



MASH'S[®]
Wing Ranch



Franchise Document



WHO IS MASH'S WING RANCH®?



Mash's Wing Ranch® is a fast food company specialising in chicken. It began in 1995 in Bolton, England by four passionate and very driven brothers. It is the result of the founders' long term dream to own a successful fast-food/restaurant operation that is built on the pursuit of excellence.

In June 1996 Masood Patel renovated the premises and after reopening introduced the first pressure fried chicken outlet in his locality. The concept was new to the area, once again highlighting the brothers' pioneering mindset, and business was slow at first. They were serving no more than around 50 to 60 customers per day during the initial months after opening.

The following are some of the other key moments in the history of Mash's Wing Ranch®

- In 1999 a spicy marinated version of the fried chicken was introduced.
- In 2000 Mash's had a second shop refit to accommodate the growing business and to increase the kitchen capacity to complement the growth.
- In 2000 Mash's introduced flame grilled Peri Peri chicken and their famous buffalo wings. Also new to the menu were the innovative peri peri burger and range of salads and American style hotdogs. This once again highlighted the brothers' intuitive, enterprising and pioneering mindset. Interestingly the new menu attracted a new wave of more health conscious customers.
- In 2002 a second outlet was opened in Bolton to cater for the ever increasing demand for Mash's.
- In 2005 a new corporate logo was designed
- In 2007 Mash's became Mash's Wing Ranch® moving the company into a new direction.
- In 2009 the franchisee was signed up setting a new precedent and blueprint for a great future for the company

"I feel that this was a very important step at the time as it gave us the realisation that in order to fulfil your dreams and ambitions you must have the heart to take those fledgling steps otherwise the ship could sail" Mohammed Patel - co founder



THE EARNINGS POTENTIAL

What you can earn out of Mash's Wing Ranch® Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.



	YEAR 1	YEAR 2	YEAR 3
GROSS INCOME	£223,600	£270,400	£324,480
TOTAL OVERHEADS	£139,080	£144,540	£161,232
NET PROFIT	£84,520	£125,860	£163,248

The above 3 year projection is based on franchise model for a single unit store. Overheads are estimated to be as close as possible to current expenditure at time of writing. Cost of sales breakdown is as follows: Wages @ £54,000 per annum; Business rates @ £1,000 per annum (excludes any rebate); Stock @ £78,000 per annum (rising approx 5 to 10% per year); Fuel @ £6080 per annum; Marketing & advertising £2000 per annum.

WHAT YOU NEED

What do you need to be successful as a Mash's Wing Ranch® Franchisee? There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of a Mash's Wing Ranch® franchise will be there for you to see from day one. If you possess the following attributes then a Mash's Wing Ranch® franchise could be just what you have been looking for:

- A willingness to work hard, because there is simply no substitute for hard work.
- A willingness to persevere, because there will always be times when things don't go according to plan.
- The desire to work for yourself, and take proper control of your own destiny.
- The desire to work with others who all share your commitment to the highest standards.

If everything you've read so far makes sense, and you think that a Mash's Wing Ranch® Franchise is something you want to know more about, we should talk further. Call us on 01295 722846.





WHAT KIND OF SUPPORT CAN I EXPECT FROM MASH'S WING RANCH® AS A FRANCHISEE?



We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Mash's Wing Ranch® Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

The operations manual contains all the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It is a step by step guide on how to run and operate the business. This manual alone is worth the franchise fee. It's a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy to understand format. All the facts of the business without the fuss, and all at your finger tips from day one.



MASH'S WING RANCH® CORE VALUES

Whatever the menu at any given time, at Mash's Wing Ranch® our core values have always been at the forefront of product development and innovators within the food industry. Due in no small part to the fact that the brothers always believed that the long term success of the company will only be built by years of hard work behind the counter, cooking.

- Unwavering Respect - We believe in treating every individual with the same dignity and worth. That means that every employee strives to act with integrity in every interaction.
- Results Orientation - We believe individuals and groups must commit to and achieve end results.
- Dynamic Flexibility - We believe in commitment to continuous improvement in our brand, our staff, our products and resources. As a result, our company is committed to continuous innovation to improve our productivity as well as profitability.
- Interactive Leadership - We believe in hands on leadership that draws talent and ideas from creative and competent people. Our goal is to foster mutual respect and appreciation while increasing throughput.
- Caring Environment - We believe in providing a caring and supportive environment for all team members as well as emphasising the importance of good interpersonal relationships

Mash's Wing Ranch® are now expanding and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.

"The name Mash's was being talked about in places outside of Bolton and this gave us great satisfaction. I think that there is no better endorsement of your product or brand name than when people spread the gospel by word of mouth, so we knew we were onto something special"

Zayd Ahmed Patel - co founder

"We are very proud to have developed a quality concept that has grown to serve so many hungry but ultimately very satisfied customers, and now we are hopeful that our future franchisees can be proud to carry on the Mash's Wing Ranch® legacy"

Masood Patel - director and co founder

WHAT DOES A MASH'S WING RANCH® FRANCHISE CONSIST OF? WHAT DO YOU GET AS A FRANCHISEE?



So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Mash's Wing Ranch®, you can reduce them even more!

Established Track Record - As a franchise buyer, you become part of a proven system of operation. Your franchisor offers a concept with products and services that have sold successfully. You have history to learn from and to help you predict your own future.

Faster Start Up - You have a short learning curve as a franchise owner, because you have assistance from a franchisor with lots of experience to draw upon in starting other new operations successfully. You and your personnel often get on-the-job instruction.

Less Risk - Your chances of failure are lower with a franchise operation, because of the experience, expertise and proven resources that support you in your business. Franchises succeed at the rate of 90%.

Low Investment - Most franchises keep their front-end investment demands low, which favours new entrepreneurs. Moreover, a franchisor will often help new franchisees borrow by facilitating arrangements with lending institutions, which look positively on lending to franchisees because of their high success rates.

Purchasing Power - The group purchasing power of franchisees can make a big difference in your costs of doing business. Large buying groups can typically demand significantly lower prices on goods and services.

Name Recognition and Brand Awareness - With an established franchise, you get the benefits that occur from marketing an established brand of products or services. With a new franchise, you can grow and contribute to the creation of the brand.



BUSINESS SUPPORT

As a franchisee, you will generally receive valuable, ongoing business support, including site selection, training, recipes, marketing, new technology and more. Franchisers will assist you in developing a business plan, in learning the best ways to hire and manage personnel, and in how to profitably manage your facility.

Everyone working for Mash's Wing Ranch® is an important player on the team. We believe in building personal professional relationships with our customers and being polite and helpful at all times. We must make it easy for people to do business with us.

As a Franchisee you buy the right to develop your business in a defined geographical area, with a guarantee from Mash's Wing Ranch® of no Mash's Wing Ranch® competitor in that area. Franchisees can offer their Clients the full breadth of Mash's Wing Ranch® expertise, all supported by the full span of our capabilities.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Mash's Wing Ranch® name synonymous with excellence.

So if you're looking for a Franchise opportunity with some real strengths search no more.

"Even though this type of business wasn't unique, we still felt that we could compete if we implemented our own uniqueness to the business, so we started to experiment with our own flavours which would not only give us a competitive edge but would set us on our way to what would become Mash's Wing Ranch"

Imran Patel - co founder





SATISFIED CUSTOMERS

Don't just take our word for it - read what our satisfied customers have to say...



"Mash's Wing Ranch providing great customer service to all!" Ahmed Rawat

"Come on people, Suggest the fan page to your friends and family and visit the ranch today!"

"People have many addictions in life. Mine is a stinger burger and so too is my son's!"
Arif Chad



"Top Marks to Imran and Aamir and the other staff."

"Sunday Evening; Half hour before Iftar and 500 Wings to do Imran was busy at it; no time to waste. Delivered on time to the customer and he got my order and others out in between with no compromise on quality. Keep up the good work!" Shoeb Mulla

"Loving the food guys! especially the tenders and wild wild herb sauce, keep it up!"
Summaya Patel



"Thanks for the lovely food today! delicious as usual." Salehah Mota-Bobat

"Made a trip to Mash's WR today and gotta say it once again - the food was FANTASTIC and so was the service."
Aasiya Mota



MASH'S WING RANCH

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