for management preferred.**

**Access: One front entry and one rear delivery door at minimum.**

**HVAC: 10 tons**

**Electricity: 220 AMP service preferably within the site, 277/480v 3 phase/4 wire**

**Natural Gas required for heat, hot water, and pasta cooker**

**Sewer: 4" sewer line stubbed to premise**

**Water: 1.5" water line stubbed to premise**

**Signage: On Awning across the front. Exterior pole sign if possible.**

# Demographic Criteria

Two mile radius: 35,000-40,000 residential population plus 15,000 – 20,000 concentrated daytime/early evening population.

# Location Criteria

Ideally a Mia Za' s Café will be located in and around a highly trafficked foot location near a college campus, on a downtown retail street, or in a congested work environment. Additional keys to consider are middle class income, highly mobile, yuppie, student clientele. The concept adapts well where there is a concentration of foot traffic like regional shopping malls, sporting events, etc.



# Training

**Every new Mia Za' s Franchisee, General Manager and if there is one, Director of Operations, must successfully complete our five weeks of training at one of our corporate restaurants. All training is conducted during one visit.**

**The remaining staff is trained at the franchisee' s location by corporate personnel, or nearby company or franchised Mia Za' s Café' s.**

**Each staff member must successfully complete, and maintain a level of proficiency equal to 80% or better utilizing our current state of the art online 24/7 training program.**

**Franchisee' s who maintain a proficiency level greater than 90% over a three month period for their staff members will receive a reduction on their training costs.**



# New Location Launch Budget

## ESTIMATED INITIAL INVESTMENT

The following chart describes the estimated initial investment for a single Restaurant. Please note that if you are executing your Franchise Agreement for a Restaurant pursuant to a Multi-Unit Development Agreement, the initial fees will differ from those listed in the chart, as denoted in Footnote 1, below.

Name of Expenditures		Actual or Estimated Amounts	Method of Payment	When Due	To Whom Payment Is To Be Made
<b>Initial Fees<sup>(1)</sup></b>	\$35,000	\$35,000	Cashier's Check	Upon Execution of Franchise Agreement	Mia Za's Café
<b>Lease Deposit<sup>(2)</sup></b>	\$7,292	\$12,000	As Incurred	Before Opening	Lessor and Utility Companies
<b>Utility and Other Security Deposits<sup>(3)</sup></b>	\$1,900	\$2,250	Lump Sum	Before Opening	Utility Companies
<b>Leasehold Improvements<sup>(4)</sup></b>	\$160,000	\$450,000	As Arranged	Before Opening	Lessor or General Contractors
<b>Equipment (includes Smallwares)<sup>(5)</sup></b>	\$80,000	\$140,000	As Arranged	Varies with Supplier	Approved Suppliers
<b>POS Workstation and Software</b>	Estimated \$12,000	Estimated \$24,000	As Arranged	Varies with Supplier	Approved Suppliers
<b>Initial Inventory (Food and Paper)<sup>(6)</sup></b>	\$10,000	\$20,000	Lump Sum	Varies with Supplier	Approved Suppliers
<b>Furniture and Fixtures</b>	\$12,000	\$50,000	As Arranged	Varies with Supplier	Approved Suppliers
<b>Insurance Deposit</b>	\$8,850	\$17,700	Monthly Installment	Monthly Installment	Insurance Company



# New Location Launch Budget (Cont.)

Name of Expenditures		Actual or Estimated Amounts	Method of Payment	When Due	To Whom Payment Is To Be Made
Training <sup>(7)</sup>	\$20,383	27,156	Lump Sum	Before Opening	Transportation, Hotels, Restaurants
Real Estate and Site Selection Fees <sup>(8)</sup>	\$3,500	\$5,000	As Arranged	Before Opening	Franchisor/ Commercial Real Estate Broker
Signage (Interior and Exterior)	\$3,500	\$5,000	As Arranged	Varies with Supplier	Supplier
Surveillance System	\$3,000	\$6000	As Arranged	Varies with Supplier	Approved Supplier
Computer Equipment	\$7,000	\$13,000	As Arranged	Varies with Supplier	Approved Suppliers
Office Equipment and Supplies <sup>(9)</sup>	\$1,000	\$3,000	As Arranged	Varies with Supplier	Approved Suppliers
Professional Fees <sup>(10)</sup>	\$15,000	\$35,000	As Arranged	Varies with provider of professional services	Lawyers, Accountants, Architects & Designers, Mia Za's Café
Business Licenses and Permits	\$1,500	\$6,000	Lump Sum	Varies with type of permit	Federal, State or Local Government Bodies
Grand Opening Promotions	\$7,500	\$7,500	Lump Sum	Before Opening	Mia Za's Café
Worker's Compensation Insurance <sup>(11)</sup>	\$3,000	\$7,500	Lump Sum	Before Opening	Insurance Company
Additional Funds (3 months) <sup>(12)</sup>	\$30,945	\$49,512	As Incurred	Before Opening	Approved Suppliers, Employees
TOTAL:	\$423,370.00	\$905,875.50			

# Next Steps

Please visit our webpage at [www.MiaZas.com](http://www.MiaZas.com) and review our qualifications to become a Franchisee.

Complete our request to be considered for a Franchisee and electronically submit it to our offices.

Upon review Ken Wolfe will contact you to discuss our investment opportunity.

For further information please contact:

Ken Wolfe  
franchise@MiaZas.com  
PH: 877-253-3118  
FAX: 231-894-9662

Mia Za's Café Franchise, LLC  
P.O. Box 153  
Montague, MI 49437-0153

[www.MiaZas.com](http://www.MiaZas.com)

