



Last Update September 24, 2009

CONTACT:

*****Please follow company- preferred referral process by submitting the Maui Wowi Candidate Questionnaire:***

'Maui Wowi Candidate Questionnaire' (Click on link to download / Effective: March 2009)

Name: **Justin Livingston / Director of Global Franchise Development**

Phone: 303-865-3215

E-mail: jlivingston@mauiwowi.com

5445 DTC Parkway Suite 200

Greenwood Village, CO 80111

Fax: (303) 781-2438

Website: www.mauiwowi.com

Territory checks and pre-registrations

E-mail: leads@mauiwowi.com

Initial info. / Questions: Melinda Ellsworth (or Justin)

E-mail: mellsworth@mauiwowi.com

Phone: 303.865.3248

Working with Prospects:

Justin Livingston, Director of Global Franchise Development

E-mail: jlivingston@mauiwowi.com

Phone: 303.865.3215

Current Development Managers working w/Consultants:

Justin Livingston

Mike Edwards

*****Please indicate that you are an affiliate of Business Alliance, Inc. when submitting a referral. Doing so will ensure immediate routing of the referral to the appropriate development manager.***

Additional Information:

[Maui Wowi 'BAI Affiliate – September 23, 2009 Webinar presentation'](#) (Effective: September 23, 2009 / click on the link to view / download the presentation)

[Maui Wowi 'Pricing for Business Model'](#) (Effective: September 2008)

[Maui Wowi Business Model Overview](#) (Effective: August 2008)

[Maui Wowi Consultant 'Presentation Script'](#) (Effective: June 2008)

[Maui Wowi Store Locations](#) (Effective: June 2008)

[Overview of Maui Wowi 'Director of Regional Support' \(DRS\)](#) (Effective: June 2008)

[Maui Wowi 'E-Brochure'](#) (Effective: June 2008)

[Maui Wowi 'Fox Business News' Video](#) (Effective: June 2008)

[Maui Wowi 'Press Release - IFA'S Vet Fran](#)

Program Discounting Franchise Fee'

(Effective: March 2008)

DESCRIPTION:

The largest Hawaiian Coffee/Smoothie Franchise in the United States, ranked 190 Franchise 500 (January 2008). Maui Wowi offers a simple, profitable, and flexible business model with low investment where you can start with one location and scale up to multiple locations. With one franchise fee, an owner gets the rights to open multiple locations ranging from a mobile cart, trailer or four wall kiosk to a stand alone drive-thru or storefront. Maui Wowi allows you to build a business that fits your lifestyle. Maui Wowi is the perfect low-investment, low-risk business to build wealth while spending time with your family, traveling, or pursuing your dreams! As a Maui Wowi business owner, you can run the show yourself or you can manage the managers. You have the option of working full-time, part-time, from home or hands-on, build your business fast or slow, and enjoy what's important to you!

BACKGROUND

Established: 1983

1st Franchised: 1997

Franchised Units: 320

Operating Units: 400+

Projected New Units (12 Months): 120

Registered: All States (Currently NOT accepting referrals from Utah. Original Founders are doing almost all the events. There are opportunities for single location franchises.)

FINANCIAL/TERMS

'Location (Fixed)' Franchise: \$27.5K Franchise Fee

Initial Investment: \$150K - \$250K (includes franchise fee)

Liquidity: \$50K Net Worth: \$250K

'Standard' Franchise: \$36.5K Franchise Fee

Initial Investment \$65K - \$250K (includes franchise fee)

Liquidity: \$50K Net Worth: \$250K

'Empire Builder': \$59.5K Franchise Fee

Initial Investment: \$200K - \$727K (includes franchise fee)

Liquidity: \$50K Net Worth: \$250K

'Director Of Regional Support': \$100K - \$1.2M Franchise Fee (Dependent on territory size) (DRS = Area Developer)

Royalty: NONE

Advertising: 12% of Product Purchases / NOT GROSS SALES

Average Number Of Employees: 2

Passive Ownership: Yes, Multiple Unit Ownership is Encouraged

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Third party

Site Selection Assistance: Yes - entire Turnkey process

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 5 Days in Denver, CO. / 7 day/week Support Desk, on-site store opening, constant availability of online courses through "Aloha U"

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