

IN SUMMARY

The MIA PASTA concept is the perfect hybrid concept between a fast food restaurant and a traditional sit down establishment. The quickness of our service and the quality of our ingredients, added to the urban and warm design make for the Mia Pasta experience a truly unique one. Our young and vibrant group greatly contribute to our growing success. It all lies on the quality of the franchisees, the dedication of the Mia Pasta team and on the wonderful experience we give to our customers. **So, when will it be your turn to join our team of franchisees?**

PRIMARY HIGHLIGHTS

Quality.

Mia Pasta offers sauteed pastas, asian noodle dishes, flatbread pizzas, main course soups and salads. Our customers can benefit from a healthy alternative and a quality offering in a setting where they can create their unique dish combination from a wide variety of fresh and flavorful ingredients.

Quick service.

Mia Pasta offers a quick alternative to customers who don't have time for a traditional business lunch while offering a healthier alternative to traditional fastfood restaurant chains.

Casual atmosphere.

Mia Pasta, offers a casual atmosphere, in a modern interior decor that will please our clientele looking for a different restaurant experience. .

Prices.

Mia Pasta offers a wide range of dishes marrying quality to attractive prices with prices varying from 6,95\$ to 14,95\$

Market segment strength.

Fast casual restaurant segment is the fastest growing restaurant segment. This represents what customers are looking for, quality offering served in a fast an efficient manner.

Low cost of acquisition.

May you prefer our traditional or our food court counter setting (see below), Mia Pasta is a affordable concept to acquire. Our unique way of financing your project is worth a look. Moreover you benefit from a first mover advantage by establishing yourself in a wide variety of unexplored markets.

Solid concept.

The strength of our operational concept, of our commercial partners and of our support to franchisees makes of Mia Pasta an incredible business opportunity.

TYPE OF OPERATION

We are operating two types of restaurants.

Traditional floorplan

- Average floorplan of 1800 square feet
- Average of 50 to 60 seats
- Dedicated floorplan

Counter concept

- Average floorplan of 500 square feet
- No dedicated seating
- Counter part of shopping mall or office tower foodcourt

HOURS OF OPERATION

Opening daily at 11 AM, the closing hours depend on the location and day of the week, and vary between 8 PM and 11 PM

1ST RESTAURANT

The first Mia Pasta opened in 2007

NUMBER OF UNITS

16 units in operation (2018), 13 in Québec and 3 in Alberta

NUMBER OF EMPLOYEES

Our restaurants generally employ between 10 and 15 colleagues both full and part time

CONSTRUCTION AND EQUIPEMENT

We request our future franchisees to budget for 550 000\$ for the construction and equipment cost for a traditional concept. We request our future franchisees to budget for 400 000\$ for the construction and equipment cost for a food court counter concept

CASH DOWN

We typically demand a cash down of 100 000 to 150 000\$ to establish the bank loan at a maximum of 300 000 to 400 000\$ for a traditional concept. This represents between 30 to 40% of the total project cost.

ROYALTIES

Our corporate royalties are established at 6% of net sales.

MARKETING BUDGET

Our franchisees contribute 3% of net sales to our national and local marketing budget

AVERAGE CHECK

12,20\$ per guest (2018)

FRANCHISEE TRAINING

A one to 2 weeks training period in one of our location is necessary for all new franchisee. Moreover, our corporate team is present prior and during opening of the restaurant. Their support is also continuous throughout your operation.

For more information, please contact us by Email, on our Web site or by phone.
To make a Mia Pasta franchise application, please complete the following form
and send it by Email.

www.miapasta.com
franchise@miapasta.com, 403-339-3999



MIA PASTA FRANCHISE APPLICATION FORM

PERSONAL DATA

First Name :
Address :

Surname :

Tel. (home) :
Previous Address :

Since :
Tel. (cell) :

Email :
Date Of Birth : M D Y

Marital Status :
Age :

Social Security # :
Are you a Canadian Citizen? : Yes No

Spoken Languages EN FR Other(s)

Spouse/Partner's Name :

Number of Dependants :

Spouse/Partner's Occupation :

Are you associated or do you have any interests in other business: Yes No
If "Yes", please detail :

**If both spouses/partners will be involved in the business, please fill 2 individual forms.*

EDUCATION

Please tick last diploma obtained

High School Trade School University Master's Other :

Name of Trade School or University :

Field of Study :

EMPLOYMENT HISTORY

Please give details of 3 most recent employments

1.

Company :

Contact :

City :

Tel. :

Start Date : M Y

End Date : M Y

Title :

Duties and responsibilities :

2.

Company :

Contact :

City :

Tel. :

Start Date : M Y

End Date : M Y

Title :

Duties and responsibilities :

3.

Company :

Contact :

City :

Start Date : M Y

Title :

Duties and responsibilities :

Tel. :

End Date : M Y

FINANCIAL STATEMENT

ASSETS

Cash of Hand

Securities, Stocks, Bonds
(Excluding RRSP)

Accounts and Loans

Home and Real Estate (Market Value)

Cash value of life insurance

Automobiles (Market Value)

RRSP's and other pension plans

TOTAL ASSET

NET WORTH

(Total Assets - Total Liabilities)

ANNUAL INCOME

Salary

Interest and dividends

Other revenues (please list)

TOTAL ANNUAL INCOME

LIABILITIES

Bank Loans

Credit Cards

Other Loans (cars, funding, etc)

Please detail:

Loans against life-insurance

Mortgage

Other liabilities (Please detail)

TOTAL LIABILITIES

Bonus and commissions

Rental income

COMPLEMENTARY INFORMATION

Managing a Mia Pasta franchise can be a physically challenging task. Are you ready and willing to work long hours and support the pressure of this field of work? Yes No

Have you ever been adjudicated bankrupt? Yes No

Have you ever been convicted of an offence under the laws of Canada for which a pardon has not been granted? Yes No

How much money are you planning on investing in this franchise?

Will you be the sole investor in this venture? Yes No

** if there is more than one investor, please fill individuals forms*

Will you be the main operator of the franchise? Yes No Full time? Yes No

Have you ever been a business owner? Yes No

Have you ever been partner or sole owner of a restaurant? Yes No

Are you the guarantor of someone else's loan or financing (including friend or family member)? Yes No

If "yes" please give details and amounts

What city and area are you interested for your mia pasta?

Are you willing to follow a 2 week training away from your home? Yes No

Please explain your interest in the food and beverage industry and why the mia pasta brand?

PERSONAL REFERENCES

1.

Name : Relationship : Tel. :

2.

Name : Relationship : Tel. :

I understand that this form is not to be considered as an offer of a franchise, a commitment or a binding agreement on either party. A formal franchise request must be submitted by all investors if applicable. I understand that any false information or consequential omission contained in this application would be cause for immediate termination of any subsequent agreement reached between Mia Pasta, bar à pâtes inc. and myself. I understand that it might be necessary for Mia Pasta, bar à pâtes inc. submits the information above to a third party while selecting a location, while applying for financing or any permits related to the development of my future franchise. I hereby authorize Mia Pasta, bar à pates inc. to share this information to these third parties if deem necessary. I hereby authorize Mia Pasta, bar à pâtes inc. to verify the details included in this form and to communicate with the indicated references if necessary. I hereby certify that to the best of my knowledge and belief, the answers given by me to the foregoing questions and all statements made by me in this application are correct.

Signature :

Location :

Date :