



MYO

make your own



MYO
make your own!

**Make a fresh
start with a
proven concept.**

Information Kit for:

MYO CBD Café

MYO Kiosk

MYO Food Court

MYO, THE FOOD CONCEPT WITH A DIFFERENCE.



MYO offers business owners the perfect choice - a successful, proven food and beverage business with office hours or brand new MYO Kiosk and Food Court Models. Our traditional food 5 days a week means more a more balanced way of life with time to exercise, catch up with friends and be with family.

The new Kiosk & Food Court models are for those chasing a business which has the ability to deliver great, fresh produce and choice to their customers but working 6 or 7 days increasing their returns.

Peter and Celia Scott.

“We have recently sold our MYO franchise in Perth’s QV1 building. We had opened the store in September 1996 and ran it as a team with the involvement of all the members of our family at various times.

“Prior to this we had looked at a number of other businesses. The business sold itself to us thanks to its “wow” factor, which still strikes you when you initially walk into the stores. The concept was then years ahead of its time and it is only recently that the fast food industry has appreciated the need to provide a wide selection of healthy foods.

”The concept sells itself but at the end of the day the main point of difference has to be the loyalty of repeat customers and the service that is provided. Over the years we have derived a good income from the store and have been supported by a great group of staff and suppliers.”

Ilias Tsangaris

Life as a MYO franchisee gives me and my family a life as well as a business. I choose MYO because it is mon-fri. Working 5 days in hospitality is very difficult to find. I enjoy going to work every day. We still need some work on the operational side but we are working on that matter. The new look is amazing, the amount of positive feedback that we have received is amazing, they love it. I enjoy hearing from customers “this shop is awesome”. Customers enjoy having there own way so that’s why I think MYO is a great idea.

Jennine Kingston

I have been with the MYO Franchise for just over 2 yrs. After having looked at several different retail outlets I was very taken with both the concept and lifestyle that MYO offered its franchisee’s. Demand for the healthy alternative to fast food has never been greater than it is at present. The unique MYO concept offers a diverse range of healthy foods with the customer creating their own recipe for the perfect lunch.

The support I have received from the Franchisors has helped me immensely in the growing of my business. Their approach is very pro-active yet they constantly involve the franchisees in all decision making processes. Regular National, Regional and Individual meetings keep both the franchisee, and franchisor, with their fingers on the pulse of our business. With the newly installed Point of Sale system, and the intricate data it provides, I feel better paced to make informed decisions to ensure further growth of my business.

I love the 5 day week, I love the support I receive, I love the warm welcoming feel of my store and I love the product. How could I not be on a winner?

Owen Manning

Prior to the purchase of my MYO I had three franchised bakeries and I was at that stage, a supplier of bread products to the MYO chain in Brisbane. I got to know the MYO business quite well from a supplier’s point of view. I watched my bakery business grow quite rapidly with the MYO group. I eventually bought an MYO and have been part of the group going on eight years. I have refurbished my store twice and am about to embark on a third refit — we keep growing.

I continue to be part of the MYO franchise and continue to invest time and money in the group for reasons as follows: great return on investment; great return on effort; trading with office workers allows (us to operate) Monday to Friday; great lifestyle — you have a life with weekends and public holidays off. Finally, the make your own concept is unique. We have a point of difference and the system is simple,

THE STORY OF HOW WE GAVE OUR CUSTOMERS CHOICE.



MYO
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Have you wasted an entire lunch break standing in line to buy a soggy sandwich made with too much margarine, not enough filling, and even ingredients you don't like?

Mr Nicholas Bird certainly has, and he realised that like him, other discerning inner-city workers were also being denied the opportunity to quickly purchase the exact lunch they desired. So in 1994, with 20 years' experience in the food and beverage industry behind him, Mr Bird decided to open an up-market fast food outlet for office workers in Perth, Western Australia.

Called MYO (Make Your Own), this revolutionary sandwich and salad bar gives its customers the power to create their own lunch, exactly the way they like it. MYO promises no queues, value for money, an easy to use system and most importantly, choice — a promise the company has delivered on since day one.

The MYO concept is incredibly simple and ingenious. On entering the store customers grab a tray, choose their

favourite freshly baked bread and begin assembling their sandwich, wrap or roll from the 75 fresh gourmet sandwich fillings, including deli-style meats and cheeses, as they work their way around the servery.

While MYO may have been born in Australia's most isolated capital city, the concept is appealing to office workers the world over.

MYO are in the UK, Ireland and Canada.

MYO is currently recognised as Australia's most unique sandwich brand and the company anticipates there will be 50 globally by the end of 2011.

10 WINNING THINGS YOU RECEIVE WHEN OPENING A MYO FRANCHISE.



Turnkey Operation

Your brand new MYO is completely designed and shop fitted to the specifications of the new brand and store image by our national shop fit partner. It also comes with a complete set of equipment and furniture also from MYO partners and managed by the shop fit partner. This takes the headaches out of setting up the business knowing that on day one you are ready and open for business.

MYO System

Our unique MYO system is simple due to the fact that we turn the counters around. However, you still receive 5 comprehensive manuals outlining how to run and manage your business effectively and efficiently. The areas that are covered in your MYO suite of manuals are Your New MYO Store, Operations, Human Resources, Business Management, Image & Brand and Local Sales and Marketing.

MYO Web & POS

“You cannot manage what you do not measure” is critical in business. This rings true in any franchise system hence the reason that in your MYO store not only do you have a point of sale system linked to a central database called MYO Web which collects this data and your MYOB accounts giving

you ongoing benchmarking and reporting on your business on continuous basis. The MYO Web allows you to review your performance to give you the tools to make the necessary changes quickly to adapt to the market and make your business more profitable.

MYO Brand Core Values

MYO is a contemporary, fresh together with the new brand image in the market place appealing to a wide demographic. It achieves this through sound brand core values which are:

Clarity – our system is simple and we must do everything to keep it that way. Taking time to educate and assist our customers

Freshness – bright, light, efficient and fun from our offering to our customer service.

Choice – enabling customers to have it there way

National Marketing & Communications

The Brand Core Values are consistently communicated through a national marketing strategy and communications campaign. MYO achieves great exposure through professional creative campaigns to cut through all the noise

delivering the MYO clear points of difference to our target market. Achieving brand recognition and driving customers to MYO.

MYO & Diabetes Health Partnership

In MYO you can feel good about promoting healthy living by our educational campaign on healthy options with Diabetes Associations from around Australia. Our diabetes partnership also demonstrates the philanthropic side to an MYO business by assisting Diabetes Associations fundraising efforts throughout the year to help fight the increasing issues of the onset of type 2 Diabetes in Australia.

Site Selection & Lease Negotiations

Location, Location, Location is what is commonly said. One of the most important decisions in owning a retail business is the location. In purchasing your MYO franchise not only do we assist you with locations and site selection but your lease negotiations as well. MYO give you options on sites we do not make you have a particular site that you are not 100% comfortable with as it is your business.

Training & Development

As a new franchisee you receive operational

training on how to run your MYO plus a unique business management program run in a classroom. Running the business is only half the battle working on the business is the most difficult challenge for any new franchisee. In this program you learn about Business Planning and Strategy, MYO Customer Service Values, Human Resource management, Financial Dynamics, Book keeping and Food Safety.

Business Management

Support is the buzz word around the franchise industry these days. However at MYO we believe due to the previous experience of having been a franchisee and a franchisor before the management team at MYO can deliver on this promise of supporting you to grow your business and prosper from this endeavor.

MYO Lifestyle

How many other franchise systems allow you to keep your weekends free to either spend with your family or take a well deserved break. Research states that most Australians today would rather reduce there income or working time to achieve this greater life goal. MYO believe that you can achieve both and our unique franchise model allows our MYO franchisee's to have this 5 day a week food business and there MYO lifestyle.

CHOICE AND FRESHNESS. THE MYO SYSTEM.

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Getting the best lunch in the city is simple at MYO where customers are given choice, freshness and quality previously unseen in any other lunch bar.

There are no queues or stale pre-packaged sandwiches at MYO. Instead, customers create their own sandwich, wrap, roll or salad using fresh, healthy, high-quality ingredients, taking as little or as much time as they like to do so.

Customers grab a tray on entering the store, choose their favourite freshly baked bread and begin assembling their sandwich from the 75 fresh gourmet sandwich fillings, including deli-style meats and cheeses, as they work their way around the servery.

Toasters are provided for customers who prefer their sandwich steamy. And for those who prefer not to lunch on sandwiches at all, we offer the biggest and best range of pre-prepared food, all prepared the way our customers like it best.

Salads are created in much the same way as the sandwiches.

After choosing their meal size (either regular or large), customers go on to fill their bowl with as few, or as many, fresh ingredients as they choose, making the perfect salad, their way.

Alternatively, we have the most extensive and creative range of pre-prepared salads made fresh daily for our customers to choose from. The impressive list includes traditional favourites such as potato, Greek, Caesar, Waldorf, coleslaw, nicoise, and continental pasta salad. It also features daring new salads such as Thai beef, pumpkin on couscous, nutty noodle, Greek bean, Moroccan rice and many, many more.

And to warm up the chillier months we have a mouthwatering range of pizzas and the largest selection of steaming soups with up to four available daily. To ensure we truly give our customers exactly what they want, we also offer lasagna, pasta and potato bake, cabonara, tortellini, spaghetti and chicken curry throughout winter.

WITH A PERFECT LUNCH COMES A GREAT COFFEE.



MYO is so much more than a lunch bar. It's a one-stop destination where our customers can get absolutely everything they want at lunch, prepared just the way they like it.

No longer do inner city workers waste time grabbing a sandwich from one operator and a coffee from another. At MYO we serve the world's greatest coffee prepared by the most talented baristas, the way our customers like it best.

Our premium coffee is roasted in Naples using arabica and robusta beans. Unlike most locally-used coffee blends, which are made from 100 percent arabica beans, our coffee has a superior flavour thanks to the robusta beans, which have the strength to cut through the milkier styles 90 percent of Australians prefer to drink.

However having great coffee is only half the

challenge. At MYO we understand that the hand that makes the coffee must be equally as good, so we go out of our way to ensure we hire only the most talented and experienced Baristas.

Once hired, we provide our baristas with regular training to ensure we stay at the top of our game. We promise our customers they'll get the best coffee made just the way they like it at MYO.

We've also introduced a trendy lounge for our customers to use while their coffee is being made. This stylish new area has been designed specifically to make customers feel comfortable while they wait for the city's best coffee.

Having great coffee is integral to our business. We offer our customers everything they want in one fresh and friendly location.

BEING A FRANCHISEE.

The prospective Franchisee will receive a current disclosure document of the Franchisor and a current Franchise agreement. These documents will need to be viewed and explained to the prospective Franchisees by their lawyer as well as the Lease document.

The Franchise agreement sets out the relationship between the Franchisor and the Franchisee. The document is a legally binding one and it is compulsory for each prospective Franchisee to seek independent legal advice as well as independent financial advice as with all businesses, there is always an element of risk and the success of this business will hinge greatly on the ability of the Franchisee

The term of the Franchise is to be for 10 (ten) years with an option to renew for a further 10 years. A prescribed location will be granted which outlines the area that is exclusive to your franchise store.



Entry Costs:

Cost of franchise is \$250-\$400k* and includes franchise fee, training and store fit out.

Ongoing Fees:

- a) The weekly franchise fee of 5% of turnover.
- b) The weekly marketing levy of 2.5% of turnover.

*Subject to site, size & negotiated fit out contribution.

CUSTOMERS AND INNOVATION. THE MYO BUSINESS MODEL FOR EVERY LOCATION.

- CBD CAFÉ
- KIOSK
- FOOD COURT

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The MYO target audience is the professional who works in the central business districts and business parks of the world's major cities. These locations have high populations of office workers who would traditionally buy their lunch from one of a number of food operators in the inner city areas around where they work.

The young professional is typically time conscious and demands quality and choice. Rather than having to wait in line to order a pre-packaged sandwich from inner-city lunch bars, MYO offers choice and allows busy, health-conscious office workers to have their lunch made just the way they like it.

Although incredibly simple, MYO's business model is completely unique. At MYO you not only have access to the freshest, tastiest food and beverages, you're given the freedom to make your own choices at a pace that suits you.

MYO's main competitive advantage is that, unlike its competitors, it literally turns the counter around and puts the customer in charge. Effectively, the customer fills the role of a counter assistant.

Due to popular demand for the unrivalled freshness and choice that MYO offers its consumers, MYO was requested to create a model which allows the retail

market to experience our fantastic food offering. Therefore MYO are now branching out into new Food Court & Kiosk models to allow the business to be located in shopping centres, hospitals, airports and tourist shopping strips. So now our unique but simple system can be delivered to consumers anywhere in Australia rather than just the CBD.

This minimal use of labour and subsequent cost savings is one of the key elements to the MYO operation. The fact that labour is expensive and hard to find has made the concept of MYO not only appealing to our franchisees, but also to our customers. No longer do they have to accept poor service or inferior produce any longer.

These savings on labour are given back to the client by way of better value, greater food choices and higher-quality produce. MYO offers its customers up to 75 fresh gourmet sandwich fillings, including deli-style meats and cheeses, which sit alongside freshly baked breads and other mouth-watering product lines including wraps, salads, soups, pizza, coffee and muffins. At MYO there's a food for all seasons.

This business model also suits every customer — the time poor, the fussy eater, the dieter, the big eater and the luncher looking for value for money.

MYO, A BRAND BEYOND THE LOGO.



MY PIZZA MY WAY MYO make your own

Ariane Long
Lawyer

'THE INNOCENT'

'THE GUILTY'

Fresh soup daily

MYO make your own

MY SALAD MY WAY MYO make your own

Isabel Kruger
Geologist

'THE DIG!'

Healthy Choices Look for the sun

MYO is proud to support diabetes initiatives throughout Australia.

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HAPPY CHOOSDAY!

Choose your lunch just the way you like it.

MYO make your own

Free Toy!

"WITH EVERY GOURMET BURGER"
(See reverse for assembly instructions!)

MYO. Where grown-ups go when they want a burger for lunch.

- Start with a square section of your MYO trayliner. Fold it along one diagonal.
- Unfold it and fold the lower edges of the square into the centre line as shown.
- Flip the paper over and fold it along the dotted lines as shown. Repeat on the other side.
- Fold the point of the piece upwards. Then fold the head of the swan downwards.
- Fold the swan in half and then pull the neck away from the body.
- Final assembly step showing the completed paper airplane.

MYO make your own

myo.net.au

*Our lawyers have asked us, in case it isn't completely obvious, to point out that the toy illustrated above can be created by folding a MYO trayliner. A reasonable quantity of MYO trayliners can be obtained free-of-charge from any MYO store.

Hot food now being served

MYO make your own

Fresh salads ready to go

MYO make your own

FREE LUNCH FOR BRENDON

Mr Grylls, we feel for you. It hurts us to see someone have such little choice. How about you drop by, make a sandwich, salad or pizza from our 75 ingredients and have it on the house? It's the least we can do.

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MYO.net.au

MY SANDWICH MY WAY MYO make your own

Fraser Braddock
Civil Engineer

'THE STRUCTURE!'

Catering now available

MYO make your own

The Liberal Leadership. Exactly the way you'd like it.

Costello 40%
Abbott 10%
Hockey 30%
Turnbull 20%

Well, at least you can have lunch exactly the way you like it.

MYO make your own

Breakfast served daily

MYO make your own



MYO
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The MYO brand is continuously growing with 28 stores in CBD's across the Globe. We are constantly searching for like-minded individuals who wish to be part of this growth with a unique fresh offer. So if owning a franchise with healthy returns interests you, please contact us.

Franchise Selection: 1300 372 624
Email: enquiries@myo.net.au

Or visit our website:
www.franchise.myo.net.au

