

Supermac's®

Franchising Opportunities



Just a taste of what's on offer





An all Ireland success story



Pat McDonagh,
Managing Director, Supermac's

The first Supermac's outlet opened its door in 1978 on Main Street Ballinasloe, Co. Galway. Since that first opening Supermac's has become a firm fixture in towns and cities throughout the country. Today Supermac's is Ireland's largest indigenous fast food restaurant group with a policy of continued expansion and growth.

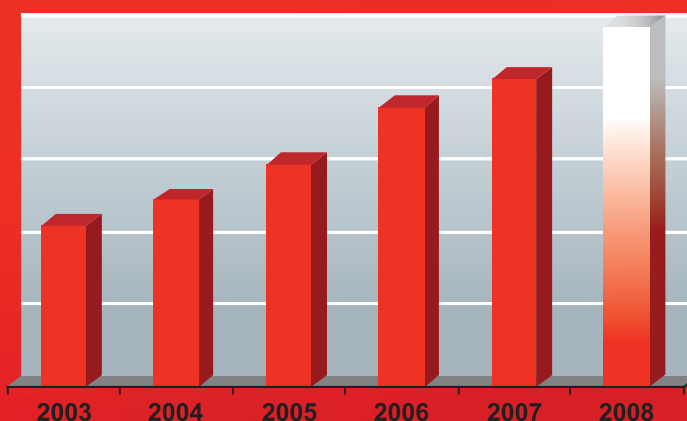
The managing director of Supermac's is Pat McDonagh. While teaching in Kilrickle in Co. Galway he identified an opportunity in the locality for a fast food offering. From that first opportunity in Ballinasloe Supermac's has gone from strength to strength.

Pat is a firm believer in hands on management and is very much involved in the day to day management of his business. He has a keen interest in sport with a particular interest in hurling. Supermac's have been the proud sponsors of Galway Hurling teams since 1992.

The success of the company can be attributed to a number of factors. A unique and innovative menu, a commitment to quality across all aspects of the business and a strong work ethic define Supermac's as the number one franchise in Ireland.

Supermac's will continue to open new outlets in Northern Ireland and in the Republic of Ireland. The company has been growing in Ireland since we opened our doors in 1978. Supermac's has been consistently serving customers to the highest of standards since 1978. We server approximately 16.8 million customers each year.

Supermac's growth since 2003



Supermac's® Our Mission

'To be the best fast food restaurant to eat in, work in and own!'

Franchising

There are a number of factors that can be attributed to the success of Supermac's. The number one factor is the strength of our people – the franchise owner and their employees. Supermac's restaurants are franchised by highly motivated people from diverse backgrounds. Franchising is the key route for the expansion of the Supermac's brand in Ireland.

At Supermac's we have a tailored franchising package that has been continually improving since we recruited our first franchise owner. As a franchisee you will receive support in every aspect of developing your business. Over the years we have developed a strong knowledge base to provide advice on:

- Site selection
- Restaurant design
- Management and staff training
- Operational support and guidance
- Central purchasing and distribution infrastructure
- Marketing support and guidance
- Food hygiene and Health & Safety management
- Human resource management



We are looking for talented people with a hard work ethic and a goal to succeed and to be the best at what they do. While we provide comprehensive support and resources we are looking for highly motivated people to be part of our ambitious growth plans. We are looking for people with:

- A business focus
- A strong work ethic
- Strong management ability
- Organisational and planning skills
- A desire to succeed

What are the steps to owning a franchise?





A Supermac's option for you

Supermac's restaurants come in a variety of formats depending on the location, size and suitability of the site. Supermac's restaurants can be tailored to a High Street, Drive Thru or a Fresh Express premises. Relish Café can be incorporated into existing premises.

Supermac's on the High Street

There are numerous Supermac's high street restaurants throughout the country:

- O'Connell St, Dublin
- Eyre Square, Galway
- North Main St, Cork
- Westmorland Street, Dublin



Supermac's Drive Thru

Supermac's Drive Thru are located on prime out of town sites ideal for passing traffic.

- Headford Road, Galway
- Ennis Road, Limerick
- Portlaoise, Co. Laois
- Navan Rd, Trim, Co. Meath



Supermac's Fresh Express

Supermac's Fresh Express is designed to cater for customers in a unique convenience store setting.

- Blakes Cross, Dublin
- Little Island, Co. Cork
- Monksland, Athlone, Co. Westmeath
- Rathgael Rd, Down



Relish Café

Relish Café provides hot and cold sandwiches, soups, baked potatoes, smoothies and ice cream.

- Eyre Square, Galway
- Headford Road, Galway
- O'Connell St, Dublin
- Portlaoise, Co. Laois



Our Menu

At Supermac's we take great pride in the quality of our food. Supermac's has developed a unique and innovative menu that caters for customers throughout the day. We offer traditional meals serving prime beef

burgers and succulent chicken and a range of drinks. At Relish Café we provide freshly made sandwiches, bagels, wraps and Panini's served hot or cold. Relish Café offers a healthy alternative with a range of freshly prepared baked potatoes and smoothies. All food is prepared to the highest standards and comes with the Supermac's quality guarantee. Below is a sample of a menu for Supermac's, Supermac's Fresh Express and Relish Café

Supermac's

Starting the day

- Super breakfast plate
- Regular breakfast roll
- Deluxe breakfast roll
- Breakfast bagel
- Tea/coffee and toast

Succulent Beef Burgers

- Smokey Bacon
- Mighty Mac
- Supermac
- Supermac with Cheese
- Cheese Burger
- Veggie Burger
- Regular Burger

Delicious Chicken

- Snack Box meal
- Chicken Breast Sandwich
- Chicken Wrap
- Chicken Burger
- Chicken Tenders
- Chicken Nuggets

Fries

- Taco fries
- Garlic & Cheese fries
- Curry & Cheese fries
- Cheese fries
- Curry fries
- Garlic fries
- Coleslaw fries
- Regular fries

Drinks

- Soft drinks
- Milkshakes
- Juices
- Smoothies
- Tea
- Freshly ground coffee

Relish Café

Freshly made sandwiches

- Chicken Tikka
- The Hungry Chicken
- Meat Feast
- Classic Bagel

Hot Sandwiches

- Melt in the mouth tuna wrap
- Relish Toastie
- Little Italy bagel
- Big Fill baguette

Baked Potatoes

- Spice It Up – chicken tikka & cheddar cheese
- Cajun Style – Cajun chicken, mixed peppers & cheddar cheese
- Bacon & Mushroom Melt
- Beef Taco Melt
- Baked Bean Melt
- Get Creamy – sour cream & chives
- Tuna Melt

Smoothies

- Fresh N' Smooth
- Banana Heaven
- Red Berry Blast
- Berry Explosion
- Tropical Treat
- Pineapple Crush

Coffee

- Cappuccino
- Latte
- Mocha
- Americano
- Hot Chocolate
- Caramel, vanilla, chocolate & hazelnut shots

Our Quality Guarantee

All foods are prepared employing the highest quality food principles. Supermac's have received numerous awards throughout the years and is dedicated to employing the highest hygiene, quality and work practice standards across the business. Supermac's restaurants have been nominated for and have won Excellence Ireland Quality Association (EIQA) awards in 2005 and 2006. All meat products are 100% traceable and are Irish farm assured.



A word from our franchisee's

John Kennedy – Supermac's Franchisee for Athlone, Dublin Road and Monksland, Moate, Co. Westmeath and Ferbane, Co. Offaly.

John started with Supermac's as an employee of the company. John joined Supermac's directly from school in 1984 on a part-time basis. He worked with the company for a number of years before progressing to management level work in both Ballinasloe and O'Connell Street in Dublin. Having worked at management level John then progressed to the position of Area Manager for the Leinster and Munster regions.

Having gained an insight into all aspects of the Supermac's business John opened his own outlet in Athlone in February 1997. He opened a second franchise in Moate in 2001. John opened his third Supermac's restaurant in Ferbane in 2005. With the ever expanding offering from Supermac's John opened a Relish Café on his premises in Moate in 2007 to appeal to a wider customer base.

With the introduction of the Supermac's Fresh Express John identified this as an opportunity to further expand his business. He opened his first Fresh Express at Monksland in 2004 followed a year later with a site at Ballymahon in Athlone.

John describes the attraction of a franchise as *"the opportunity to be your own boss, to work for yourself, but also to have more control over the standards of your business."* John pursued the franchise option confident that he knew what he was getting into.

"the opportunity to be your own boss, to work for yourself, but also to have more control over the standards of your business."

John highlights that would-be franchisees should obtain hands-on experience before embarking on their own franchise operation. A number of new franchisees have trained under John and he is a firm believer of "rolling up your sleeves and getting stuck in".

He also advises that you should make sure you have good back up in areas where you may be weak yourself. "I like to focus on the restaurant itself while other members of the team focus on administration."

"Something as small as giving vouchers to a local event is always appreciated, the customers will keep coming back due to the gesture."

Danny McHugh – Supermac's Franchisee for Claremorris, Ballinrobe and Ballindine, Co. Mayo.

Danny began working with Supermac's over 12 years ago. He first went through the training programme and worked in a number of stores in Galway. Following this he moved to Supermac's in Claremorris as manager. He then became manager of Supermac's in Ballinrobe which opened in 1996. Danny worked in both of these stores for a number of years gaining invaluable experience in the process.

In 2005 Danny opened a Supermac's Fresh Express in Ballindine in Co. Roscommon. The Supermac's Fresh Express also operates as a drive thru site due to its high traffic location.

Danny is a firm believer in local store marketing. He thinks that getting out into the local community, be it through sponsoring local events or teams or joining the local Chamber of Commerce helps to increase the profile of the stores.

For any potential new franchisees Danny thinks that the key is to interact with the community. *"Something as small as giving vouchers to a local event is always appreciated, the customers will keep coming back due to the gesture."*

Jim Casey – Supermac's Fresh Express Franchisee for Athlone Road, Roscommon.

Jim Casey opened his Supermac's Fresh Express on the Athlone Road in Roscommon in 2005. Jim already owned the site on the Athlone Road but redeveloped it to maximise the potential of the location. When redeveloping the site Jim incorporated a Supermac's Fresh Express to cater for his customers on the go. Not only can customers sit in on the site it is also a drive thru. This set up allows Jim to cater for people on the move and also for customers that want to enjoy their meal on site.

The Supermac's Fresh Express site has all of the benefits of the larger Supermac's with a unique design that can be incorporated into multiple sites. The benefit of Fresh Express was the existing brand recognition of Supermac's in Ireland but incorporated into a filling station setting.

When the Express initially opened people were surprised to see a Supermac's incorporated into the premises. As a franchise owner Jim thinks that there are great possibilities for the Fresh Express brand due to the ability to fit them to a limited space.

"The size of the space available to use when rebuilding the premises was limited so the fact that we could incorporate a full service restaurant, with seating for up to 50 people, onto the site was a huge advantage for us. Due to the location of the filling station we get a lot of passing trade and the inclusion of a Fresh Express has meant a lot of repeat business"

For Jim, Supermac's Fresh Express has been a great addition to the site providing a quality food offering throughout the day.



Some questions answered

Some questions answered about owning a Supermac's or Supermac's Fresh Express franchise.

1. How can I get involved in a Supermac's or a Supermac's Fresh Express franchise?

There are three methods by which you can obtain a franchise. There are two options available to external applicants and one available to those already working for Supermac's:

External Franchise:

- Lease an existing location
- Buy or lease an undeveloped location

Internal Franchise:

- Internal franchising to Supermac's personnel that meet specific criteria.

2. What is the term of a Supermac's franchise?

A Supermac's Franchise Agreement is for an initial period of ten years with the possibility of extending for a further ten years.



3. For an external franchise what are the cost involved?

- There is a franchise fee of €20,000 for a Supermac's restaurant. The franchise fee for a Supermac's Fresh Express is €15,000. These are once-off payments.
- The franchisee will have to pay lease or rental costs or mortgage repayments on the building.
- Construction costs will vary depending on the type of site selected.
- The fit-out and equipment package for Supermac's and Supermac's Fresh Express restaurants varies depending on the nature of the building.
- Royalties for the licensing of the brand are 7% of Net Sales (including a national marketing contribution). It would be expected that a franchisee would commit a further 2% to local store marketing.
- There are training and recruitment costs associated with the franchise. These costs are outlined in point 5.
- There is a Franchise Application Fee of €100. This is to cover administration costs.
- There is a security deposit of €20,000.

4. What will my return be?

The turnover and profit numbers that franchisees can expect will vary depending on several factors. However, on average, existing Supermac's restaurants have a Net turnover of over €1,000,000 and a return of between 10% – 12% after debt servicing and drawings. The expected

turnover for a Supermac's Fresh Express is approximately €450,000, with a return of between 10% - 12% after debt servicing and drawings. We emphasise that these figures are not guaranteed. As with all of the Supermac's outlets we emphasise that all franchisees take an active and hands-on approach in the operation of their restaurant. It is also important that franchisees take an active role in their local community. From experience this approach to operating a Supermac's or a Supermac's Fresh Express will maximise sales and profitability.

5. What training will I receive?

Generally it takes four months to complete the Supermac's Management Training Programme. The duration of training is determined during the selection and interview process and is dependent on the level of relevant experience of the successful applicant. An organised training plan is of vital



importance to both the franchisee and their management team. The Supermac's Training Programme will cover the following areas:

- Business operations
- Management and financial planning
- Human Resource training
- Financial analysis and performance
- General management training
- Food safety and Health & Safety training

Prior to the opening of a Supermac's outlet and during the Supermac's Training Programme the franchisee must be financially self sufficient. There are a number of costs that will be incurred during this time:

- Accommodation during the Supermac's Training Programme
- Recruitment advertising for general store operatives and management
- Training, transportation and accommodation of employees during the training period and prior to the opening of the restaurant.

6. How do I find a site?

Supermac's have a vast experience of successful site selection and will advise an external franchisee on finding a site that is suitable.



CONTACT US

Supermac's Ireland Ltd.,
Ballybrit Business Park,
Ballybrit,
Galway, Ireland

Tel: +353 91 753511

Fax: + 353 91 752767

Web: www.supermacs.com

Email: info@supermacs.com

Supermac's®

Supermac's have an innovative and unique product offering that has been operating in the Irish market for over 30 years. This experience has brought Supermac's to the forefront in our sector.

Supermac's can offer:

- Bespoke, innovative outlet design
- Proven training programme
- Comprehensive support for marketing, purchasing and distribution
- Site selection advice

If Supermac's is the opportunity you have been waiting for why not get in touch and be part of a growing franchise.

Interested in becoming a
Supermac's or Supermac's Fresh
Express franchisee contact us at:

Supermac's Ireland Ltd.,
Ballybrit Business Park,
Ballybrit,
Galway, Ireland

Tel: +353 91 753511
Fax: + 353 91 752767
Web: www.supermacs.com
Email: info@supermacs.com

