

**mariposa
paint &
decorate
depot**

CANADA



Own a New
Depot

Join the Mariposa
family

Convert to a
Depot

A new success
story

Integrate a
Depot

Our support and
resources



**OPEN A
NEW
DEPOT**

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

INVEST IN A TRUSTED AND REPUTABLE BRAND.

What sets Mariposa apart from all others.

- No Franchise Fees.
- No Royalty Fees.
- You own the depot outright.
- You own the depot brand and define the company's reputation in the local area.

THE INVESTMENT

\$850,000 - \$1,500,000

(depending on store size)

Minimum Financial Requirements

\$350,000

(Unencumbered Cash)

\$500,000

(Net worth)



NEW DEPOT PROCESS

How to open a
Mariposa
Paint & Decorate
Depot?



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Preview and Qualifications

- Learning Values
- Adopting Culture
- Adopting Philosophy
- Receive 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 Stock Order
- Depot Set Up

Depot Opening

- Depot Opening
- Grand Opening Event

A BLENDED, COLLABORATIVE, AND ATTENTIVE TRAINING APPROACH.

Receive 16 - 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 for online presence and marketing.

Learn the scope of management processes and procedures.

FURTHER TRAINING AFTER DEPOT OPENING

New owner marketing and promotional modules and customer service process.

5 day process of training in-depot, learning from one of Mariposa's experienced instructors and painting and decorating experts.

Ongoing biweekly depot check-ins with Business Development Team for New Owner/Operator to observe progress of activities.

New Owner Leadership and Management Webinars and Live Events to develop vision and mission.

Becoming a certified expert in paint product knowledge and service offerings.

One-to-One Prescriptive Coaching from our Business Advisory and Management Services, further training on what you need to know to evolve knowledge and capabilities.

CONVERT TO A DEPOT

Convert your existing commercial 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 cash or a loan.



UPFRONT INCENTIVES TO GET YOU STARTED...

- Additional product assortment incentive opportunities.
- FREE labour to renovate the entire commercial property.
- FREE stock ordering.
- FREE product stocking for the opening.



CONVERSION RESULTS

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



OUR SUPPORT

Mariposa has a team of 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 help franchisees make an effective entry into the property improvement consumer market and overall service industry.



THE INITIAL INVESTMENT

Investment in converting your commercial property.

\$350,000 - \$850,000

(depending on store size)

Minimum Financial Requirements

\$350,000

(Unencumbered Cash)

\$500,000

(Net worth)

MARIPOSA DEPOT + PAINT & DECORATE
OR
MARIPOSA DECORUM GALLERY +
MARIPOSA PAINT & DECORATE DEPOT



Integrate a two franchises into one location with combined business operations.





Combined franchise options

Blend perfectly your franchise business operations.

OUR PRODUCT OFFERINGS

Authorized Benjamin Moore Dealer in your local area.

Franchisees become certified specialists in all great products and decorative aspects of Benjamin Moore.



MARIPOSA'S OWN BRAND OF PAINTS & STAINS

Designed and manufactured paint and stain products by Mariposa.

Giovanni Conti Signature
Paints & Stains



Designer brand paint and stain products by Mariposa.



PAINTING SUPPLIES

Paint Brushes & Tools

The brands we offer:

- Benjamin Moore
- Purdy
- Mariposa
- Giovanni Conti Signature
- CGC



PAINING EQUIPMENT

- Ladders
- Paint Sprayers
- Paint Protection Sheeting
- Paint Protection Paper
- Paint Protection Drop Cloths
- Health and Safety Protection Gear

