

# Mariposa Paint & Decorate Depot

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Mariposa Paint & Decorate Depot has been designed and structured to become a global leading brand of premium quality paint and decorating products, with a scale of customer service that is guided by principles that ensure each store consistently maintains Mariposa's reputation for verifiable, total product performance and exceptional services that is both recognized and expected by our customers.

Mariposa Paint & Decorate Depot is affiliated with, and supports Mariposa Painting & Decorating Canada.

# Your investment options

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- **Open a new depot.**
- **Convert to a depot.**
- **Integrate a depot.**
- **Combine a depot.**
- **You can lease an existing retail space.**
- **You can lease and convert a commercial property into a retail space.**
- **You can partner with other franchisees and open a department store.**

# Open a new depot.

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Mariposa is unlike any other company brand or franchise business opportunity anywhere in Canada.



# Invest in a trusted and reputable brand.

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What sets Mariposa apart from all others.

- No hidden franchise fees.
- No royalty fees.
- You own the depot outright.
- You own the specific depot brand and define the company's reputation in the local area.



# The investment for a new depot.

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- CDN \$850,000 - \$1,500,000 (depending on store size).
- CDN \$350,000 (Minimal Financial Requirements) and (unencumbered capital).
- \$500,000 (net worth).



# The process for opening a new depot.

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## Preview and qualifications

- Learning Mariposa's business operating culture, principles, and service philosophy.
- Receive managerial training.

## Market research

- Market identification.
- Property selection.
- Potential sales analysis.

## Franchise Business Agreement

- The formulating and signing of Mariposa's Franchise Business.

## Business Development

- Depot planning.
- Opening depot stock order.
- Depot design and installation.

## Depot opening

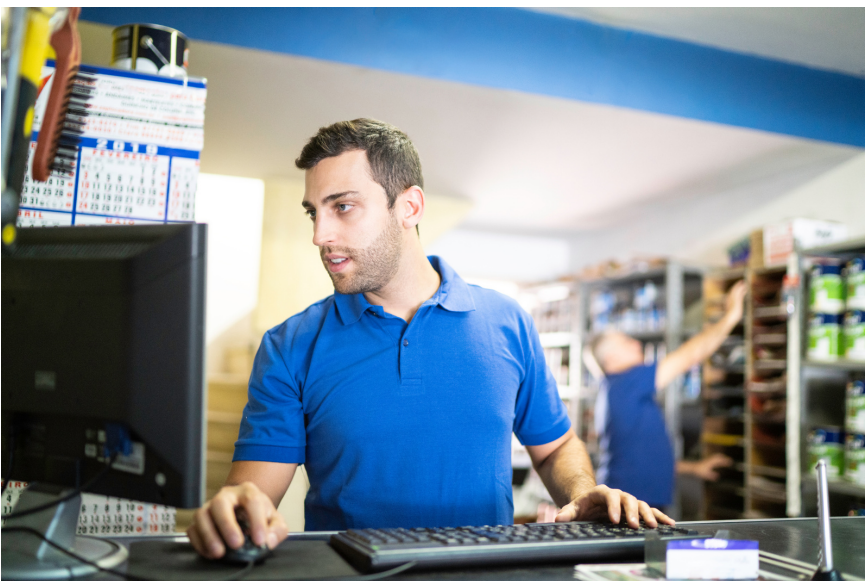
- Initial depot opening.
- Grand opening for your location of Mariposa Paint & Decorate Depot.



## A blended, collaborative, and attentive training approach.

Receive 16 to 18 weeks of comprehensive, hands-on, greatly beneficial training prior to establishing a Mariposa Paint & Decorate Depot.

- Learning the Mariposa marketing and operating systems.
- Learning how to operate equipment and tools.
- Begin learning about product inventory and service offerings.
- Learning the fundamental knowledge of painting and decorating.
- Learning about Mariposa's customer service standards.
- Establish specific Website and social media content for online presence and marketing.
- Learn the scope management processes and procedures.



# Convert to a depot.

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Convert your existing commercially and legally zoned property into a Mariposa Paint & Decorate Depot.

Conversion incentives:

- We set you up for success when you convert your existing property to a Mariposa Paint & Decorate Depot.
- Incentives vary by property format/size and are based on recommended products and quantities. Our incentives are given as a credit, not as capital or a loan.





# Upfront incentives to get you started.

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- Additional product assortment incentive opportunities.
- Mariposa will cover the expense of labour to renovate the entire commercial property.
- Mariposa will cover the expense of stock ordering.
- Mariposa will cover the expense of product stocking for the open of the depot.



# Conversion results.

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When converting your existing commercial property to a Mariposa Paint & Decorate Depot, you are not only joining a family-centric company with strong core values and ethics, you are opening up your franchise business to solid results you can depend on.





# The dedicated and consistent support that you receive from Mariposa.

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**mariposa**  
**paint &**  
**decorate**  
**depot**  
CANADA

Mariposa has a team of industry experts to assist you in converting as well as establishing an immediate successful business.

Franchise Business Owners/ Operators gain the support and knowledge of a dedicated and experienced team who provide extensive training to assist franchisees with making an effective entry into the property improvement, consumer market, and overall construction service industry.

## The initial investment.

The initial investment in converting your existing commercial property into a Mariposa Paint & Decorate Depot.

CDN \$350,000 - \$850,000 (depending on depot size).

CDN \$350,000 (minimum financial requirements) and (uncumbered capital).

CDN \$500,000 (net worth).



# Combining franchise operations.

Combine a Mariposa Paint & Decorate Depot with another franchise operation.

Other franchise options:

## mariposa depot

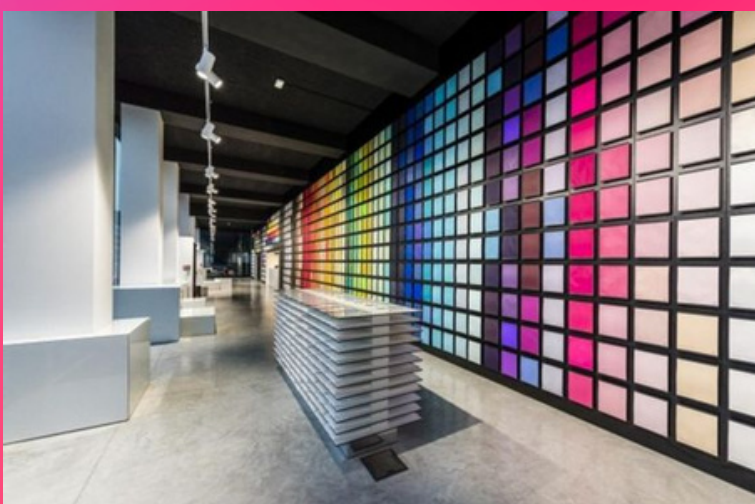
A DEPARTMENT STORE THAT PRIMARILY MARKETS EVERY PRODUCT AND SERVICE THAT APPLIES TO PROPERTY IMPROVEMENT.

## mariposa everyday

A DEPARTMENT STORE THAT OFFERS PRODUCTS FOR THE COMMON PRICE SENSITIVE MARKET.

## mariposa cafe decorum

A CAFE STYLE OF TRADITIONAL DECORUM GALLERIA.



# Benjamin Moore

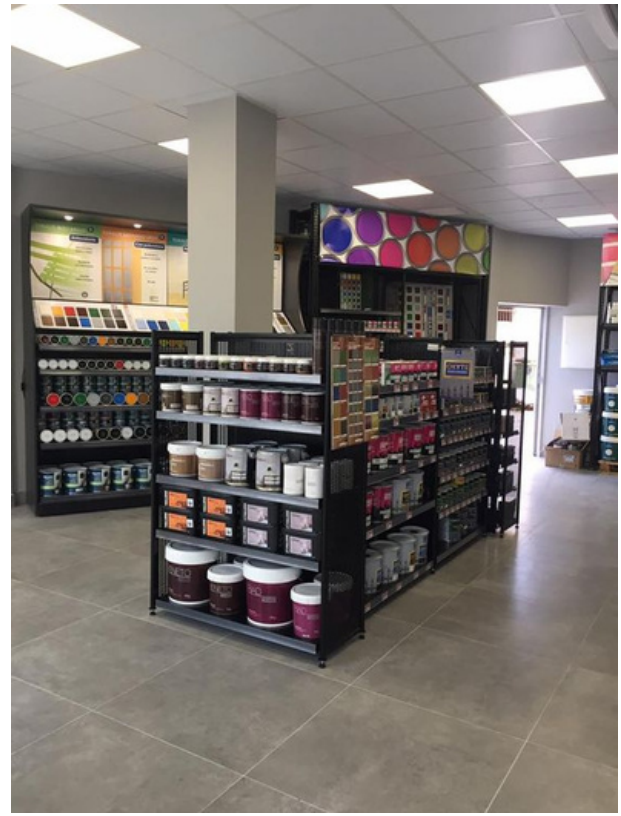
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Become an authorized dealer and decorative consultant for paint products designed and manufactured by Benjamin Moore Canada.



# Mariposa's own brand of paints and stains.

Promote and distribute our own company brand of paint and stain products.

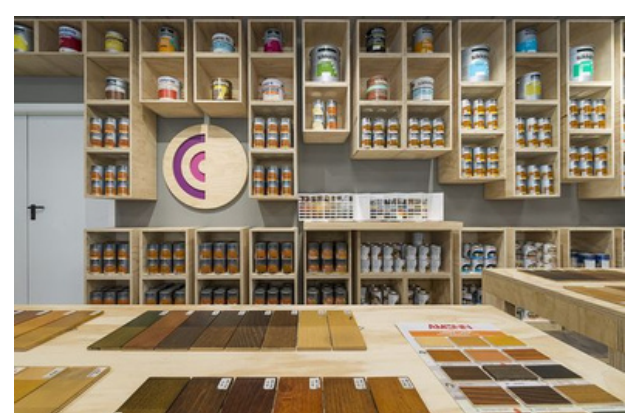


# *Giovanni Conti*

THE FINEST PAINTS & STAINS  
DESIGNED AND MANUFACTURED  
IN MILAN, ITALY.

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Become an authorized dealer and decorative design consultant for Giovanni Conti Paints & Stains.





# *Giovanni Conti* *Artisan Italiano*

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Promote and distribute paint and compound products that are used for Giovanni Conti Artisan Italiano applications for decorative enhancement projects.





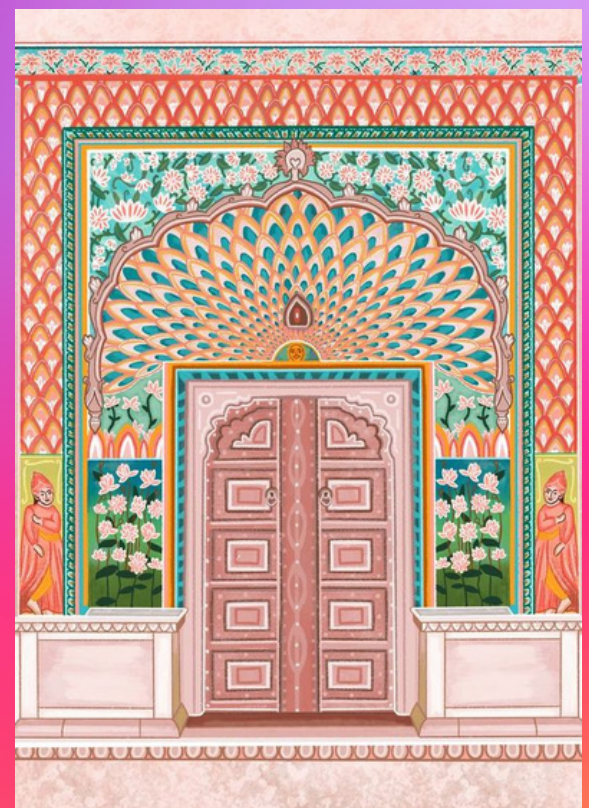
*Giovanni  
Conti*

ARTISAN PRODUCTS FROM  
MILAN, ITALY.

# Mariposa Art Prints

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Promote and market a large assortment of artistic prints that are designed and manufactured in Armenia, India, and Italy.





# mariposa decorative expressions

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Promote and distribute a large assortment of wallcoverings that include traditional wallpaper, wallboard, murals, and artistic features.

# Mariposa's Cinematic Art

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Promote and distribute Mariposa's extraordinary cinematic art in the form of wallcoverings.



# Other products that can be promoted and distributed.

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- Purdy Painting and Staining Equipment.
- Mariposa Painting and Staining Equipment.
- Giovanni Conti Painting and Staining Equipment.
- CGC Plaster Bonder.
- ULINE Ladders.
- ULINE Drop Cloths and Protective Sheeting.
- Graco Spray Painting and Staining Equipment..

Mariposa's general inquiries  
(416) 970 - 6681)

[www.mariposacanada.ca](http://www.mariposacanada.ca)

Apply for  
Mariposa Paint & Decorate Depot  
at: [opportunity@mariposacanada.ca](mailto:opportunity@mariposacanada.ca)

For more information about the Mariposa  
Paint & Decorate franchise business  
opportunity, please contact us  
at: [info@mariposacanada.ca](mailto:info@mariposacanada.ca)

## Contact us

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When contacting us, you will receive a response from Mariposa's Department of Franchise Recruitment, you will then be required to forward a resume along with a cover letter, and upon qualifying, you will proceed to an evaluation and information engagement interview.



# Thank you for your interest.

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There are other franchise business opportunities that are associated with Mariposa Paint & Decorate business operations such as Mariposa Painting & Decorating Canada. To learn more about other franchise options and rapid franchise expansion opportunities, please contact us at: [info@mariposacanada.ca](mailto:info@mariposacanada.ca)