



MAJESTIC

— FRANCHISE PROFILE —

Majestic welcomes you

Thank you for your interest in the Majestic brand.

I would like to extend to you a warm welcome and let me say how excited I am to share with you this truly innovative café franchise.

Our goal is to deliver a world class café franchise that elevates a wide range of products while operating under the promise of delivering a truly “independent” national brand.

We aspire to deliver a business that offers an experience like no other, a place where people feel welcome and can enjoy what’s on offer. A destination where both customers and franchise owners alike can be at ease in a local café that reflects nothing but excellence and success together with a high degree of individuality.

As brand owner, our continued success comes from your success. By selecting passionate franchise partners and establishing not just a relationship but also a long term friendship with our people, we will be best placed to build on our commitment to deliver on our goals, aspirations and promises.

Our network has gone from strength to strength since its inception, capturing the attention of those in Auckland, Tauranga, Porirua, Christchurch and Invercargill. With 15 stores operating across the country we continue to seek out passionate and driven people who want to own and operate what in most cases has been a long held dream.

Partnering with Majestic means you’ll be joining a collective of highly experienced people each of whom bring a particular set of skills, each one designed to help maximise your potential and help you realise your dream while ensuring your placed on a path to success from day one.

I am particularly passionate about my brand however it’s our people that make Majestic what it is, and if you are ready to join with us and embark on that long awaited dream, we’d love to hear from you.

Best wishes,

A handwritten signature in dark blue ink, appearing to read 'Chris Cox', with a long horizontal flourish extending to the right.

*Chris Cox
Franchise Director & Founder*



How did it start?

In the beginning

Many of us frequent cafes, almost daily in fact. They've become an integral part of our busy lives. Whether it's a local café close to home or an espresso bar in the city, the café scenes of today aren't what they used to be. With that in mind, the question was raised by our Founder and Director one evening when thinking about a new café concept.

We were once a nation of devout tea drinkers, a carryover from our English heritage where tea shops, palm courts and railway tea rooms were the cafes of today.

So why did we stop? What happened to tea? The truth is, tea became overshadowed by the coffee craze and was somewhat relegated to a forgotten era and like so many things, it quietly slipped off the radar...

Following a period of travel and investigation, Chris was pleasantly surprised to discover that while tea in many of our eyes was of the past, a significant resurgence was brewing overseas.

Knowing he needed a unique edge in a competitive café scene, Chris embarked on a journey to bring tea back to the New Zealand café scene and so Majestic Tea Bar was born.



From conception to implementation

Giving prominence to an old favourite and making it popular again wasn't going to be without its challenges, especially in a market saturated with modern espresso bars and industrial style cafes.

While the tea itself now offered a large variety of types and flavours, the question was, how could Majestic Tea Bar entice customers back to it and favour it over coffee? The question was simple, it didn't need to.

It wasn't about introducing something new; it was merely about reminding people of something old. In order to achieve this, the store design and the branding were all developed to reflect an era once forgotten and once introduced, customers began to reminisce.

Taking a look back in order to go forward was critical and while we did this, we ensured that a modern twist was applied through the use of fresh vibrant colours and materials.

The result, an elegant and vintage style design concept with a fresh and modern twist.

The opening of our first store, a kiosk in a newly built shopping centre gave us the perfect opportunity to showcase a classic offer in a modern environment and the results were astounding. Not only did the public embrace the new repositioned café concept, but they were also grateful someone had the passion to deliver back something they felt was stolen by coffee.





It's not just about TEA anymore

While we initially established ourselves as a tea concept, we never forgot about the status quo.

Majestic Tea Bar had also taken great steps upon conception to ensure that coffee maintained its existing profile and also went a step further by adding chocolate to the business, offering an extensive range of hot chocolate beverages made with real chocolate and flavours together with an array of cold chocolate beverages.

Did we stop there? No way! With Innovation, evolution and adaptation being integral parts of what made our first store a success we progressively moved into our next phase of growth which saw us develop a full café concept that included a full working kitchen together with a comprehensive food menu.

Following our success it became apparent that Majestic Tea Bar was now so much more than just a Tea Bar and in 2020, Majestic Tea Bar simplified its branding and became simply known as... Majestic.

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Where are we now?

As our brand evolved, so did our aspirations for adding additional revenue streams but not only this, it has always been important to us to offer our customers more choices.

In 2022 we opened our first licensed café bringing alcoholic beverages to the menu. This new addition opened up further opportunities to offer High Tea in select stores which has connected well to our tea roots. Majestic continues to remain current while building on its foundations.

Our network now comprises pavilion stores (kiosks) café stores and now licensed all day eateries, three unique business models that make up a comprehensive hospitality package.

Since our humble beginnings, our business model has evolved and continues to explore new ways and means on how Majestic can live very much up to its namesake, to be grand in every sense of the word.

We continue to remain faithful to tea however Majestic has now moved to become the complete café of choice for all of New Zealand.





Our future

Majestic's future is bright and the passion and determination that we had in the beginning is still very much alive today as it was then.

Our team are dedicated to the cause of keeping tea current while innovating and reenergising the complete café package delivering and making sure that our franchisees and their investments are protected from now and well into the future.

As a brand we embrace the future, we research the market, and we embrace change. In order to achieve ongoing success, our business cannot afford to become complacent. It will move with the times; it will lead the way in setting new trends and it will continue to stay relevant.

Majestic offers a real opportunity in what has become a very standardised café franchise market.

With significant interest from landlords, customers, investors, and franchisees, we have carefully crafted a national expansion programme that ensures the brand remains niched yet prime positioned to capitalise on opportunities that will serve the brand and its franchisees well.

Our core belief that franchisees should not be competing with each other means that tentative locations have been strategically identified to ensure our people are best positioned to showcase the brand without infringing on another store's catchment.

With locations identified across the country, we are confident that Majestic will continue to deliver to both customers and franchise partners alike and so, our story continues.



Why Join our family?

- *New Zealand founded, owned, and operated.*
- *An experienced HQ team on hand to help.*
- *Freedom to have some input on your food menu offering.*
(We do not constrain sites when looking at how best to serve your local clientele).
- *Enthusiastic and driven franchise partners around you.*
- *Unique products with a point of difference.*
- *Retail opportunities to gain additional sales.*
- *Hot chocolates made with “real” chocolate.*
- *Over 35 loose leaf tea’s.*
- *Strong focus on being innovative and adaptive to change across all areas of the business.*
- *Ability to be licensed.*
- *On the ground support with regular site visits and ongoing training.*
- *Centralised accounting to help track and monitor your stores performance.*
- *Ability to maintain an identity with no store being the same, “no cookie cutter store design”*
- *Fast growing and emerging New Zealand brand.*
- *Strong buying power and supplier relationships.*
- *Local and national marketing with individual social media profiles.*
- *Coaching from the franchise founder.*



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Franchising

Franchising is best described as a symbolic relationship where both the franchisor and the franchisee benefit mutually through coexistence.

The franchisor develops and imparts the business concept and system to the franchisee who then implements it at their local levels with drive and commitments that generally exceeds that of the best employees any organization can hope for.

Apart from the concept, the main ingredients for success are shared and common values between the franchisor and the franchisee and the will to succeed.

Our Values

- EXCELLENCE

We strive to be the best in all that we do, now and into the future

- CUSTOMER SERVICE

We aim for 100% customer satisfaction

- PRODUCT QUALITY

To offer the highest quality product and to continually improve our product range to ensure customer satisfaction

- COMMUNICATION

To ensure that there is continual and effective communication between our franchisees, staff, customers and suppliers so as to develop a mutual level of trust and respect

- PARTICIPATION

We encourage feedback on our present systems and new ideas from all our contacts so that we can evolve as the market changes while remaining competitive.



Franchising Process

- FIRST MEETING

The applicant is introduced to the Majestic franchise and is given a

- Franchise overview
- Application form
- Confidentiality agreement

- SECOND MEETING

Having had an initial meeting, should the applicant wish to proceed further then.

- The applicant will submit their application form.
- The applicant will submit their signed confidentiality agreement, if not done so at the first meeting
- The franchisor will provide a copy of the franchise agreement.
- Three professional certificates will be provided.
- An agreement to franchise will also be provided.

Applicants will then need to seek advice from their lawyer, accountant, and / or business advisor.

Should the applicant require finance, they will need to apply to their necessary lenders after this meeting.

Applicants must read all documents provided.

- THIRD MEETING

At the third meeting, any issues and queries raised are to be discussed. Any finance required should be approved by this meeting and thereafter the decision process begins.

- FOURTH MEETING

Upon consideration of all information provided, should the application wish to proceed further, full payment of the Franchise fee is expected in conjunction with the signing of the "Agreement to Franchise" which will secure the nominated territory for the applicant.

- FIFTH MEETING

At the fifth meeting, a full and final decision by both parties to proceed or not is set. If the applicant is to proceed, then the potential franchisee is to sign their franchise agreement within 14 days.

If the applicant decides not to proceed, then their franchise fee is to be refunded within 7 days less costs.

- SIXTH MEETING

The journey begins with the franchisee having their first official strategy meeting.





Training

(4 weeks then ongoing throughout the franchise term)

Our training is broken down into various areas where you will be given all necessary assistance to help prepare you for becoming a Majestic franchisee.

Some of these include as below

Product Training

- All there is to know about food & beverage at Majestic*
- Majestic general knowledge*
- Majestic recipes*
- Full kitchen operation understanding*
- Beverage making understanding*

Selling Skills

Inventory Control

Store Accounting

- Payroll*
- Expenses and*
- Profit and Loss understanding)*

Merchandising

Staff Recruitment and Development

Product Ordering

Store Operations

Customer Service

Note: Upon the opening of your store your training will continue where the franchisor will be on hand to provide you with assistance in the opening period of your store where additional aspects of your training and the training of your staff will be undertaken.



Franchise Details

The total cost to budget for is between \$395,000 and \$590,000 plus GST for a turnkey operation depending on the size and location of the store.

It is important to note that each location will represent higher or lower costings such as whether toilets will need to be provided, shop façades constructed and where additional costs may also apply to new tenancy builds.

We work closely with our applicants to achieve a store for them within a realistic budget, whether it is an entry level kiosk or a full cafe or licensed eatery store.

Kiosks and full in line stores will represent different trading opportunities and as such fitout costs will vary depending on which model and format store the franchisee intends to operate. This will be discussed with the applicant at the initial meeting when determining the budget the applicant has to work with.

The opportunity to lease equipment or lease to buy through our partners at SilverChef also offer franchisees the opportunity to open a store without capital constraints and this will be discussed with candidates upon meeting.

QUICK FRANCHISE FACTS

- Franchise fee is \$40,000 plus GST
 - Training fee is \$10,000 plus GST
 - Royalty is 6% on sales payable monthly and ongoing
 - Marketing levy is a fixed monthly cost
 - Term is 5 years and subject to the lease terms
 - No renewal fee after the first 5 year term
 - Exclusive territories will be allocated
- The Franchisor will provide the following:
- Training prior to the commencement of the franchise
 - Recommend procedures for site selection and lease negotiation.
 - Assist in store design.
 - Ongoing training and audit of performances.
 - Provide marketing support and will market the brand.
 - Ongoing product and systems development
 - Help recruit and assist with staffing queries.
 - Exclusive range of products from approved suppliers.
 - Experienced head office staff and trainers
 - Ongoing coaching and mentoring from experienced people.



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HOURS
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NEW ZEALAND FOUNDED, OWNED & OPERATED

