

Manny's Place



Area Development
Franchise Model
GCC, Middle East and
Indian Sub-Continent



Facts



Country of Origin: USA



Date Established: 2004



Number of Units: 25



Type of Franchise Available: Area Development Franchise Agreement, where the Area Developer is required to develop 10 stores over a five year period.



Franchise Availability: MENA and Indian Sub-continent



The Time has Arrived for a Unique Food Concept



At Manny's Place you enjoy the taste of fresh sea food, wherever you live!. Manny's Place famous jumbo lump crab cakes hand made with a blend pasteurized crab meat, Manny's Place special spices and roux, these crab cakes contain *no* filler or mayonnaise 100% jumbo lump crab meat. They will simply tempt you with rich, succulent seafood! Manny's Place is a dine-in, take-out ,delivery whole sale , E-Commerce or Online Shopping and restaurant concept offering the highest-quality seafood for today's demanding customer. Everything is made with the best quality ingredients, prepared in a simple but elegant way.

It's "simply delicious"...



Manny's Place Offering



In addition to our world renowned, mouth-watering crabcakes, Manny's Place offers a wide range of seafood options from appetizers, soups, salads and sandwiches to full course meals with an ultimate dining experience.

We also offer take-out, delivery service, an extensive catering menu and the ability to purchase our products online, whole sale or E-commerce



World Renowned Crabcakes

When you order crabcakes from Manny's Place chain of fast and casual seafood eat-ins or takeouts, you savor the crabcake, crunching through its sauteed crust and delving into the sweet crabmeat bound together with nothing more than a superb roux of butter and spices - then you feel virtuous.



Michael Klein

The Philadelphia Inquirer



Voted Best of the Best Readers' Choice



**ZAGAT
RATED**

2008/09 Restaurant Guide

Visit us online at ZAGAT.com



Best of the Best
2008 Readers' Choice
Main Line Times



Voted The Best Crabcakes & Seafood Chain



Mission Statement

To attentively provide our customers with the best taste, freshest seafood and quickest meals prepared right before their eyes with quality service that can't be beaten.



Food Presentation



Food Presentation



Food Presentation



Food Presentation



Advertising



crab cakes, pre.

\$5 lunches

JUMBO SHRIMP CRAB CAKES
"SIMPLY DELICIOUS"

MANNY'S PLACE

Gateway Shopping Center • 251 E. Swedensford Rd. • Wayne
810-888-1000 • Mon-Wed 11am-8pm • Thurs-Sat 11am-9pm

Introducing...
"Dine in at Manny's"
Monday-Wednesday 6pm-8pm
Thursday-Saturday 6pm-9pm
BYOB

crab cakes • shrimp puffs
lobster • mashed potatoes
bbq ribs • rotisserie chicken

catering • gift cards available
www.mannyscrabcakes.com

\$5 off any purchase of \$25 or more eat in or take-out

Manny's Place
Wayne • 810-888-1000
With this coupon. Not valid with other offers. Offer expires 9-9-10.

complimentary bruschetta appetizer for two with dine-in dinner purchase

Manny's Place
Wayne • 810-888-1000
With this coupon. Not valid with other offers. Offer expires 9-9-10.



Advertising



Clipper Magazine
September 2013
The best meal you've never made!

Introducing...
"Dine in at Manny's"
Fully prepared, fresh, delicious crab cakes for you to enjoy at home.

BYOB
Fully prepared, fresh, delicious crab cakes for you to enjoy at home.

Back By Popular Demand
Fully prepared, fresh, delicious crab cakes for you to enjoy at home.

\$195 with **TRAY**
\$70 per **CRAB CAKE**

\$20 Gift Card
Offer valid 9/15-9/30/13. Limit one per customer.

\$5 off any purchase of \$20 or more.
Offer valid 9/15-9/30/13.

MANNY'S PLACE
Gateway Shopping Center • 251 E. Swedesford Rd.
Wayne • 610-688-1000
www.mannyscrabcakes.com

CATERING • GIFT CARDS AVAILABLE
www.mannyscrabcakes.com



Business Model



Retail

- Dine-in
- Take out
- Delivery
- Pre-prepared Foods

Catering

- Weddings
- Corporate Meetings
- Birthday s
- Holiday parties

Online Shopping

- Individual and group orders

★ **Whole Sale**

- Supper Market
- Restaurant

★ **E-Commerce such as**

QVC

ShopNBC

HSN



Pre-prepared Foods



Appetizer Sampler

- Crab Cake Nuggets (12) 1 oz
- Shrimp Cocktail (12) 1 oz
- Bacon Wrapped Scallops (12) 1 oz

KEEP FROZEN



COOKING INSTRUCTIONS

Conventional Oven:

Pre-heat oven to 450 degrees.

Frozen: Bake 10-12 minutes
(Crabcakes & Scallops)

Shrimp Proper thawing

The recommended method is to thaw shrimp cocktail in the refrigerator overnight.

Recipe for Cocktail Sauce:

8 oz catsup, 1/2 tablespoon horseradish, 2 tablespoon vinegar, 1/2 teaspoon garlic powder, 1/2 teaspoon onion powder, 1/4 teaspoon of Worcestershire and 1/2 tablespoon of chili powder.

Mix the ingredients and chill for 1 hour

Ingredients: Crab meat, Shrimp, Scallops, Bacon, flour, butter, milk (cream, salt), fresh red pepper, fresh onion, chicken base (chicken juice, salt, sugar, chicken fat, hydrolyzed soy, corn and wheat gluten soy, proteins, dried whey, maltodextrin, soybean oil, corn oil, yeast extract, lactic acid, cottonseed, extractive of turmeric and annatto), Worcestershire (vinegar, molasses, corn syrup, anchovies, water, onion, salt, garlic, tamarind extract, cloves, chili pepper extract, hydrolyzed soy, corn protein), panko (bleached wheat, flour, dextrose, salt), butter (bleached wheat flour, yellow corn flour, salt, whey, leavening, milk), vegetable oil and Ocean's Best spices

Contains: Shrimp, Crab Meat and Scallops, (WHEAT, SOY AND DAIRY MIXED IN THE ROUX)

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No Filler

36 oz total servings • Net weight 2.25 lbs(2.05kg)

Nutrition Facts			Nutrition Facts			Nutrition Facts		
Serving size (2) 1 oz shrimp (57g) Servings Per Box 6			Serving size (2) 1 oz crabcake (57g) Servings Per Box 6			Serving size (2) 1 oz Scallops (57g) Servings Per Box 6		
Amount Per Serving			Amount Per Serving			Amount Per Serving		
Calories 53			Calories 65			Calories 72		
Daily Value			Daily Value			Daily Value		
Carbs	0 gram	0%	Carbs	2.5 gram	0.8%	Carbs	1 gram	0%
Fat	1 gram	2%	Fat	3.8 gram	6%	Fat	2 gram	7%
Protein	12 gram	24%	Protein	3.5 gram	6.5%	Protein	7 gram	6%
Chol.	110 mg	36%	Chol.	26 mg	9%	Chol.	17 mg	5%
Sodium	266 mg	15%	Sodium	65 mg	2.5%	Sodium	176 mg	7%
			Potassium	45 mg	0.75%			
Iron	0.6 mg	2%	Iron	0.4 mg	2.5%	Iron	0.4 mg	1%
Calcium	23 mg	2%	Calcium	8 mg	1%	Calcium	8 mg	1%

Hectic lives demand simple, but high quality solutions, and Manny's Place makes that happen by offering pre-prepared foods from the stores to the customer's oven, providing a delicious meal in just few minutes with minimal effort. Of course, all items contain no additives or preservatives and are peanut oil free and are provided with precise cooking instructions and Nutritional Facts at home.



Cooking Instruction and Nutritional Value



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			Potassium	45 mg	0.75%			
Iron	0.6 mg	2%	Iron	0.4 mg	2.5%	Iron		1%
Calcium	23 mg	2%	Calcium	8 mg	1%	Calcium		1%



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Lot- 091810



E-Commerce or Online Shopping



The screenshot shows the Manny's Place website interface. At the top left is the '20 YEARS' logo. A search bar is present with the text 'Search by Item # or Keyword'. Navigation links include 'Sign In/Register | U.', 'On Air', 'On Today | Week in Rev.', and 'Shop more than 11,000 products... ONLY C'. The main category is 'Seafood (13 items found)'. There are three product listings:

- Manny's Place 12-4oz Bristed, Panko Coated or Combo Crab Cakes**
ShopNBC Price: \$81.75
★★★★☆
 Select to Compare
- Manny's Place 25-1.5oz Crab Stuffed Multigrain**
ShopNBC Price: \$87.50
★★★★☆
 Select to Compare
- Our Own Best 5-6oz Parmesan Crusted Tilapia Filet**
ShopNBC Price: \$54.00
★★★★☆
 Select to Compare

Additional sidebar elements include 'Quick Links', 'You have selected: Gourmet Food, Seafood', and 'Web Excludes: ValuePay, ValuePay'.

Another state-of-the-art solution for those who have limited time is the availability of ordering Manny's Place delicious crab cakes and other seafood items online for our customers to enjoy the taste of fresh sea food, wherever they live. All items are blast-frozen, vacuum-packed, packaged in a re-usable insulated cooler on dry ice and shipped via UPS 2nd-day air, ensuring the contents will arrive cold and ready for storage in the freezer.



ShopNBC E-Commerce



ShopNBC



[Sign In/Register](#) | [Order Status](#) | [My](#)

Search by Item # or Keyword

[On Air](#) [On Today](#) | [Week in Review](#) | [F](#)

Shop more than **11,000** products... **ONLY O**

[ShopNBC Homepage](#) > [Home & Collectibles](#) > [Gourmet Food](#) > [Seafood](#)

Quick Links

[Today's Top Value](#)
[On Air Today](#)
[Week in Review](#)
[Program Guide](#)
[Channel Finder](#)
[Watch Us Live](#)

You have selected:

Gourmet Food
Seafood

Web Exclusive

ValuePay
2 ValuePay

Price
Less than \$59.99
\$60.00 to \$79.99
\$80.00 to \$99.99

Seafood (12 items found)

Compare selected items:

[Compare](#)

[Deselect items](#)



More Colors Available
Manny's Place 12- 4oz Broiled,
Panko Coated or Combo Crab
Cakes

ShopNBC Price : \$81.75



Select to Compare



Manny's Place 36- 1.5oz Crab
Stuffed Mushrooms
ShopNBC Price : \$87.50



Select to Compare



Ocean's Best 8- 6oz
Parmesan Crusted Tilapia
Filets

ShopNBC Price : \$54.00



Select to Compare



Catering & Banqueting



Manny's Place pays utmost attention to catering to large groups in special events such as weddings, birthdays, receptions, celebrations and other social and private and corporate gatherings putting major emphasis for each minute detail. Of course, the same personalized service and quality are offered in an atmosphere expected at a restaurant like Manny's Place. A variety of prix fixe and personalized "special" menus are offered with ample choices of seafood sensations.



Store Sizes & Investment Levels



 Full-sized Manny (160 sqm): US\$ 630,000

 Mini Manny (80 sqm): US\$ 480,000

 Food Court Type (40 sqm): US\$ 380,000

All figures include pre-operating expenses, capital investment and franchise fees



Store Interior & Exteriors



Display Unit



Table Arrangement










Store Fascia



Interiors



Manny's Place Differentiation

-  Manny's Place offers a wide range of seafood options from appetizers, soups, salads and sandwiches to full course meals.
-  Everything is made with the best quality ingredients.
-  Fully flexible model and store size format.
-  Zagat Rated, Voted Best of the Best - Readers' Choice.
-  Voted The Best Crabcakes & Seafood Chain.
-  Business model includes retail, catering, banqueting, whole sale, E-Commerce and online shopping.
-  Offering pre-prepared foods from the stores to the customer's oven.



Area Developer Franchise Investment

For an area of sufficient size to establish a minimum of 4 company-owned stores and 6 sub-franchised stores, the area development franchise investment will be approximately US\$ 1,265,000 in year one with an accumulated investment of US\$ 4,000,000 including management structure and chain supply infrastructure to support the development of 10 stores.



Franchise Model



 We have designed our franchise model to suit the business environment and variables in the target markets in the GCC, Middle east and Indian Sub-continent regions.

 We offer an exclusive area development franchise model where we grant an area of sufficient size to establish a minimum of 4 company-owned Cafes and 6 sub-franchised locations over a period of five years.

 Of course, multiple areas are available for qualified companies with management and chain supply infrastructure.



Support Mechanism to Area Development Franchisees



Experience and Know How

Transfer of Manny's Place business concept know-how through initial and on-going training and provision of material, operating manual, software and literature.

Training:

- 3-week initial training at Manny's Place HQ and Company-owned stores for 2 individuals of the area development franchisee staff.
- 3 week pre-launch training at the area development franchisee territory provided by Manny's Place management and operation professionals. This is coinciding with a 3-week post-launch support including soft opening and launch event, on the job training and store monitoring.

Marketing Support:

- Provision and customization of launch marketing program.
- Provision of customized marketing plan, design and artwork.
- Uploading of franchisee dedicated web-pages and/or information on the franchisor website.



Technical Support

- Customization of business plans and 3-year financial analysis according to local market variables. Technical support in relation to customized store designs and layouts.
- Pre-entry market research including evaluation of the selected site(s) and locating local service providers.
- Provision of standard store designs and layouts and building material.
- Supply of lists and specifications of equipment, furniture, fixtures and fittings.
- Assistance in the customization of the Point of Sale software program.
- Supply of initial quantities of marketing material, packaging material, product catalogues and other literature.



On Going Support






- Provision of management, operational, technical advice and guidance.
- Provision and customization of annual marketing programs and local store marketing.
- 2 visits per year to the franchised territory as and when agreed between the parties.
- Periodical management and financial auditing and production of updated business plans.
- Continual Product/Service Mix Analysis & Evaluation based on historical sales.
- On-going franchisor's website support including maintenance of sub-pages and intranet.
- Continuous supply of proprietary products.
- Provision of on-going training as and when agreed between parties.
- Continuous update of operations manual as and when deemed necessary.
- Continuous market research and introduction of new products, promotions and marketing ideas.
- Continuous development of corporate image.
- Piloting franchisees' ideas on new products and services in the company-owned stores.
- Design of e-media and newsletters.





Area Development Franchise Package Cost





For a 10 year renewable exclusive area development franchise agreement and the grant of the franchise rights to a new area development franchisee including the right to use Manny's Place trade name & marks, business system, and our initial support including evaluation and approval selected site(s), review of customized store designs and layouts, provision of training and pre-launch support, and customization of marketing plans, and for an area of sufficient size to establish a minimum of 4 company-owned stores and 6 sub-franchised stores over a five year period, Manny's Place charges a area development fee of US\$ 250,000 to be paid as following:

-  US\$ 150,000 with the signing of the area development franchise agreement
-  US\$ 50,000 by the beginning of year two of the area development franchise agreement.
-  US\$ 50,000 by the beginning of year three of the area development franchise agreement.



Area Development Agreement Commercial Terms



-  **Term of the Agreement:** 10 years renewable for equal periods.
-  **Company-Owned Store Opening Fees:** There is no store opening fees for the area development franchise company-owned stores.
-  **Internal Royalty** (*Royalty on area development franchisee company-owned stores*): : 5% of Total Turnover.
-  **External Royalty** (*Royalty on sub-franchise income*): The appointed area development franchisee shall collect a sub-franchise fee of US\$ 30,000 for each single unit location and shall collect a royalty of 6% of total turnover of the sub-franchisees in his territory. Therefore, the area development franchisee shall, in turn, pay 33% of the sub-franchise income to Manny's Place



Product Supply



Direct Mandatory Supplies

The appointed area development franchisee will be required to purchase all proprietary products from Manny's Place mandated suppliers and must keep sufficient stock in both company-owned and sub-franchised operations at all times.


Nominated Suppliers


The appointed area development franchisee will be required to purchase other equipment, products and material from an agreed international or regional nominated supplier. Other ingredients could be sourced locally.




Join Us



 **STEP 1:** Review all information available to you and submit area development franchisee application.

 **STEP 2:** Schedule a mutual evaluation meeting with Manny's Place management team. You will meet the company's executives and get acquainted with Manny's Place system and operations.

 **STEP 3:** On or before our meeting you will receive our Letter of Intent, which is an understanding for the intent to proceed. Should you want to protect your target country/area for an exclusive negotiation period, you will be required to pay a deposit.

 **STEP 4:** Enter into an Area Development Franchise Agreement: This agreement grants you the exclusive rights to develop Manny's Place within the territory.



Further Information



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