

MEN ZONETM
FRANCHISING



A MESSAGE FROM THE FOUNDERS

Welcome to MEN ZONE! As the owners of the Original MEN ZONE Barbershop Inc., we are thrilled to welcome you along our journey. The sheer joy associated with providing customers with the grooming services they truly deserve makes what we do that much better.

Over the last several years, we have worked tirelessly to develop a strong and sustainable business model, that ensures success and profitability. Now, we are looking to bring passionate Franchisees like yourself along with us on our journey throughout the men's grooming industry. We at MEN ZONE, strive to deliver consistent high-quality services that people expect from us.

Our training program will equip you with the necessary tools and know-hows to effectively and efficiently handle every aspect of the business, ultimately making your franchise successful. However, the degree of your success will always depend on your willingness to learn and communicate with your customers and with us (the Franchisors). Your success is also a function of the amount of time and effort you are willing to devote to learning and executing each phase of our business.

It is our goal to provide our full support and full range of services to you with the highest level of honesty, integrity, and professionalism. We at MEN ZONE take the relationship we form with each of our franchisees very seriously; this relationship is the foundation of our success. Comprehensive training and ongoing support will keep you and your staff informed and competitive during the start-up and beyond.

MEN ZONE is a company that is positioned to innovate, and we are delighted that you are interested in joining us along our journey. MEN ZONE has achieved notoriety, respect, and market share. Till date we have served over 120,000 customers. Our potential is limited only to the creativity of our management and the vision of our owners. Our future in this "Growth" industry is flourishing and welcomes you!

Sincerely,

Hussam H.

Fadhil R.

OUR STORY

MEN ZONE Franchising Corp (Owned by MEN ZONE HOLDING), launched a dedicated men's grooming lounge in Mississauga, Ontario providing consumers with a unique "executive grooming One Stop Shop" experience which includes barbering, laser hair removal and facial services. This move has opened-up many fruitful market opportunities, while revolutionizing the industry as well. The new Oakville MEN ZONE location has incorporated manicure & pedicure services expanding the selection of "executive grooming One Stop Shop" services.

When the company was incorporated in 2016, MEN ZONE employed only less than 6 employees and serviced 19,587 customers in the First Year of Operation. Today, that start-up corporation is the innovative leader of the Men's Grooming services. The company's growth has been achieved through the franchise business model and the company has never lost focus of its objectives:



INNOVATION



DIVERSITY



CUSTOMER SATISFACTION



EMBRACING NEW
TALENTS



USING ULTIMATUM
ONLINE TECHNOLOGIES



GROW PROFITABLY AND
EMBRACE CHANGE

THE PILLARS OF OUR BUSINESS

PEOPLE

We at MEN ZONE believe in treating our team members with respect while providing a safe, fun and professional working environment. Every individual is given the same opportunity to grow within our organization, from commission based to hourly employees all the way up to multi-unit managers. We believe in diversity, in treating people with kindness and in understanding, all with an emphasis on enjoying the workplace.



COMMUNITY

We believe in giving back to our community. Each location is committed to working closely with schools, community centers, food banks, places of worship and many other charitable organizations.



QUALITY

We are committed to offering our customers high quality service! By visiting any MEN ZONE location, you can rest assure that quality services/s and Customer Satisfaction are Guaranteed!

HONESTY

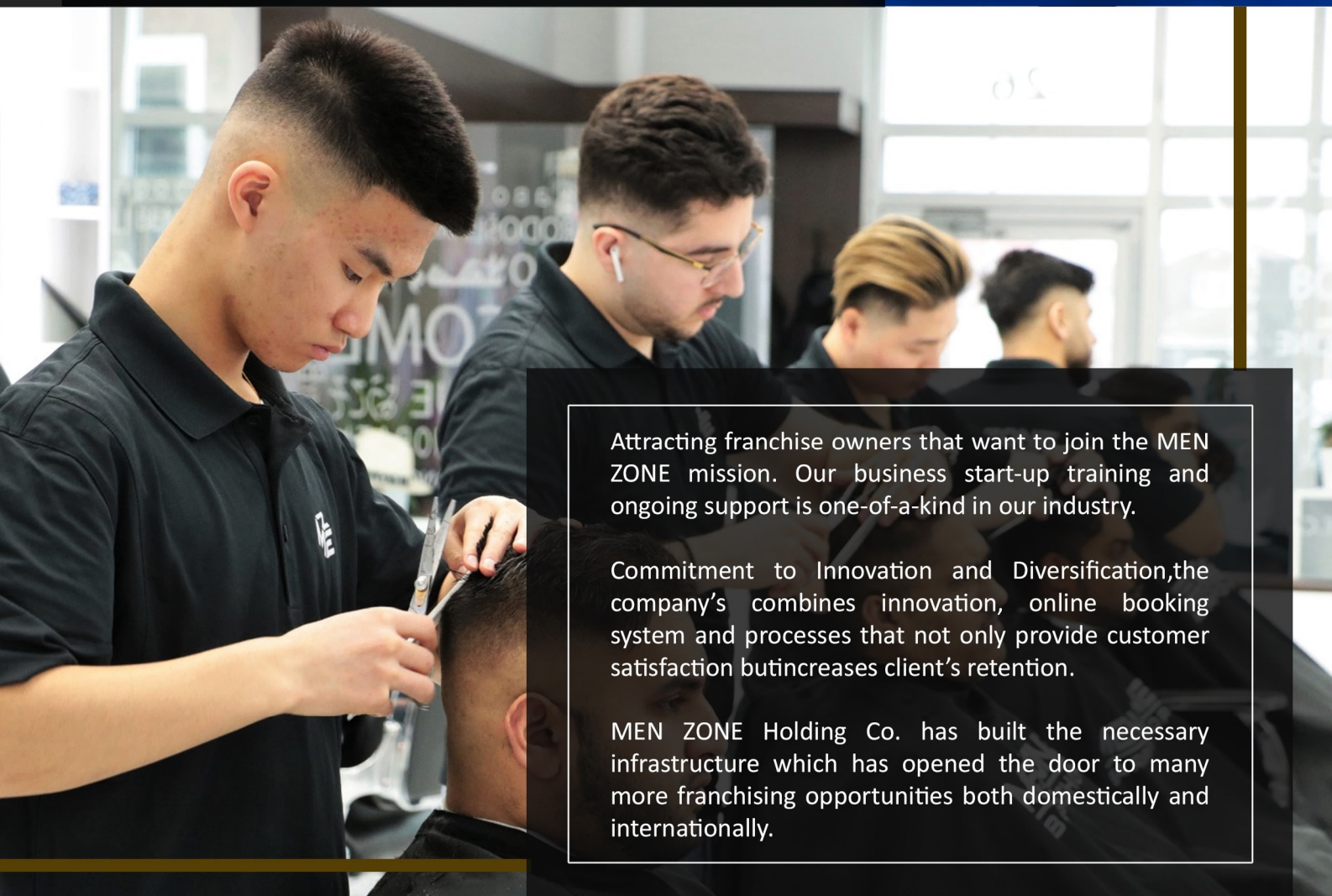
Our philosophy and our company's foundation have been built on honesty. We believe this begins with being honest with our team members, Our team members know exactly how they are performing based on constructive feedback, the purpose of which is to help them achieve their goals and create good work habits that they will carry throughout their lives. We treat our guests and vendors with honesty and high level of integrity, as well as an equal measure of loyalty are committed





INNOVATION PIONEERS IN THE MEN'S GROOMING INDUSTRY

When you become a franchise business owner with MEN ZONE, you will own a niche service business that offers unlimited franchise support. Since we started operation in 2016, we have continued to reinvent ourselves, revolutionize the men's grooming industry by launching a dedicated men's grooming lounge, delivering a high-end atmosphere, through providing customers with a superior customer service and unique "executive grooming One Stop Shop" experience which includes barbering, laser hair removal, facial, manicure and pedicure services.



Attracting franchise owners that want to join the MEN ZONE mission. Our business start-up training and ongoing support is one-of-a-kind in our industry.

Commitment to Innovation and Diversification, the company's combines innovation, online booking system and processes that not only provide customer satisfaction but increases client's retention.

MEN ZONE Holding Co. has built the necessary infrastructure which has opened the door to many more franchising opportunities both domestically and internationally.

ABOUT OUR LOCATIONS

Locations range in size from 1,000 to 2,500 Square Feet regardless of unit size, MEN ZONE brand and facility has become an attraction point to customers who seeks quality services and a luxury atmosphere.

MEN ZONE has high standards for excellence in design and functionality for each of our locations, however, we do recognize that each potential location must be analyzed on an individual bases and each may vary slightly but still comply with our strict guidelines.



OUR CUSTOMERS

MEN ZONE typical customer demographic segment is:

TRADE AREA DEMOGRAPHICS 5 MILES

- Household Income: Approximately 30,000 +
- Residential Population: 25,000 +
- Families: 15,000+
- Average Age: 15 – 65
- Education: 60%+ With some college



WHAT IS A MEN ZONE FRANCHISE?

A MEN ZONE franchise is a unique men's grooming franchise that specializes in offering upscaled One Stop Shop men's grooming services.

With a dedicated team that offers thirty years of experience in the business development and barbering industries which allows franchisees to work under the umbrella of a well-established firm – one that is licensed, insured, and an established leader in the men's grooming industry.

We are committed to setting the highest standards in our industry and to the success of our franchisees. We ensure offering the following:



TRAINING & SUPPORT

- Specialized Training
- Training Manuals
- Onsite Opening Assistance
- Ongoing Business Education and much
- Strategic Sales and Marketing Support
- Recruitment Support
- Hiring and HR Assistance
- Dedicated, experienced team

MARKETING

- State of The Art Website & Phone App
- Advance CRM Program
- Branded Marketing Materials
- Social & Digital Media Support

ESTABLISHED PRE-OPEN

- On-Site Opening Support
- Established and Operating within ninety days
- Low Startup Cash Requirement
- No Expensive Equipment
- No Costly build-out
- No Costly Inventory
- Focus on Franchisee Financial Success

With a team that offers thirty years of experience in the Business Development and Barbering industries is one that allows franchisees to work under the umbrella of a well-established firm, insured, and an established leader in the industry.

MEN ZONE offers a unique opportunity that is backed by industry leading support and an innovative approach to the cleaning industry. Discover our difference!



WHY THE MEN'S GROOMING INDUSTRY?

WHY NOT?

As we soon enter into the second decade of the 21st century, more and more men are realizing the value of good grooming, involves the whole man. More than just the clothes they wear or the way they cut their hair, grooming reflects nothing more and nothing less than the image a man has of himself and his ability to project that image to the world around him. In short, the combination of a healthy grooming regime and facial procedures is soon becoming as appropriate and personal to him as his signature. In short, the Personal grooming boosts your confidence, and it defines your personality.

- Maintaining A Clean, Professional and Sophisticated Appearance
- Good Personal Hygiene
- Skincare

Usually Haircut Industry is 'Recession Proof', as it is a necessity at least once a month. The grooming and salon industry doesn't come under the government's list of essential services during pandemics, the coronavirus enforced lockdown, but with every passing day, many people who haven't had haircuts are growing restless to visit their Barbershop/Hair Salon.

TRAINING & SUPPORT:

**EXPERIENCE THE
BENEFITS OF OUR
TURN-KEY SYSTEM**



INITIAL TRAINING

Our support team will train you on every aspect of building a MEN ZONE business. This includes operations, customer relations, sales and utilizing our software systems to efficiently grow and manage your business.

GROWING YOUR BUSINESS

MEN ZONE offers the most flexible and healthy programs for growing your initial client account base and for continued growth of your business.

CONTINUOUS SUPPORT & TRAINING

Having access to our Support Team, which also includes webinars, conference calls and other opportunities for you and your business to experience ongoing education for the development of your business.

INVOICING & COLLECTIONS

Unlike other industries, you invoice your customers and you will immediately collect the money, or the services provided by your business. This saves you time and money!



FRANCHISE WEBSITE/PHONE APP

You will have immediate access to a highly developed and recognized website by Google and you will have our own MEN ZONE Phone App which is developed by one of the most well-known Software Developers in the Worlds.



AWARD WINNING

INDUSTRY LEADING FRANCHISEE SATISFACTION

Since our initial opening in 2016, we have enjoyed immense and continuous success, being recognized and awarded by several outlets (Top Choice Award, Toronto Hair and Beauty Supply, and etc.) for our performance as the best barbershop in the Greater Toronto Area. We strive to deliver imperative value propositions that exhibit our immaculate understanding of the client's needs and aspirations to cater world-class services.



GROWING YOUR BUSINESS

PERSONALIZED GROWTH PLAN & BUSINESS COACH

A PROVEN SUCCESSFUL MODEL FOR HEALTHY BUSINESS GROWTH We offer a fully dedicated business coach who will work with you on your growth plan for your new venture. Business Coach that will work with you directly on developing and executing your customized growth plan for your business. This direct support will include, but is not limited to, the following support areas:



Business Plan Preparation



Marketing Plan



Payroll payment gateway



Human resources program



Business Finances



Recruiting & Retaining Employees

At MEN ZONE, you will receive a personalized development program. This program is unique to our industry and is focused on your success as the top priority!

TECHNOLOGY

OUR TECHNOLOGY SIMPLIFIES YOUR BUSINESS!

WE ARE THE INNOVATIVE LEADER OF THE INDUSTRY; we offer you systems that make running your business more efficient and simplistic.

Website: State of art website: <https://menzone.ca/> which is recognized by Google, high traffic and user friendly

Phone App: A well developed Phone App (menzone) available for FREE on Android & Apple stores, makes the client booking experience easy and handy, which will also respect the clients time and organize/maximize the business operation.

OUR CRM System is a cloud-based management and appointment scheduling solution designed for the needs of small to midsize businesses. Offers features such as scheduling with wait list management, appointment booking through Facebook, automated scheduling of email and texts and online bookings.

You can log-in 24/7 to the portal and review sales, payments, reports,..etc. that have been collected for your business.



Payroll Payments:

We use a comprehensive global provider, offers industry-leading online payroll and a leader in business outsourcing services and analytics., which help you save time with these convenient features: Automated and error-free online payroll processing. The software performs Staff payments, each step quickly and automatically.

HR Solution:

We partnered with one of the most recognized HR Outsourcing Solution and documentation needs keeps your business lean and efficient. It also helps avoid the hassle and expense of a lawyer or hiring an HR team.

- Monitoring holidays and absences
- Onboarding employees
- Temporary lay-offs & work refusal policies
- Tailored documentation & contracts
- Health & safety reviews
- Dealing with accidents, incidents, and inspections



NEXT STEPS

GET IN TOUCH WITH US TODAY!

We view these steps as a B2B match making process. We want to ensure the opportunity matches your goals and that each person/family that becomes a franchisee is a good fit for our family of franchisees.

BELOW ARE THE STEPS OF THE PROCESS:



Step 1 Initial Information Review during our initial phone/video conference meeting, you will have the chance to gain an overview of the franchise opportunity. This will provide for an open exchange of questions and answers by all parties. (Week 1)

Step 2 Discovery Meeting/s This involves a scheduled in-depth review of the next steps of the opportunity. This call is your opportunity to ask additional questions and discuss what a start-up plan for your business would look like. (Week 2-3)

Step 3 Due Diligence & Application Process At this point, we will review with you the plans for the adequate funding for opening a MEN ZONE franchise. This includes franchise fee, start-up capital and initial cash flow requirements. You will be reviewing our Franchise Disclosure Document and completing the application process, which includes the opportunity for you to speak with existing MEN ZONE franchise owners. We welcome you to visit with us at any of our locations on Ontario at any phase of this process. (Week 4-5)

Step 4 Onboarding Process & Training If both sides decide to move forward, we will then prepare the Franchise Agreement for your signature. Your training program will then be scheduled for you to attend and complete a training regimen that includes all components related to the business and our industry. (Will take 4 weeks before launching and upon signing)

Step 5 Launch Business This is an exciting time! You are now equipped and trained to begin developing your new business with the support of a VERY WELL EXPERIENCED FRANCHISE SUPPORT TEAM! (After obtaining all the necessary licensing, finalizing drawings, building permits from authorities (will take approximately 2 months), construction will take approximately 2-3 months)

FREQUENTLY ASKED QUESTIONS

Q: What is the cost of opening MEN ZONE Barber-shop Franchise?

A: Basic costs: Total investment Range from \$265,000 to \$500,000, which includes initial Franchise Fee of \$25,000 + 13% HST.

Q: How much income will the store generate? How long is the Return On Investment (ROI)?

A: As per Canada Franchise Association (CFA), Franchise law, we are unable to provide this information or any kind of assumption on this matter.

Q: What is the recommend location size?

A: 1200 to 2500 Square Feet.

Q: How long does it take for an application to be pre-approved?

A: The application process usually takes one day once we receive our completed confidential application.



Q: If we do not have a location, will you get one for us?

A: Though we make no guarantees on locations, MEN ZONE has a team of experienced Real Estate Professionals that will assist you throughout the location selection process. They will help you select the site as well as negotiate the lease.

Q: What amount of Capital will be required to open my Barbershop?

A: Including the initial Fee of \$18,000 your total investment can range from a low of \$150,000 to \$395,000 (which might include multi-unit franchise locations). Providing you negotiate within the setup recommendations.

The Franchise fee of the second location is \$16,000 and for every location after the first two (2) it is \$10,000. The maximum number of franchise locations permitted under the Area Development Agreement is negotiated and dependent on the territory requested.

Q: What Fees are associated with operating my Barbershop once its opened?

A: We charge a 4% "on-going licensing fee" plus up to 2% marketing & technology fee, based on gross sales revenues.



Q: Do we have to buy all supplies from you?

A: Supplies are purchased from MEN ZONE Trading or its approved vendors.

Q: Do you franchise out of Ontario?

A: Yes

Q: How long it will take to open a store?

A: Once a location is secured and the construction permit has been issued, construction usually takes 2-4 months depending on your contractor's performance.

Q: Do you provide Training?

A: Yes, MEN ZONE will provide initial training, ongoing training, and ongoing support as deemed needed.

Q: What about a CRM/POS System and Phone App to support my business?

A: You will benefit from the MEN ZONE well established CRM System, furthermore FREE Phone Application available on Android & Apple Stores., as part of your monthly Technology Fund Fee which will contain in franchisee support. Both will facilitate customers bookings, payments, and comprehensive reporting features.



Q: What will be my monthly overhead?

A: Each owner differs monthly to market, rent, salaries, advertising, loan repayment and personal business choices. Your goal is to overseas a low monthly budget and accelerates your break-even point.

Q: What about a website to support my business?

A: You will benefit from the MEN ZONE website as part of MEN ZONE domain (1 time \$750 Setup Fee Only). The purpose of the website is to establish and promote the MEN ZONE brand to attract retail business for our franchisees. Visitors to the website will encounter the services and price lists, the Franchise Location and contact details, allowing them to find the MEN ZONE nearest to them.



The image features a grey card with the 'MEN ZONE FRANCHISING' logo in white, tilted at an angle. To its right is a top-down view of a golden coffee cup filled with dark coffee, showing a ring of foam at the surface.

MEN ZONETM
FRANCHISING

LET'S HAVE A CUP OF **COFFEE**
& DISCUSS

CONTACT US NOW!

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MEN ZONETM

F R A N C H I S I N G