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### **Contact:**

Name: **Tom Sampson / VP of Franchise Development**

Address: 1641 S Sinclair, Anaheim, Ca 92806

Phone: 877.723.2828 toll free

503.590.6575 office direct for cell

Fax: 815.301.1746

Website: [www.maxmusclefranchise.com](http://www.maxmusclefranchise.com)

E-mail Address: [thomas.e.sampson@comcast.net](mailto:thomas.e.sampson@comcast.net)

### **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

### **Additional Information:**

[MaxMuscle Sports Nutrition 'March 20, 2009 – Conference Call / BAI Affiliate Version /presentation'](#) (Click on the link to view / download the slides)

[MaxMuscle 'e-Brochure'](#) (Effective: March 2009)

### **Description of Franchise:**

MMSN is a retail franchise offering client-custom sports nutrition plans, “body audits”, and world-class sports nutrition products through affordable and strategically located stores that are in close proximity to their local fitness community of gyms, fitness centers, chiropractors, colleges and high schools, police and fire departments, and fitness minded consumers. The custom nutrition plans and audits, not offered by any market competitor franchises or businesses, are delivered to clients by sports-nutrition certified franchise owners, managers, and team members. MMSN also offers numerous top quality and industry leading nutritional products to its retail clients. The MMSN franchises is open “short retail” hours, generally 10am to 6pm, and our owners have the option to NOT be open on Sundays and holidays. MMSN was founded in 1991, and has been offering franchises since 2004. There are currently 140 MaxMuscle Sports Nutrition franchised stores.

### **Background:**

Year Established: 1991, as a Product Manufacturer

Year First Franchised: 2004

Franchised Units: 140

Company Owned Units: 0

Projected New Units (12 months): 60

States/Countries Registered In: ALL US STATES

Availability in Canada: Masters / Area Developer: Not available at this time in Canada

States, from which Broker Referrals are being accepted: All

### **Financial/Terms:**

Cash Investment: \$50K - \$70K

Total Investment: \$158K TO \$284K

Minimum Net Worth: \$300K

Franchise Fee: \$35K

Discounts: VetFran, Women, Minorities: **VetFran** - \$10,000 free inventory (\*\*Veteran needs to be recent within 12 months and in transition to their "new career")

VetFran Program Participant: Yes, VetFran participant

Royalty: 6%

Ad: 2%

Average # of Employees: 3

Passive Ownership Allowed: Yes

Earnings Claims: Yes

### **International Expansion:**

International Opportunities: N/A

### **Support & Training Provided:**

Financial Assistance Provided: Lender Referrals

Site Selection Assistance: Yes

Lease Negotiation Assistance: On request

Co-operative Advertising: Just the National Marketing

#### **Training:**

MMSN trains it's franchisees through an intensive process designed to equip the franchise operators with the knowledge and skill sets required to be successful.

Training is held in 4 phases:

- Pre-Open: Sports Nutrition certification (160-200 hours)
- Pre-Open: Store operations, marketing and Advertising (40-50 hours)
- Weekly system-wide conference calls (an hour weekly)
- Yearly training at National Conferences (varies)

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