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Menbow Franchising





What Sets Us Apart?



Authenticity & Quality Ingredients

Menbow Ramen's commitment to using authentic, high-quality ingredients like our soups made from scratch in our central kitchen and our pre-made ingredients like ready-to-use Chashu Egg, Karaage, and all sauces, sets us apart. Our noodles are custom made to our own recipe. We offer the freshest vegetables and premium proteins to create a truly authentic and flavorful ramen experience.



Innovative Menu Options

Our franchise program offers a diverse and innovative menu that goes beyond traditional ramen offerings. From unique flavor combinations to customizable options, Menbow Ramen stands out for its ability to cater to a wide range of tastes.



Streamlined Operations

With our central kitchen, all ingredients are provided fresh to each location, ready to serve. Our state-of-the-art self-ordering kiosks significantly reduce labour costs and streamline operations for our franchisees by eliminating the need for cashiers, allowing staff to focus more on delivering exceptional customer experiences.



Strong Brand Identity

The Menbow Ramen brand is synonymous with excellence in the ramen industry. Our franchise program provides access to a strong and recognizable brand identity, giving franchisees a competitive edge in their local markets.

The Menbow logo is rendered in a vibrant red, brush-stroke style font. The letters are thick and expressive, with visible texture and varying line thicknesses, giving it a dynamic and artistic feel. The word 'Menbow' is written in a slightly slanted, cursive-like manner.



Our Promise



Marketing and Promotional Support

Menbow Ramen provides robust marketing and promotional support to franchisees. From local and regional advertising, social media campaigns and marketing strategies, our program equips franchisees with the tools needed to effectively promote their establishments and drive customer traffic.



Continuous Innovation and Adaptability

Menbow Ramen stays ahead of industry trends and continuously innovates to meet changing consumer preferences. Franchisees benefit from ongoing support and updates, ensuring that their establishments remain relevant and competitive in the market.



Creative and Innovative Store Design

At Menbow Ramen, we recognize the pivotal role of creative and innovative store design, exemplified by our commitment to open kitchens, which not only captivates customers with a visually engaging dining experience but also fosters transparency, inviting them to witness the artistry behind each bowl of our distinctive and delicious ramen creations.



Our Expertise

At Menbow Ramen, our commitment to excellence is underscored by our strategic collaboration with industry leaders in culinary arts, marketing, store design, operations, and in our esteemed Master Franchisor, Bob Fang.

With an impressive background in the food service industry, Bob's extensive experience spans various facets, including a pivotal five-year immersion in Japan. Reflecting the pinnacle of quality and authenticity that defines Menbow Ramen is Head Chef Atsushi Sugawara. Born and raised in Japan, Atsushi has been with Menbow for the past fifteen years, lending his magic by creating and mastering the intricate art and techniques essential for crafting the finest ramen.

The Menbow logo, featuring the word 'Menbow' in a stylized, red, brush-stroke font with a black outline.

Existing Locations & Growth

In the midst of the ramen industry experiencing explosive growth, Menbow Ramen stands out as a beacon of culinary excellence.

Our strategic expansion plan aligns seamlessly with the surging popularity of ramen, positioning us at the forefront of this dynamic trend. Marked by the establishment of four thriving locations within the past two years, this is a testament to our dynamic and successful business model. This achievement serves as a stepping stone to our strategic plan, which ambitiously charts our course for nationwide expansion over the next five years.

As communities nationwide embrace the rich and diverse flavors of our handcrafted ramen, Menbow Ramen is poised to lead the way in shaping the future landscape of this flourishing culinary phenomenon.





Training & Support



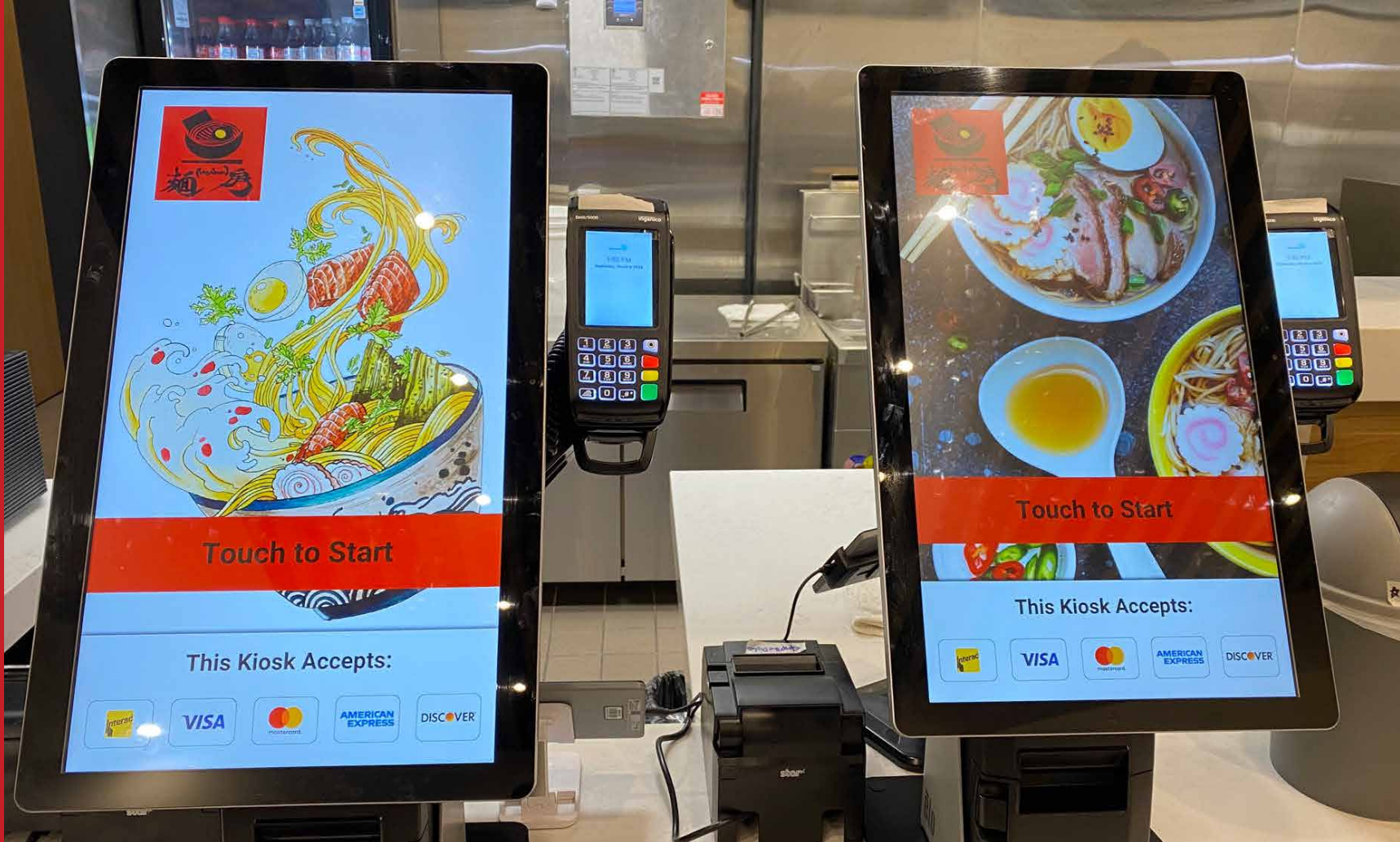
2 Week Training Program

Our comprehensive 2-week pre-opening training program ensures that our franchisees are equipped with the essential skills, knowledge, and operational expertise to successfully launch and manage their Menbow Ramen establishments with confidence.



On-going Support

Experience unwavering on-going support and guidance as you build your Menbow Ramen business, with a dedicated team committed to assisting you every step of the way, ensuring sustained success in the competitive culinary market.



By The Numbers

✓ Open Concept Kitchen Design

Part of Menbow Ramen's design concept is an open kitchen to allow customers to experience how we create their selection. With a minimum of two on staff we can provide each meal in two to three minutes, allowing us to serve up to 300 bowls of Ramen per day. Our attention to authentic Japanese Ramen flavours done in the traditional method from our central kitchen, gives us greater control over labour and food costs.

✓ Affordable Dining

With an enticing average check of \$17.00, Menbow Ramen offers an affordable dining option for customers. In addition, we also provide our franchisees with a lucrative opportunity to maximise sales by leveraging our state-of-the-art self-ordering system, which enhances the customer experience with seamless efficiency, ensuring speed and accuracy in every transaction, further contributing to the success of our franchisees.



Site Selection

Strategic Site Selection Advantage

Menbow Ramen franchisees benefit from a strategic advantage in site selection, backed by a seasoned real estate team boasting decades of invaluable experience and established relationships within the shopping center industry. This unparalleled expertise ensures that each location is meticulously chosen, aligning with optimal foot traffic and market dynamics, setting our franchisees up for success from the very foundation of their business.

✓ **Stand alone in-line locations**
1,200 – 1,600 Square Feet

✓ **Food Court locations**
350 – 400 Square Feet



Menbow



**Our Central Kitchen,
Richmond B.C.**

Investment



Average Turnkey Costs

Average turnkey costs between \$250,000 and \$800,000 plus applicable taxes.



Investment Details

- All leasehold improvements, equipment, furniture and fixtures, display, drawings (design, mechanical, electrical, plumbing), permits, point of sale (POS), graphics and signage
- Two week training program
- Pre-opening staff training
- The use of all Menbow Ramen manuals, trademarks and trade name
- Committed on-going support as you grow your business
- \$100,000 to \$200,000 is required to be unencumbered cash
- Franchise fee of \$30,000
- Site Selection Fee of \$15,000
- Royalty fee of 5% of Gross Revenue
- Local Advertising fund of 2% of Gross Revenue



Application Process

Embark on an exhilarating journey with Menbow Ramen,

Where every step of our franchise process is infused with excitement and future anticipation.

- ✓ **Request a copy of our confidential application form**
- ✓ **Upon receipt and review of your application form, we will contact you to arrange an in-person meeting and review potential locations in your market of interest**

The Menbow logo is written in a bold, red, brushstroke-style font. The letters are thick and have a dynamic, hand-painted appearance. The 'M' and 'B' are particularly large and stylized, with the 'B' having a long, sweeping tail that curves under the 'w'. The overall look is energetic and modern.



Selection Process

Menbow Ramen's selection process celebrates diversity, welcomes individuals from various backgrounds, and places a strong emphasis on passion, commitment, and the desire to learn.

Beyond specific industry experience, we are particularly interested in individuals who embody an entrepreneurial spirit. Whether you bring restaurant experience or transferable skills from other industries, our comprehensive training program is designed to support your journey to success within the Menbow Ramen franchise.

The Menbow logo, featuring the word "Menbow" in a stylized, red, brush-stroke font with a black outline.



Franchise Disclosure

After successfully becoming a Franchisee with Menbow Ramen Bar and mutually agreeing on a suitable location, we will furnish you with a comprehensive franchise disclosure document.

This disclosure document encompasses essential details about our company, such as recent financial records, contact details of current Franchisees, lease specifics for the selected site, projected costs, and other pertinent information.

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Franchise Agreement

Following a minimum period of 14 days, should both parties be prepared to move forward, we will commence drafting the franchise agreement for finalization.



Payment

Upon the execution of the franchise agreement, you'll need to fulfill payment obligations including the franchise fee and the rent deposit (typically covering the first and last months' rent).



Architectural Plans

If the location is nearing readiness for occupancy, a deposit for architectural and engineering drawings may also be necessary.

It's important to emphasize: no deposits or payments are required until the franchise agreement is mutually signed.



Building Permit & Opening



Planning & Building Permit

After mutual execution of the franchise agreement and payment of the deposit, a full set of architectural and engineering drawings will be prepared for review and approval by the Landlord and the city, leading to the issue of a building permit.



Construction & Grand Opening

Once possession of the premises is received, Menbow Ramen will construct the restaurant for you followed by a grand opening plan.

The Menbow logo is written in a red, brushstroke-style font with a black outline, set against a white background.

Frequently Asked Questions

You Have Questions?

Q: What is the process to becoming an approved franchisee?

1. The Director or Area Manager will help you determine if this is the best business for you. Priority #1 is to ensure you fully understand Menbow's expectations and if this is the right business for you based on your own expectations and experience. We will try to provide you enough information to make an informed decision.
2. If still interested we will send you the following forms: full application, personal net worth statement and background check, Franchisee ownership structure.
3. After we receive your completed forms, you and your partner will be contacted to continue the discussion and determine the areas that you are interested in opening a Menbow.
4. As part of the approval process, we might request that you spend half a day in an Menbow Restaurant to ensure it's the right business for you.
5. At this time, you should contact your bank to see if you will be approved for a loan. Small Canada business loans are one option. We can provide you our contact at TD or RBC if interested.
6. Once approved for a Menbow, we will send you a letter requesting a \$7000 refundable deposit to hold an area.
7. We start searching for sites in the areas discussed.
8. When a site meets our criteria, we will ask you to visit the area to ensure you agree.
9. Once a site is agreed upon, we start our process with the lease. The lease is reviewed with you prior to moving forward.
10. We will send you the 14-day disclosure document to sign if required in your province.
11. We'll need a copy of your Certificate and Articles of Incorporation and Corporate Certificate and list of Shareholders with % of ownership. Any additional shareholders must be approved by Menbow.
12. You'll complete a business plan for us and your bank.
13. Dates will be established for 2 weeks training (which you and one or two others attend. As well the Regional Manager or Director will review a step-by-step countdown manual so you know exactly the steps involved to be ready to open your Menbow.
14. Franchisee and operating partner start 2 weeks training approximately 7-8 weeks prior to opening the restaurant. (Minimum 2 Managers/Franchisee must go through 2-week training)
15. Staff training completed one week prior to opening the restaurant with support from Regional Manager. Store opens 7 or 8 days after turnover.

Q: What do you look for in a Franchise Partner?

We are looking for hard working individuals that have full time commitment, passion for our menu, great communication skills, and a desire to impress customers.

Q: Do I need to have restaurant or retail experience?

While this is beneficial, it is not a prerequisite. If you have experience running a business with staffing needs, cash management, or have worked in a job with this experience, we have a training program that can assist you in learning all aspects of running our franchise.

Q: Does Menbow build the restaurant, or can I use my own contractor?

Menbow will tender to several contractors for construction to ensure that we are getting professional work and competitive pricing. If you have a preferred contractor with proven restaurant builds, we will allow them to bid on the project along with the other contractors.

Q: How do you decide on the real estate?

Menbow has extensive experience in Real Estate, with a department at the home office dedicated solely to the selection and negotiation of new restaurant locations. Each location requires the approval of our President and always involves the valued opinion of the operations team. We look at the following key components:

- rent rates
- market demographics
- traffic counts
- accessibility, visibility, and convenience
- results from other restaurants

Each location is reviewed thoroughly before a commitment is made – always keeping the franchisee's best interests in mind. While we are doing our assessment of the location you will also be required to do the same and we will compare notes afterwards to make sure we are all in agreement regarding the key components.

Q: Who negotiates the lease with the landlord?

We will negotiate the financial terms of the lease, and you will have an opportunity to approve the terms before proceeding.

Q: How long does it take to find a location?

This is based on many factors including availability, competition, new real estate developments and economic conditions in each city.

Q: Who designs the location?

Our design team works with the landlord, architects, and engineers, to design a store that meets our standards and represents our brand to customers with a "best-in-class" approach.

Q: How long does the construction process take?

Once a location is identified, and approved by all parties, it takes no less than 6 months before the store is opened. Actual construction takes 2-3 months, but there is a period beforehand that allows time for design, engineer stamps, landlord approval, city approval, and gathering quotes from general contractors.

Q: How are suppliers arranged?

Menbow handles the selection of suppliers and has standards in place for the ingredients and products. We have a strong and nationally recognized group of partner companies that form our distribution chain and distribute through a national program. Our suppliers are vetted for consistency of product and food safety.

Q: Do you provide training, and where?

Yes, 2 weeks comprehensive training required and to be completed in one of our training stores with certified Menbow trainers.

A minimum two people (Franchisee and one other Manager) must go through training. If the Franchisee is not the operating person, then the operating person and one other Manager must go through 2 weeks training. The hands-off Franchisee must still go through a minimum 2-week training to be educated about the Menbow procedures.

We also help train store level staff and support the opening of the location.



Frequently Asked Questions

Q: Does Menbow provide financing?

Menbow does not provide financing. However, we have a great business relationship with National banks such as BMO, Scotia Bank and BDC. We can connect you with Business Manager if you need assistance with financing. We also have successfully assisted franchisees to access the Canada Small Business Financing Program.

Q: How much is the royalty fee and marketing fee?

5% royalty fee and a 2% marketing fee. Both are based upon a percentage of gross revenue, paid monthly.

Q: What are typical operating expenses for an Menbow store?

- Food/Paper/Bev/market goods: 33-35%
- Cost of Labor: 18% to 25%
- Rent: Avg rent is typically \$75,000-\$90,000 per year. Small towns approximately \$50,000 year. Premium locations in downtown Vancouver/Toronto will most often be over \$100,000.

Q: What kind of return on investment can I expect?

This ranges a lot based on total sales, rent, DoorDash/Skip/Uber Eats sales, labour rates, etc. You will need to do a sales projection and we will provide approximate rent costs to help determine profit.

Q: What influences pricing variances in start up costs?

The size of your location (Food court/ in-line / full service), what city you are in, economic climate, and variances for building supplies, equipment, furniture, and signage. This is why we provide a range for each category.

Q: What will my annual sales and profits be for the business?

We are restricted by various provincial franchise sales regulations from providing you with representations of sales or profits. We do not make any representations of what your sales and profits will be, but we do share with you the annual sales of other outlets in our system that are already in operation.

Q: Where do we buy the equipment?

We have an approved equipment list that we outfit the store with. We also have approved equipment providers in each market. They will provide the equipment you require, at a negotiated price that favours our Franchise Partners.

Q: Is the price of the franchise negotiable?

The cost of the franchise is based on the real cost to buy the equipment and build the store. The cost of the business is not negotiable, but you can negotiate the cost of construction with the general contractor. You will pay the cost of construction and equipment directly to the companies that provide the service. If there is a dollar to save, it goes into your pocket.

Q: Is there a cost to training?

The cost of training is included in the franchise fee. There may be additional costs for travel, accommodation and meals, these are not included in your franchise fee.

Q: What ongoing support do you offer?

Head Office staff periodically visits your store to provide feedback on how to improve your business. We have strategies to help market your business in the local community, build catering revenue, and we provide feedback on quality, service, and cleanliness.

Q: Who sets the prices and designs the menu?

Head office will design and develop the menu, and set the prices. Customers expect the same experience for pricing and menu offering at each location they visit.

Q: How do I apply to become a franchise partner?

You can apply for upcoming franchise opportunities by completing an application on our website

Q: What does the franchise system include?

1. Access to trademarks, recipes, and our operating system.
2. Assistance with identifying a suitable location and lease negotiation.
3. Access to our approved equipment and specifications.
4. Design of the store including workflow and kitchen equipment.
5. Assistance with construction costing and management.
6. Training program, pre and post opening, 2 weeks total.
7. Assistance training staff and setting up the store before opening.
8. Ongoing feedback to improve your business.
9. Managing contracts and vendors who provide products to the system.
10. Ongoing improvements for the brand, menu, including research and development.
11. Operations manuals, policies, procedures, and management systems.



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