

VILLA MADINA

perfect shawarma



THE PERFECT
FRANCHISE
OPPORTUNITY



halal
حلال

STORY

Villa Madina has been serving #PerfectShawarma to customers since 2004. With over 20 locations across Canada, we pride ourselves in fast, fresh and authentic Mediterranean cuisine. Our bold and modern branding combined with a menu that showcases both traditional flavours and on trend recipes has allowed us to become a leader in the Canadian quick-service industry.

CONCEPT

Villa Madina captures and preserves the authenticity of Mediterranean cuisine. Each unit is equipped with several high grade rotisseries where our signature beef and chicken shawarma,

spiced to perfection, cook slowly and evenly on spits in store. All of our meats are 100% Halal certified and are sourced from highly reputable suppliers. We also offer a wide array of vegetarian dishes, including falafels and numerous fresh salads, such as tabouleh, fattoush and couscous salads.

Our core menu items include:

- Shawarma, shish taouk, kefta, and falafel plates
- Shawarma RokBox™ and poutine
- Made to order pita sandwiches
- Fresh mediterranean salads

#PERFECTSHAWARMA MADE EASY

The secret to our shawarma lies in our unique and proprietary spice blend used to marinate our meats. To ensure brand consistency, our shawarma cones are available pre-marinated and pre-built in 10kg or 20kg cones via our distribution channels. This makes it easy to offer your guests the #PerfectShawarma experience.

INQUIRE
TODAY!

www.villamadina.com

 [@villamadinarestaurant](https://www.facebook.com/villamadinarestaurant)

 [@villamadina](https://www.instagram.com/villamadina)



STORE DESIGN

Our store design is as fresh and welcoming as our menu items. Villa Madina seeks to provide the total customer experience from the time they order down to their last bite. From afar, our award winning store design and brand name immediately grab the attention of our customers. Our operational set-up has been fine tuned to ensure each customer has a clear view of the fresh shawarmas being roasted and impressive salad display. Our menu system and professional food photography showcase our delicious menu offering to our customers. Warm and friendly hospitality and the fresh, delicious taste of our menu work together to build customer loyalty year after year.

FRANCHISE OPPORTUNITY

Villa Madina is rapidly expanding. With locations in major shopping centres, power centres and street locations, we are dedicated to offering #perfectshawarma to everyone! Villa Madina is a 4-time winner (2017- 2020) of the Franchisees' Choice Designation Award from the CFA Awards of Excellence Program. This awards program recognizes the best of the best in Canadian franchising and honours CFA members with the highest franchisee satisfaction rankings.

As part of the Villa Madina family, you will benefit from the support and expertise of our dedicated team. We provide to all our stores the necessary tools to succeed:

- Delicious and healthy recipes
- Training and operation support
- Purchasing power
- Established advertising & marketing strategies

Preferred candidates are selected on the basis of several criteria including: business acumen and experience, financial viability, character and attitude, effective learning and communications skills and more.

FINANCIAL INVESTMENT

	Mall/Office Tower	Street
Total Investment Range	\$350,000-\$425,000	\$400,000-\$550,000
Cash Requirements	30% of total investment	30% of total investment
Franchise Fee	\$35,000	\$35,000
Royalty Fee	6% of Gross sales	6% of Gross sales
Advertising Fee	3% of Gross sales	4% of Gross sales

May vary based on location, size, site conditions and landlord work

THE FRANCHISE PROCESS

We make sure that the process to becoming a Villa Madina franchise owner is simple and streamlined. We are there for you throughout the entire franchising process - from site selection and training to marketing support.

SITE SELECTION

We pride ourselves in our rigorous site selection process. It is one of the most important aspects of a successful business. Our criteria for a site include maximum visibility, high foot traffic and adequate unit size. The size of our shopping mall locations range from 400-500 sq ft. and our street locations range from 1200-1600 sq.ft.

We are highly experienced in valuating and negotiating lease cost and terms which translates into higher revenue margins for our franchise partners.

STEP BY STEP

**SITE SELECTION / TRAINING / MARKETING SUPPORT
WE HAVE YOU COVERED!**

As part of the MTY Group, becoming a Villa Madina franchise owner means you will benefit from the following:

- Purchasing power from our volume discounts
- Site selection expertise from our experienced real estate team
- Training and operations support from our highly-skilled operations team
- Marketing and advertising power as part of a large franchise system
- Continues guidance and support from the franchisor pre- and post-opening

**WE PROVIDE
AWARD WINNING
SUPPORT**



**GROUPE
MTY
GROUP**

SOLID FOUNDATION

EXCELLENCE. DEDICATION. INNOVATION. These three principles have made MTY Food Group Inc. one of the largest franchisors in Canada's restaurant industry. MTY Group is a family whose heart beats to the rhythm of its brands, the very soul of its multi-branded strategy. For over 35 years, it has been increasing its presence by delivering new concepts in quick-service restaurants and making acquisitions and strategic alliances that have allowed MTY Group to reach new heights year after year. By combining new trends with operational know-how, the brands forming the MTY Group now touch the lives of millions of people every year. With over 7000 locations worldwide and the multitude of flavours of its many brands, MTY is able to satisfy the different tastes and needs of consumers every day. MTY Group (www.mtygroup.com) is a publicly traded company which trades on the Toronto Stock Exchange under the Symbol MTY. (TSX:MTY).

VILLA MADINA
perfect shawarma

