



Maid-Rite Diner

Quick Service Restaurants

Single Franchise Unit Fact Sheet

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Total Single Unit Cost: \$125,000 to \$300,000	Year Started: 1926
Liquid Capital: \$75,000 to \$100,000	Company Units: 3
Net Worth: \$250,000	Franchise Units: 80
Working Capital: \$20,000 to \$35,000	Printed Earnings Claim: No
Franchise Fee: \$35,000 single unit	Passive Ownership: Yes
Minimum Market Size: 5,000 to 8,000 population for a single unit franchise restaurant	States Available: currently offering franchises in: ALABAMA, ARIZONA, ARKANSAS, COLORADO, DISTRICT OF COLUMBIA, FLORIDA, GEORGIA, IDAHO, IOWA, ILLINOIS, INDIANA, KANSAS, KENTUCKY, LOUISIANA, MICHIGAN, MINNESOTA, MISSISSIPPI, MISSOURI, MONTANA, NEBRASKA, NEVADA, NEW MEXICO, NORTH CAROLINA, OHIO, OKLAHOMA, SOUTH CAROLINA, TENNESSEE, TEXAS, UTAH, WISCONSIN, AND WYOMING
Average # of employees: 8 to 12	Franchisee Training Provided: Yes

About Us:

Maid-Rite has been serving Customers for over 83 years!

- Is one of America's first quick service casual dining franchise, opening in 1926
- Serves its popular specially fresh ground beef loose meat sandwiches to the satisfaction of millions of loyal customers
- Attractive diner style décor
- Philosophy of doing whatever it takes for our customer's satisfaction
- Great tasting made to order food at affordable prices
- Friendly environment of hometown hospitality
- Named by Restaurant Magazine in 2008 as one of the fastest growing restaurant chains in America



Key Business Features:

- Affordable turnkey franchise with all in costs that includes the franchisee fee, working capital, equipment & furniture and leasehold improvements is between \$125,000 to \$300,000
- Average Unit revenue between \$450,000 and \$1.2 Million
- Floor plan designs prepared by Maid-Rite Corporation included in the franchise fee
- Open and operational within 60 to 150 days After signing the Franchise Agreement
- 83 years of proven track record
- Dine In, Carry Out, Drive Up, Catering Services Available in each franchise restaurant
- Maid-Rite is an approved SBA franchise and is listed on the SBA registry
- Maid-Rite provides franchisee training available through Maid-Rite University and from on site trainers who help open and train the staff at the new franchisee locations

Ideal Candidate:

- Individuals who want to control their own financial destiny in owning and operating their own business
- Individuals who are established and active in their communities
- Individuals as owner operators who take pride in their work and enjoy being personable
- Individuals who understand the importance of friendly, gracious hospitality
- Have the ability to demonstrate leadership
- In true spirit of capitalism have a sharp eye for the bottom-line
- Quick Service Restaurant (QSR) experience not necessary
- Maid-Rite University education provides knowledge and hands on experience
- Have an eye for operating a spotlessly clean, food safe restaurant that extends friendly hometown hospitality to each and every customer

Competitive Advantage:

- No other restaurant serves the popular one of a kind Maid-Rite sandwich that Maid-Rite is famous for
- Maid-Rite's average customer ticket size of \$5.95 is an affordable choice for consumers.
- Maid-Rite's all inclusive cost of \$225,000 to \$250,000 to open a 1,250 to 1,500 sq. ft restaurant is most affordable for franchisees

Role of Franchisee:

- To become knowledgeable through the training provided at Maid-Rite University to understand how to properly manage the Maid-Rite Diner in overseeing the employees to uphold the standards of service excellence, food safety and in extending friendly, hometown hospitality to each and every customer

Industry Overview:

- Among quick serve casual dining restaurants Maid-Rite is an "icon" among its loyal customers who have been enjoying Maid-Rites since 1926

Additional information:

- Maid-Rite assists its franchisees in the preparation of the Business Plan for their new Maid-Rite consisting of the following information:
 - Site Analysis Report
 - Competition Survey
 - Menu to be Served in your Maid-Rite Diner
 - Floor Plan Design Layout
 - Itemized Furniture and Equipment Cost Estimates
 - Cash Flow Breakeven Analysis Projections
 - Source and Use of Funds Statement
 - Margin Pricing Analysis Report
 - Training Plan
 - Marketing Plan

