



**BUN MEE KIWI**

EST.



2016

VIETNAMESE SANDWICH EATERY

**PROSPECTUS**



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TOO  
SHORT  
FOR  
S#!T  
FOOD!

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# THE STORY SO FAR

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Saphron Moore travelled extensively during her 30s, which is where she was first introduced to Banh Mi (Bun Mee). The concept was popular, unique and absolutely delicious! She fell in love and knew She wanted to bring this unique concept home to New Zealand. She teamed up with incredible chef Mark Isaaka and the partnership developed an incredible Bun Mee range with a unique Kiwi twist.

Saphron is a proud mother of two young adults, and through her journey she realised the importance in healthy nutrition and the health and prosperity of her local community. Both Mark and Saphron found that people in their local community were experiencing health problems related to weight and poor nutrition.

This became a powerful driving force behind their passion to succeed, and it paid off, with the community loving their healthy alternative to fast, unhealthy food. Now, Saphron and Mark are ready to expand their business nationally by onboarding passionate franchisees. Maori and Pacific Islanders are such hard workers but often face obstacles in establishing their own operations. Saphron is eager for the opportunity to help her local community establish more minority-owned small businesses with guidance from a seasoned professional. At Bun Mee Kiwi, we are passionate about lifting our community and helping those with the goal of business ownership on their journey.



## WHAT WE DO

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We create Bun Mee's and award-winning salads with a unique New Zealand twist. We love what we do, and we have fun while we do it! Our philosophy is Life is too short for Sh!t food and our customers agree. With an upbeat, tongue in cheek attitude, Bun Mee Kiwi has foodies from all over Auckland travelling to get their paws on our mouth-watering Vietnamese cuisine.

Bun Mee are healthy and very cost effective, making them a standout choice for customers looking for a better bite. In addition to our storefront in Auckland, Bun Mee Kiwi also offers customers popular, flexible catering options for events throughout the region.

# WHAT WE OFFER

**WE CAN'T WAIT TO HELP YOU GROW AND WATCH YOU  
HAVE AS MUCH FUN IN THE BUN MEE BUSINESS AS WE DO!**

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Bun Mee Kiwi offers franchisees the lucrative opportunity to enter the booming business of fast, convenient, and healthy foods with an established brand that customers love.

Bun Mee Kiwi franchisees can be confident in a robust national marketing strategy, designed to support any local marketing they choose to do for their own Bun Mee Kiwi store.

With intensive training and business administration support, franchisees can rest assured that their venture will succeed, and their Vietnamese cuisine will be the tastiest in the region. Offering a unique, affordable, and healthy product to the local community, franchisees can own and operate a business that makes their community better. Ethically rewarding as it is lucrative, Bun Mee Kiwi is the perfect opportunity for anyone with a passion for healthy food and great service looking to write their own success story.



# ALL ABOUT YOU

**WE ARE LOOKING FOR FRANCHISEES WHO LOVE FOOD, FUN AND UNDERSTAND THE IMPORTANCE OF HEALTHY EATING THAT TASTES GOOD AND IS AFFORDABLE TOO.**

Bun Mee Kiwi is the perfect opportunity for families or husband and wife teams looking to own and operate their own business. Though previous experience in business is not necessary, franchisees should have a passion for great customer service and the people in their local community.

Bun Mee Kiwi franchisees are hardworking, with a drive to succeed. Everyone deserves their own unique success story, and we want Bun Mee Kiwi to be the place where new franchisees can craft theirs.



# THE BUN MEE KIWI DIFFERENCE

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## FUN

At Bun Mee Kiwi we want our customers and our team to have fun. Our marketing campaigns are cheeky and engaging, keeping our customers coming back for more every time. We value the happiness and success of our franchisees and want to work to ensure they're enjoying the business as much as we do.

## FAMILY

We believe in our brand and have passion for what we do. At Bun Mee Kiwi, we operate like a family and believe that if we can do it, you can too. Once you are in the Bun Mee Kiwi family, our priority is your prosperity. From our extensive training to intensive support, we are passionate about guiding you throughout your growth.

## FLEXIBILITY

Our main point of difference at Bun Mee Kiwi is our flexibility. We know our food is delicious, it speaks for itself, so we are excited to work with franchisees to develop a business that uniquely suits them and their local community. Whether you are interested in expanding to a food truck, or owning your own store, Bun Mee Kiwi offers franchisees flexible working hours with high returns. While we typically operate for lunch and dinner, each franchisee can customise their hours and theme of their Bun Mee store to best meet the needs of their community and customers.







# OUR VALUES

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LIFE IS TOO SHORT FOR SHIT FOOD!

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WE ARE CHEEKY AND A LOT OF FUN!

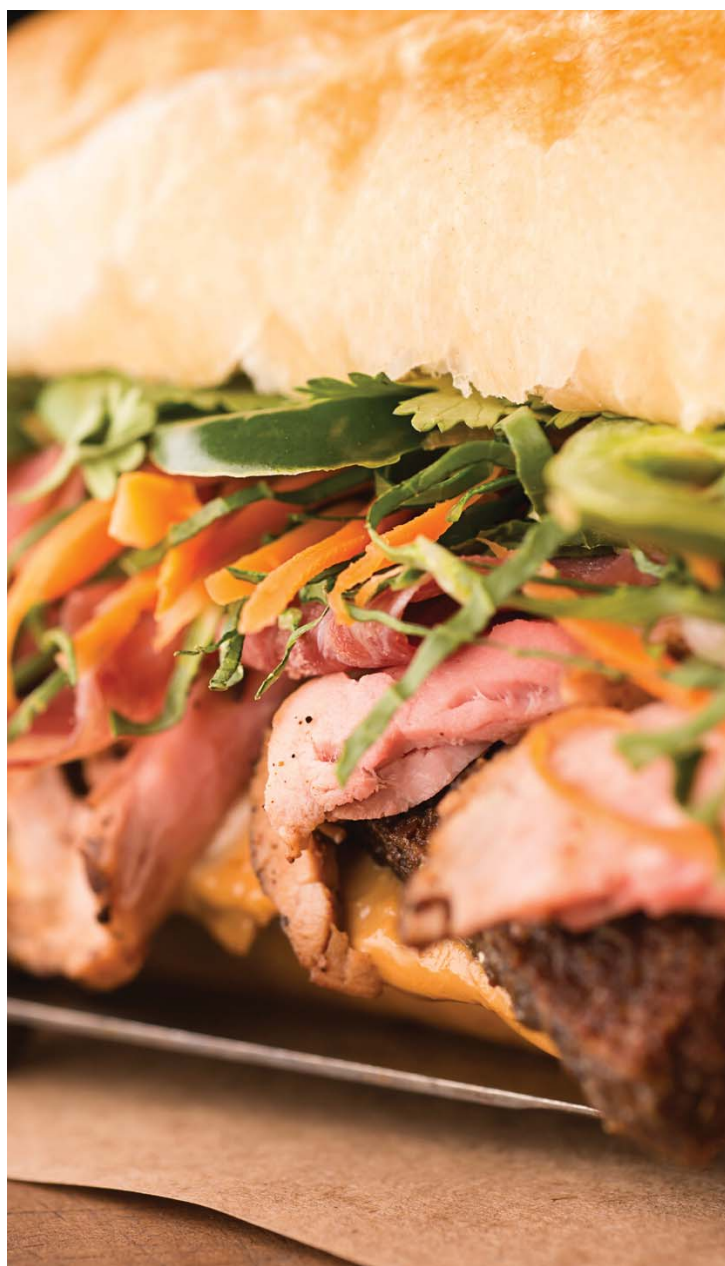
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WE BRING PASSION TO EVERYTHING WE DO

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TAKE PRIDE IN OUR ACHIEVEMENTS





## The Business Model

Our lucrative business model is tried-and-tested, having been refined over years of successful operation in Auckland providing both a shopfront and catering service. Designed to propel the growth of new franchisees, the Bun Mee Kiwi model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.





## Getting Started

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Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own Bun Mee Kiwi business has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.

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# STEPS TO OWNING A BUN MEE KIWI FRANCHISE

01

ENQUIRE AND RECEIVE AN  
INFORMATION PACK

02

COMPLETE AN EOI AND MEET WITH THE  
BUN MEE KIWI TEAM

03

Receive information on fees and investment  
information for a Bun Mee Kiwi franchise to  
discuss with your advisors, friends and  
family

04

SIGN THE FRANCHISE AGREEMENT AND  
SELECT A SITE

05

LAUNCH MARKETING FOR YOUR  
FRANCHISE STARTS AND YOUR  
TRAINING AND INDUCTION BEGINS

06

YOUR NEW BUSINESS STARTS  
OPERATING!



THANK YOU

for your continued interest in a  
Bun Mee Kiwi Franchise

If you would like to find out more  
Get in touch with our team today

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