

The Original



MONTEZUMA'S™

FRANCHISE INFORMATION

Telephone: 07 5525 7488

Fax: 07 5525 7422

Email: montez@gldnet.com.au

Web: www.montezumas.com.au

At Montezuma's we strive for a sharing of beliefs, goals, interest and values in both personal and professional relationships, joining forces with like-minded people can have a decidedly positive effect on all our futures.

Currently we have excellent opportunities for potential Franchisees to own a Montezuma's Mexican Restaurant and join our Franchise Group, THE LEADER IN FAMILY MEXICAN FOOD RESTAURANTS.

We are interested in;

- self motivated people
- who have good working habits & common sense
- who generally like people and working with people
- no prior experience in the food preparation industry is required
- who are willing to adopt and work as part of our Franchise family
- who are committed to the success of their Restaurant and are eager to succeed and achieve great profit
- who have approximately \$150,000 in financial resources or net equity

We offer;

- adequate training in all aspects of operation
- provide you with excellent and simple systems and concepts
- one of the best financial programs to monitor your income, cost and expenses and provide you with useful & timely summary financial reports
- assist in obtaining pre approved ANZ Bank and Westpac Bank Finance up to 50% of your Restaurant cost

FRANCHISE

At Montezuma's we strive for a sharing of beliefs, goals, interest and values in both personal and professional relationships, joining forces with like-minded people can have a decidedly positive effect on all our futures.

If you have complimentary aspirations and would like more information please email us at montez@qldnet.com.au and I will send you a package containing Montezuma's Australia Pty Ltd Background, Break-Even Analysis, Franchise Fees, Set up Costs, Etc.

I look forward to hearing from you in the near future.

Sincerely,

Paul Ryan
Managing Director

BACKGROUND OF MONTEZUMA'S™ MESA AUSTRALIA PTY.LTD.

Montezuma's Mesa Australia Pty. Ltd. is a Franchise Company trading as Montezuma's Mesa Restaurants. Our Restaurants offer delicious and wholesome Mexican Food at affordable prices and we take pride in our good service and relaxed and pleasant atmosphere. Although we cater to families, our lively and relaxed atmosphere especially attracts young people who make up by far the majority of our Clientele.

Our Restaurants offer a Menu of authentic Mexican dishes sufficiently varied to cater to a range of tastes, from those with more traditional dining preferences to those who prefer their Mexican food authentically Hot & Spicy. In accordance with our own high standards, we prepare our meals with freshest, most wholesome ingredients where possible, and go to great lengths (to Mexico, in fact) to provide the most authentic spices and ingredients we can find.

The most important goal of the Company is to ensure that each of our clients has a satisfying, enjoyable dining experience, and that the quality of that experience remains consistent regardless of which particular Montezuma's Mesa Restaurant they may patronise.

Simplicity is the essence of our Policy and we believe in the Basics. In regard to our Concept, this means that we emphasis Good Food, Low Prices and pleasant Dining experiences. In regard to our Marketing, we use direct contact with our Customers and door to door Promotional Contacts.

COMPANY DETAILS

NAME: MONTEZUMA'S MESA AUSTRALIA PTY LTD
ACN: 050 536 895
ABN: 84 050 536 895

HEAD OFFICE:

Suite 1, Level 1, 427 Golden Four Drive,
Tugun. Queensland. 4220.

POSTAL ADDRESS:

PO Box 1287 Burleigh Heads Q 4220

CONTACT NUMBERS:

Telephone: 07 5525 7488

Facsimile: 07 5525 7422

Email Address: montez@qldnet.com.au

Web: www.montezumas.com.au

DIRECTORS:

Managing and Marketing Director: Paul Ryan

Highly self educated in management trends and ideas and in successful marketing methods and approaches. Managing and Marketing Director of Montezuma's Mesa Franchise Company since its inception and more than 17 years experience in managing and promoting Montezuma's restaurants commencing with the first restaurant at Burleigh Heads Queensland and more than twenty-five years experience in marketing and public relations.

Operations Director: Marguerite Ryan

Operation and quality control director in Montezuma's Mesa Franchise Company since its inception and more than 17 years experience in designing, decorating and setting up new restaurants and more than 5 years experience in restaurant and bar operations.

Financial Director: Sami Zraikat

Financial Director in Montezuma's Mesa Franchise Company since its inception. Masters Degree in Finance and Management. Two years experience as Principle Owner of Tax Agent, Accounting and Business Consulting Firm. Ten years experience as owner and operator of a full service Hotel in the United States which included 115 hotel rooms, formal dining room, banquet rooms, coffee shop and night club.

Five years experience as Assistant Vice President and Treasurer of a major United States life company. Two years experience as Senior Auditor for a large C.P.A. Firm and five years experience as a Bank Loan Officer.

PROJECTED EXPENSES

SALES	400	500	600	700	800	900	1,000	1,200	1,500
Less:									
Cost of Sales (25%)	100	125	150	175	200	225	250	300	375
Wages, Super, Workers Comp.	150	170	190	210	240	270	300	360	450
% of Sales	37%	34%	32%	30%	30%	30%	28%	30%	30%
Marketing & Prom.	10	15	16	20	20	20	25	30	30
Accounting & Legal	2	2	2	2	2	3	4	4	4
Bank Charges	5	5	5	6	6	6	6	8	8
Cleaning Expenses	4	7	8	9	10	12	14	16	16
Containers/TA	3	3	4	4	5	5	5	6	6
Electric & Gas	10	10	12	12	15	15	15	18	18
Printing & Postage	2	2	2	2	2	3	3	4	4
Repairs & Maintenance	2	2	3	3	3	4	5	6	6
Replacements	4	5	6	7	8	8	8	8	8
Royalty Fees (6%)	24	30	36	42	48	54	60	72	90
Rent & Outgoings	50	60	70	80	90	100	120	140	160
Licenses/Insurance/Fees	4	5	5	5	6	6	6	6	6
Telephone Expenses	3	3	3	3	3	4	4	4	4
All Other Expenses	4	4	5	7	7	9	9	10	10
Total Cost & Expenses	377	448	517	587	665	744	834	992	1,195
NET INCOME/LOSS	23	52	83	113	135	156	166	208	305

THERE IS " NO GUARANTEE" THAT YOU WILL ACHIEVE THESE FIGURES AND NOR IS IT INTENDED THAT YOU SHOULD RELY ON THESE FIGURES AS A GUARANTEE.

PLEASE NOTE THE ABOVE FIGURES ARE REPORTED IN THOUSANDS.

FACTS & FIGURES

MARKETING OR OTHER CO-OPERATIVE FUNDS

There are no marketing or co-operative fund, controlled or administered by or for the franchisor, to which the franchisee may be required to contribute.

PAYMENTS

Pre-payments The Franchisor does require a payment deposit, 50% of Franchise Fee. This money will be held by the Franchisor. This money will be applied to the Franchise Fee. A pre-payment will be refunded when the Franchisee terminates the Franchise Agreement within the cooling off period.

Establishment cost The estimated costs to start operating the Franchised Outlets depend on the size of the restaurant to be operated by the

Franchisee. The Set Up costs listed below are based on an average sized restaurant.

The following are details of the range of costs to start operating the Franchise Business based on current practice.

Expenditures	Estimated Amount	Paid to
Equipment, Fixtures, Other Fixed Assets, Construction, Re-modelling, Leasehold Improvement & Decorating cost	\$185,000 to \$270,000	Tradesmen or Shop Fitter Approved by Franchisor
Inventory (Opening Stock)	\$15,000 to \$20,000	Approved Suppliers
Security Deposits & Bond, Utility Deposits, Insurance & other pre-paid expenses	\$15,000 to \$20,000 Plus 1-3 months Rental Deposit	Paid to Franchisor, Landlord, Utility Companies & other Suppliers
Additional Funds including working capital required by the Franchisee before operations begin	\$15,000	Held by Franchisee
Other payments by Franchisee to begin operation	(a) 50,000 (b) \$5,000 to \$10,000	Paid to Franchisor \$25,000 prior to execution of Franchise Agreement & \$25,000 at execution of Franchise Agreement. Paid to Solicitors for professional costs.
Total Estimated Cost –	(1) Lower range \$285,000 (2) Higher range \$385,000	

The above payments will be payments for the goods, works, equipment and services provided by the respective providers thereof and will be paid when ordinarily due in the normal course of business and such payments are not refundable as between the franchisor and the franchisee but may be a matter between the franchisee and the providers.

Other Payments The following are details of each recurring or isolated payment payable by the franchisee to the franchisor or an associate of the franchisor or to be collected by the franchisor or an associate of the franchisor for another person:

- (a) Royalty fee of 6% of the gross sales turnover of the business for each accounting week payable by the 5th day following the end of each and every accounting week. The royalty payment is not refundable.
- (b) A performance bond is required. This amount is payable to the franchisor and is refundable (without interest) to the franchisee at the end of the franchise term subject to the franchisor's rights to deduct from it expenses of any kind incurred as a direct or indirect result of a breach of the franchise agreement by the franchisee.

FINANCING

- (a) The franchisor, its agent or an associate of the franchisor does not offer to the franchisee any financing arrangements for the establishment or operation of the franchised business. (b) The franchisor may use its good offices and experience to assist the franchisee in obtaining bank finance if the franchisee can provide adequate security and the amount of finance sought is less than 50% of the capital required for the establishment of the franchise business. This assistance shall be provided at the election of the franchisor and is not a commitment by the franchisor to arrange finance for the franchisee.

COMPANY HISTORY

Montezuma's Mesa Mexican Restaurants have been in existence for more than 29 years. The first Montezuma's Restaurant opened at Burleigh Heads on the Gold Coast in 1978 and enjoyed great success. In 1991 Montezuma's Mesa Australia Pty Ltd established the franchise Company to franchise Montezuma's Restaurants in Australia. Since then 24 new Restaurants have been opened. One in Canberra, two in Adelaide, two in Melbourne, three in New South Wales, and sixteen in Queensland. The company has enjoyed great success and continuous growth relying upon word of mouth advertising from satisfied customers.

COMPANY GOALS

1. To Provide The Customer With :

- Healthy delicious and Fresh Food
- Moderate and affordable Menu Prices
- Quick and Professional Service
- Pleasant and Friendly surroundings
- A clean, healthy, safe place to eat

2. To Assist Franchisees To Achieve :

- A successful operation
- High returns on their investment
- Continuous growth

If you are interested and would like to obtain more information, you can request an application at montez@qldnet.com.au or alternatively contact our Head Office on (07) 5525.7488.

Montezuma's Australia.