



# *Financials & criteria*

MONDOUX CAFÉ

2024

## FRANCHISE FEES

Territory	worldwide
Period	10 years
Store opening fee: CAFÉ (up to 60 m <sup>2</sup> ) *Covers overall 5-month support with opening, POS, architecture, hiring.	25'000 EUR
Monthly royalty fee of gross monthly revenue (covers marketing and electronic system) *The royalty fee will be increased to 6% if the monthly turnover is EUR 150,000 or above.	5%
Monthly revenue spent on local marketing First year: All the following years:	2,5% 1,5%
Sharing profit: Profits and losses will be distributed between partners according to their investment percentages.	
Marketing support Global marketing support and content would be provided by the franchisor. This includes global marketing posts, campaigns, artwork, website, etc. Local marketing spend 1.5% of gross sales for each store. It is the responsibility of the franchisee to execute local marketing campaigns, activations.	
Grand Opening Marketing Spend (1 month before and 2 months after opening) - This includes campaigns, promotions, influencers, opening event, gifts for influencers and guests, Google incentives, social media ads.	5.000 EUR
Exclusivity Exclusivity for cafés within a region can be granted after opening 3 cafés within the territory within 2 years of signing the agreement. This is subject to all cafés having good reviews and all cafés being profitable. Before exclusivity is granted, the Franchisee must agree to a development plan (to open 1 café per year). We, as the Franchisor, can participate in and co-finance future projects.	After opening 3 cafés within 2 years





**SITE CRITERIA for CAFÉ (unit size up to 60m<sup>2</sup>)**

Expected monthly turnover	80'000-150'000 EUR
Your minimum investment for construction costs (assuming all technical parameters are in place):	300'000 EUR
Number of employees (2 work shifts)	4-6
Number of seats	optional

**P&L**

Gross margin	70-75%
EBITDA	25-30%
Average spent per person	12 EUR
Sales mix	
Breakfast:	45%
Lunch:	20%
Dinner :	35%

Best-selling products:  
coffee, acai bowl, pastry, quesadillas, salads, sandwiches



# Mondoux



A NEW  
GENERATION  
CONCEPT WITH  
CATCHY MARKETING  
AND ADDICTIVE  
ATMOSPHERE

The Mondoux brand has been evolving for 10 years, and is created with priority on the vibe that customers must experience when visiting. Mondoux restaurants can be found in Dubai-UAE and Europe. The vision is to open branches all over the world and to offer partners a very well-structured and developed franchise system.

## Types of restaurants

### BISTRO

60-150 m<sup>2</sup>



### FLAGSHIP

200 m<sup>2</sup> and above



### CAFÉ

below 60 m<sup>2</sup>





# Success stories

## MARTIN ADÁMI

Franchise No. 1. was the first pilot franchise establishment that was given to Chef Martin Adámi, who changed his position of chef to boss. "Having your own restaurant is the dream of many people working in gastronomy business. And even without having to invest hefty sums to start the operation run, Mondieu gives its employees the opportunity to have their own operations," he says. "The advantage of having your own Mondieu operation is that you have the freedom to make the various innovations you would like to realize. In addition to a nice, well-equipped restaurant, Mondieu also gives them all sorts of support, such as marketing, legal services, or design," he added.



## NIKOLA KOCÁKOVÁ

The owner of Mondieu located in the mountains in Slovakia always had passion for the hospitality and was a regular customer at Mondieu in Bratislava. "When I got a chance to open an operation in High Tatras I concluded that the location needs something like Mondieu. A French bistro concept with excellent coffee and chocolate complemented by a delicious breakfast and then daily á la carte. I wanted to learn more about the possibility of cooperation and very soon after that we started working on this franchise project of a bistro located in the heart of the mountains," says Nikola



## JOZEF SCHMIDT

Jozef Schmidt has been the king of the Mondieu Prague kitchen for almost 6 years. This experienced chef has credits for opening 2 flagships in Prague, Czech Republic, which he currently operates as one of our franchise partners. While managing the business in the country, he still actively participates on supporting the BOH teams, works on innovations, improvements and even regularly trains the team in Dubai.

"The opening of first Czech Mondieu in a shopping mall brought us many challenges, but I am glad and thankful for it because it was a good decision," says Jozef.







# *Support for partners*

## BEFORE OPENING

- 1 FINDING THE RIGHT LOCATION**  
We will provide you with specific criteria that describe the right location and will support you with the whole process of site selection.
- 2 DESIGN MANUAL AND ARCHITECTONICAL GUIDANCE**  
We will provide you with design manual, will appoint architects and support you with architectural study and technical drawings of the layout.
- 3 PROJECT MANAGEMENT**  
Our team will support you throughout the pre-opening phase.



#### 4 TRAINING AND ONBOARDING

Free pre-opening training for 4 employees at one of Mondoux's locations. A 30-day training will be provided to the manager and 3 other key personnel at least 2 months prior to opening.

#### 5 PRE-OPENING ASSISTANCE

A team of people will be designated to assist you with pre-opening training and with validation of standards. Such training will take 10 working days (5 days before and 5 days after opening).

#### 6 MARKETING ACTIVITIES BEFORE OPENING

Creation of local website in collaboration with your team, setting up social media accounts and helping to plan the opening event. We will also provide all marketing visuals and assets for printing.

#### 7 SUPPLY CHAIN

Mondoux will provide a list of the equipment, brands, accessories, products and suppliers needed to run your Mondoux business. Together, we select and approve local food suppliers.





# *Support for partners*

## ONCE THE RESTAURANT IS OPEN

- 1 CUSTOMIZED GLOBAL AND LOCAL MARKETING  
We will cover global marketing, help you set up your local strategy and supply handouts and advertising materials.
- 2 OWN CASH REGISTER SYSTEM  
We will provide you with our own custom-made Mondoux cash register system for easy finance management and controlling.
- 3 INTERNAL INTERACTIVE PLATFORM WITH MANUALS  
Online Mondoux platform providing all operating manuals, guidelines, recipes and other important documents. The platform is also a communication tool and serves as a database of all the necessary materials for marketing.





- 4 E-LEARNING PLATFORM  
Online training program for all employees using interactive videos, AI and testing methods.
- 5 TRAINING OPPORTUNITIES FOR NEW EMPLOYEES  
Possibility to train new employees in existing Mondoux restaurants.
- 6 REGULAR AUDITS  
Development and adherence to brand standards thanks to 4 free audits per year as well as 6 "secret guest" audits per year.
- 7 GLOBAL CUSTOMER LOYALTY PROGRAM  
An application with many benefits for all customers, provided and managed by Mondoux. The benefits can be used globally within the network.
- 8 REGULAR OPERATING SUPPORT  
An assigned person from Mondoux will support all your key employees online and help the location grow and continuously improve.



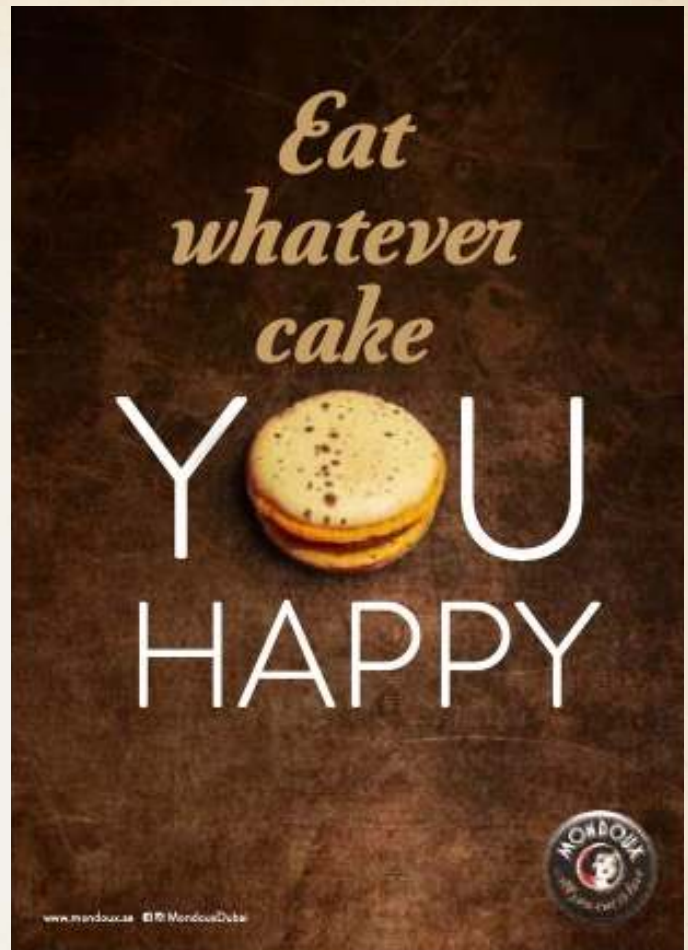


# *Partner's responsibilities*

## BEFORE OPENING

- 1 CONCEPT SPECIFICATION AND LOCATION SEARCH**  
Together we will agree on the most suitable format of Mondoux concept for the selected area. You will then propose several options for the location, including the terms of the lease.
- 2 RENTAL OF PREMISES AND LEASE AGREEMENT**  
You will negotiate the ideal lease terms with the landlord
- 3 ARCHITECTURAL DESIGN AND TECHNICAL DRAWINGS**  
You will be responsible for arranging the construction of the restaurant and technical documentation. The architects designated by Mondoux will be at your cost.





- 4 RECRUITMENT AND TRAINING OF PERSONNEL  
The recruitment process will be your responsibility and Mondoux will support you throughout the whole process.
- 5 MARKETING ACTIVITIES BEFORE OPENING  
Your task will be to prepare and promote the opening event and to cover the local marketing, including PR.

## *Partner's responsibilities*

### ONCE THE RESTAURANT IS OPEN

Adherence to Mondoux's concept and values according to the provided manual, and proper and pleasant management of own business.