

Welcome to



Ang Shoe Repair Shop ng Bayan
MR. QUICKIE
Mabilis. Maayos. Parang bago ang sapatos.

Dear Sir / Madam:

Thank you for your interest in our business franchise program.

Attached is a copy of our franchise primer for your perusal. Should you need additional information or further clarifications, please call us at 671-9542 or 910-3858. We will be happy to assist you in any way.

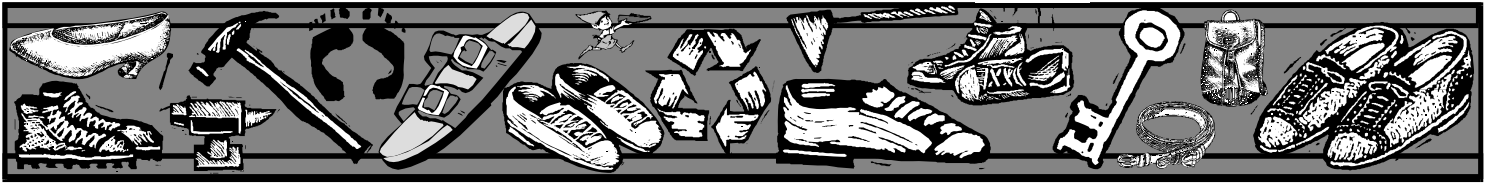
We hope to hear from you soon.

Warmest regards,

Emiliano P. Caruncho IV
Managing Director



Details in this franchise brochure may change without prior notice.



What is a franchise?

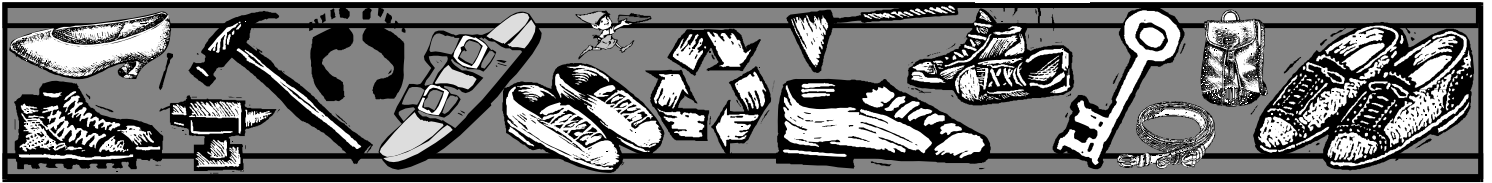
A franchise is a method of business expansion whereby the business owner or manager allows someone to market products or services under his name and trademark and in strict adherence to a system he prescribes.

What is a franchisee?

A franchisee is a person who buys the franchise from the franchisor. The franchisee may be a corporation, a partnership or a single proprietorship.

Mr. QUICKIE will make available to you years of experience in opening and operating a shoes and bags repair shop. As a Franchisee, you will benefit from a turnkey system that includes:

- **A Fully Equipped, Ready-To-Operate Shop.** You will use tested equipment and tools, work station, supplies, signages, service counters, business forms and accounting system.
- **Assistance In Business Registration.** Mr. QUICKIE will show you how to secure permits, licenses, BIR receipts and so forth.
- **Complete Training.** For you and your initial shop zapateros and employees, on everything you need to know to run the shop smoothly.
- **Shop Opening Support.** Mr. QUICKIE's back-up crew will be there to help you in your first 2 weeks of operation until you and your workers are ready to be on your own.
- **Quality Materials.** To maintain high-quality workmanship, Mr. QUICKIE uses only the best materials, most of which may be purchased exclusively from Mr. QUICKIE.
- **Business Forms.** Mr. QUICKIE will provide you all the operating forms: job order form, sales records, inventory control, and other vital business forms for a trouble-free operation.
- **Advertising and Marketing Support.** You will benefit from Mr. QUICKIE's advertising and marketing efforts, for your Shop and for the chain. Customers' awareness and patronage of Mr. QUICKIE service shops are therefore consistently high.
- **A Franchisee's Guide to Help You.** Your Franchisee's Guide and information booklet specially designed for Mr. QUICKIE franchisees, will be your daily guide in operating the Shop.
- **Mr. QUICKIE Bulletins.** From time to time, you will receive Mr. QUICKIE Bulletins which contains announcements, tips, useful information and reminders that will help you operate the Shop efficiently and more profitably.
- **Visits From Mr. QUICKIE.** An Area Representative will visit your shop periodically to offer helpful advise on your operation needs — this way you have a two-way link with Mr. QUICKIE.



Mr. QUICKIE Franchise Program Frequently Asked Questions

1. How big is Mr. QUICKIE's operations?

From one shop in 1981, Mr. QUICKIE has mushroomed into a chain of 170 services shops all over the country. The number is still growing; through its aggressive Franchise Program, Mr. QUICKIE foresees a greater boom in its operations and business reach within the next two years.

2. How much investment do I need?

Not a lot! How much investment you will need will rely upon some very important fixed and variable assumptions:

- preferred equipment assemblage - if you will prefer to get all available machines or exclude the press machine.
- location - whether your location is located within our outside a mall.
- shop design - whether you prefer a standard or modern shop design.

Each of Mr. Quickie's 150 successful shops is a proof that with a reasonable investment, the returns are very high. Initial capital investment will be discussed during personal meetings with the franchisor.

3. Who will choose the location?

As a prospective franchisee, you may already have a site in mind, one which you feel is convenient for you or which you feel will "click"; having such a location speeds up the processing of your application. Mr. Quickie may also help you locate a suitable site for your shop. In either case, the site will have to pass Mr. Quickie's evaluation and approval. To help you even further, we have come up with a list of pre-approved spaces that are ready to be franchised.

4. How big a space do I need?

Your space requirement will depend on the type of shop that you wish to

open:

Counter Type - this requires an average floor area of 15 - 20 square meters. It does not provide for a customer waiting area. It takes 15 to 21 days to construct.

Parlor (walk-in) Type - this requires an average floor area of 21 - 35 square meters. It provides a front waiting area for 3 to 4 customers. It takes 21 to 30 days to construct.

The minimum information that a Franchisee needs to have on a site (to determine viability) are :

- Specific location
- Area in square meters
- Goodwill, if any
- Monthly rental
- Terms of payment (deposits, advances, security deposits, CUSA)
- Duration of lease contract

5. What is the ideal location to put up a Mr. Quickie Shop?

The Franchisor shall assess and determine the feasibility of the Franchisee's prospective site, based on its vast experience in site selection. The Franchisor shall give the Franchisee an objective and accurate report on the sales potential of the site, and shall advise the Franchisee accordingly.

Here are some basic guidelines to look at when checking out a potential site. Mind you, that these indications do not automatically mean a good site.

Look for the following when inspecting a site:

In a mall:

- near the cinemas
- near the food courts
- near main entrances
- near entrances of main parking lots

Outside the mall :

- near churches
- near wet markets
- near transportation hubs
- near schools
- near municipal halls
- where there is heavy pedestrian traffic

6. How soon can I start operating?

Personnel training and the availability of your site will determine this. On an available site, construction and equipment installation can be completed in 21 - 45 days. You can then immediately start to operate.

If the space that you have chosen is still under construction or have not yet been turned over, you can make a reservation deposit of 50% of the Franchise Fee to assure that the space is yours. However if construction of your shop has not begun within 45 days of the shop-turnover, Mr. Quickie Management has the right to offer the space to other interested franchisees and default the reservation deposit.

13. What is the Royalty Fee?

The Royalty Fee is 4% of gross sales, exclusive of any sales tax, payable in two installments : on the 15th and at the end of the month.

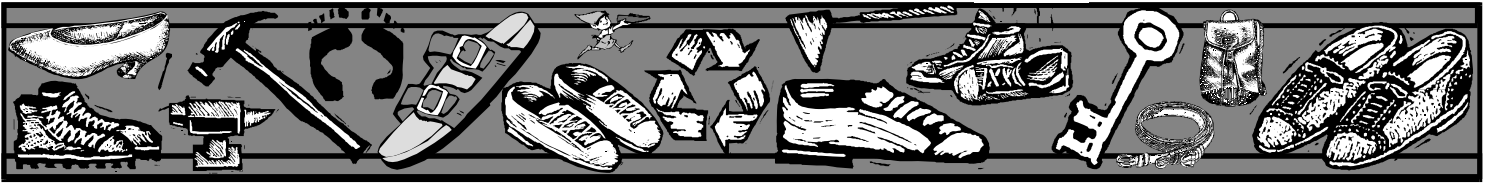
14. What about advertising?

A monthly fee of 3% of gross sales is collected from Mr. QUICKIE shops to cover media placements, sales promotions activities and materials, chain advertising, publicity and other public relations efforts that are designed to increase sales.

15. How much can I expect to earn?

The income from your Mr. QUICKIE outlet will depend on a number of factors: such as location, market conditions, the kind of supervision you will give your shop, advertising and marketing. As in any business venture, there is no sure guarantee as to success and profitability. Franchising, however, minimizes your financial risks by giving you the benefit of a test and well-organized system and concept.





How to apply for a Mr. QUICKIE franchise?

It's so easy getting a Mr. Quickie franchise. The steps are outlined below. Check the box beside the procedure as soon as they are completed.

- Write us a letter of intent stating your intention to own a franchise. You can fax, mail or deliver the letter to our office. Include in the letter the following information:
- name and address
 - telephone or fax number
 - proposed location

The head office will then visit the proposed site and conduct a feasibility study. The results will be relayed to you as soon as possible.

After the site has been visited and deemed a feasible for a shop, we will send you our Franchise Application Evaluation Form and initial capital investment sheets via fax or mail.

- Fill out the Franchise Application Evaluation Form. This document can be faxed to the office but the hard copy should be sent to the office by mail or messenger. Please include required documents to the FAEF as stated on the following page.

The franchisee and the franchisor will meet to discuss relevant details of the contract, timetable, training, etc. Upon agreement, the designs and other plans are drawn up.



The franchisee procures the necessary governments permits and licenses.



Who can apply for a Mr. QUICKIE franchise?

Individuals who :

- are of legal age
- have good credit records and are in good standing with their creditors
- have a positive outlook
- possess a good moral character
- possess an entrepreneurial spirit
- are willing to be trained in the disciplines of Mr. Quickie
- share and believes in the mission and vision of Mr. Quickie
- are committed and hardworking
- are capable of harnessing financial resources
- have no legal impediments
- have favorable character references
- are not involved in any business in direct competition with Mr. Quickie

Corporations who :

- are duly registered and recognized by the SEC
- have good credit records and are in good standing with their creditors
- are capable of harnessing financial resources
- are not involved in any business in direct competition with Mr. Quickie
- have a good track record
- are committed in making their Mr. Quickie franchise grow
- are willing to be trained in the disciplines of Mr. Quickie
- are committed and hardworking
- have no legal impediments

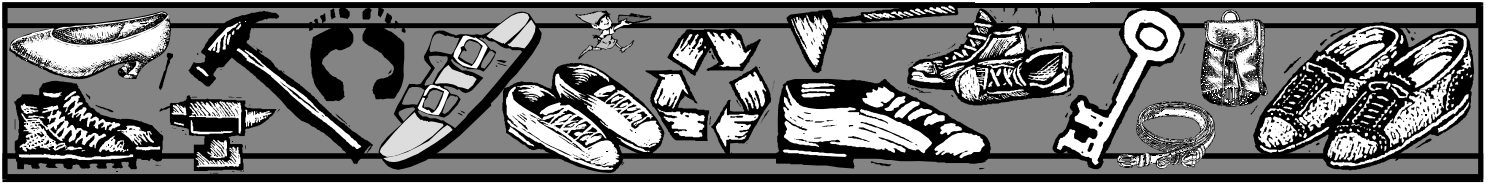
Attachments to the Franchise Application Evaluation Form

- 3 copies - colored 2x2 photographs
- picture of site
- Curriculum Vitae
- Company Profile / Background
- Articles of Incorporation
- Bank Referrals
- Community Tax Certificate
- TIN Number
- Residence Certificate
- Photocopy of Award Notice / Lease Contract
- Lease Particulars (i.e. rental rate, lease duration, advance rental, security deposits, goodwill)
- floor plan
- Building particulars (vicinity, environment, phone lines, parking spaces)
- Location Map



Ang Shoe Repair Shop ng Bayan
Mr. QUICKIE
Mabilis. Maayos. Parang bago ang sapatos.





Checklist of Documents Submitted

Documents	Date Submitted	Remarks
Letter of Intent		
Location / Vicinity Map of Site		
Picture of Proposed Site		
Picture of Applicant (2"x2")		
Copy of SEC Articles of Incorporation and By-Laws		
Curriculum Vitae		
Company Profile / Background		
Bank Referrals		
Community Tax Certificate		
TIN Number		

