

MEN ZONETM
FRANCHISING



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 clients with the grooming services they truly deserve makes what we do 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-how to handle effectively and efficiently every aspect of the business, ultimately making your franchise successful. However, the degree of your success will always depend on your eagerness to learn and the degree of your engagement with your clients and 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 on this journey. MEN ZONE has achieved notoriety, respect, and market share. Till date we have served over 120,000 customers. Our potential is limited to the creativity of the vision of our founding owners and the success of our franchisees. Your success is our success. Our future in this "Sustainable 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 clients with a unique "executive grooming One Stop Shop experience" not only limited to barbering but includes laser hair removal, facial, manicure and pedicure services. This move has widened and expanded our market shares. At our new Oakville MEN ZONE location, we have incorporated manicure & pedicure services; a true "executive grooming One Stop Shop".

When the company was incorporated in 2016, MEN ZONE employed 6 employees and serviced 19,587 clients in the First Year. Today, we employed over 30 in two locations and are positioned as leaders in the Men's Grooming services. The company's growth continues and has been strengthened through the franchise business model and the company never lost focus on its objectives:



INNOVATION



DIVERSITY



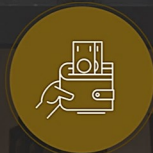
CUSTOMER SATISFACTION



EMBRACING NEW
TALENTS



USING CUTTING-EDGE
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 understanding, all with an emphasis on providing an enjoyable 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 clients high quality service! By visiting any MEN ZONE location, you can rest assured that quality services/s and Customer Satisfaction are Guaranteed!

HONESTY

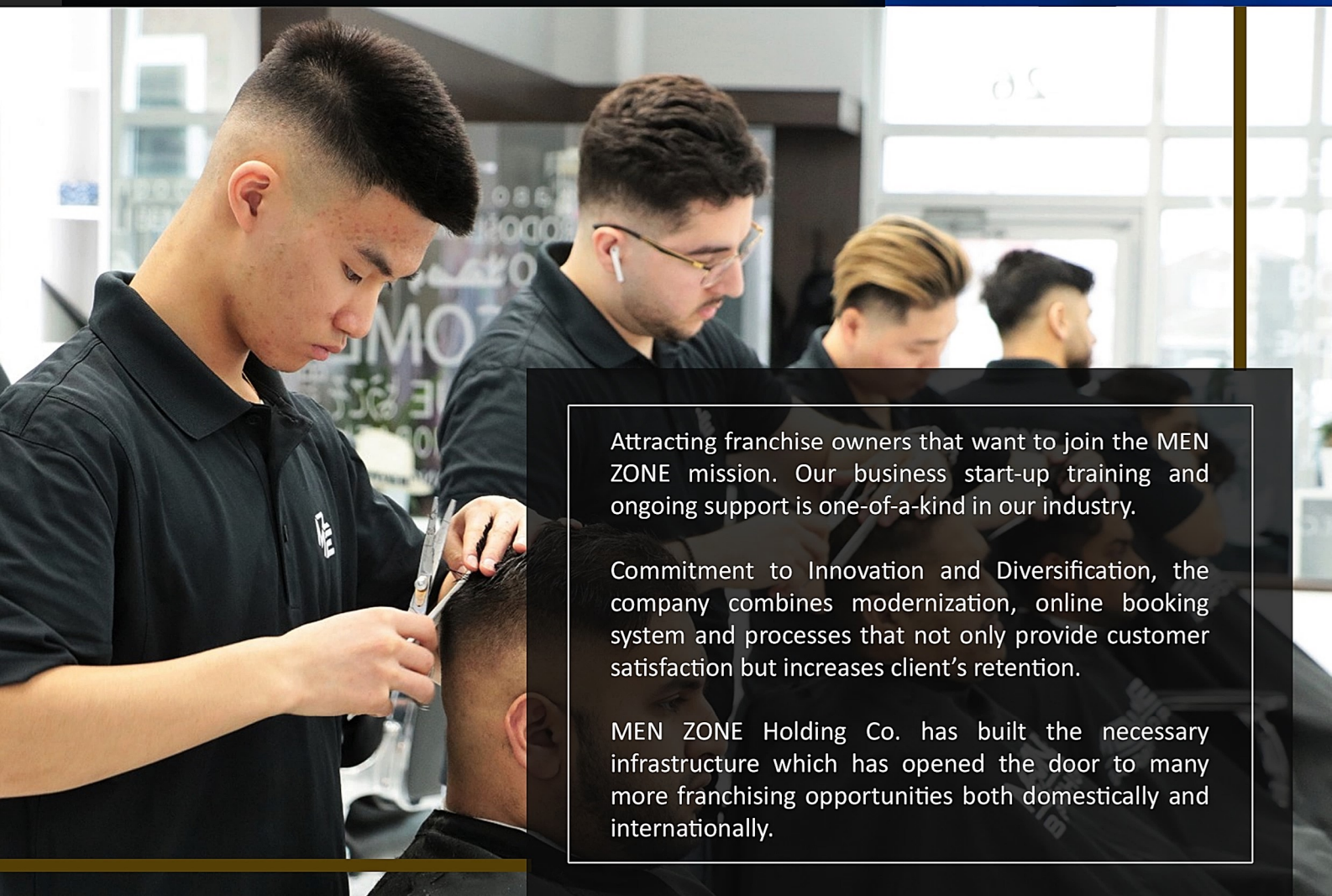
Our philosophy and our company's foundation have been built on honesty. We believe this begins by being transparent with our team members, they know exactly how they are performing based on constructive feedback, the purpose of which is to help them achieve their goals and create good work habits that 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 and commitment.





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 clients 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 combines modernization, 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 clients 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 our design can be tailored accordingly in compliance with our strict guidelines.



OUR CUSTOMERS

MEN ZONE typical clients 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 an 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 & much more
- 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 STRATEGY

- 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, our franchisees will be working under the umbrella of a well-established firm, an insured and established leader in the industry.

MEN ZONE offers a unique opportunity that is backed by industry leading support and an innovative approach to the men's grooming 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 that 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 corona virus 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 to get ongoing education for the development of your business.

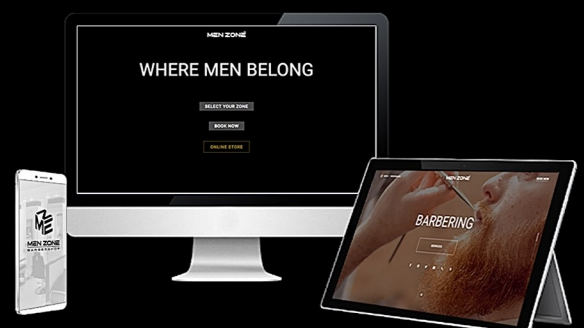
INVOICING & COLLECTIONS

Unlike other industries, you invoice your clients and you will immediately collect the money for 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 proprietary own MEN ZONE Phone App developed by one of the most well-known Software Developers in the Worlds.



AWARD WINNING

INDUSTRY LEADING CUSTOMER 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 COACHING

A PROVEN SUCCESSFUL MODEL FOR HEALTHY BUSINESS GROWTH. We offer a fully dedicated business coach who will work with you on the growth plan for your new venture. Your dedicated coach will work with you directly to assist you in developing a customized business plan tailored to 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.

CRM System: OUR CRM System is a cloud-based management and appointment scheduling solution designed for the needs of small to midsize businesses. It 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.

Run and Grow Your Business Anytime, Anywhere!



Payroll Payments:

We use a comprehensive global provider, offering industry-leading online payroll and a leader in business outsourcing services and analytics. This helps you save time with a convenient, 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 that 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 Territory Selection & The Specific Location Picking Process - 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. (Could take from 6-12 months)

Step 5 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 6 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 Barbershop Franchise?

A: Basic costs: Total investment Range from \$150,000 to \$395,000, which includes initial Franchise Fee of \$18,000

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?

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 client's bookings, payments, and comprehensive reporting features.



Q: What will be my monthly overhead?

A: Each location is different, depending on the 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 find and explore the services, price lists, locations and contact details, allowing them to find the MEN ZONE nearest to them.



The image features a dark background. In the upper left, a grey rectangular card is tilted, displaying the 'MEN ZONE' logo in large, bold, white letters with a trademark symbol. Below the logo, the word 'FRANCHISING' is written in smaller, white, spaced-out letters. To the right of the card is a top-down view of a golden coffee cup filled with dark coffee, showing a ring of foam around the edge.

MEN ZONE[™]
FRANCHISING

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

CONTACT US NOW!

E-MAIL: franchise@menzone.ca

PHONE: +1 (905) 890-3000

CELL: +1 (647) 677-8880

www.menzone.ca

MEN ZONETM

F R A N C H I S I N G