le macaron french pastries

Franchise Report

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Dear Potential Le Macaron French Pastries Owner,

Bonjour! On behalf of myself, my family, and our family of Franchise Owners, we thank you for your interest in Le Macaron French Pastries®! We're excited you've taken the first step - whether you are a first time entrepreneur looking to start your journey of business ownership, or a seasoned investor looking to add our scalable models to your portfolio.

Le Macaron French Pastries® began as a dream to reunite my daughter and grandkids who were living in France and to bring my favorite dessert to the states. What started off as a single pâttiserie shop in Sarasota, Florida, has blossomed into more than 50 locations coast to coast with a simple mission: to invite customers to slow down long enough to experience the quality of authenticity of our French macarons and other delicacies while enjoying life's little luxuries.

Initially, I had not intended on growing the company through franchising. My mind was quickly changed; however, in large part due to the overwhelming amount of support from my community, the growing demand for our products, and the volume of people who were looking to invest in the company. When all of this was combined with a business model designed to make it as easy as possible for future Franchise Owners; franchising became the simple choice. Moving forward, I believe we are strongly positioned within the retail bakery sector as we encourage our customers across the US to experience the best of France in just a few bites. I am excited to continue searching for new Franchise Partners to help us grow while we bring Le Macaron French Pastries® to communities nationwide.

I appreciate you allowing my team and I the opportunity to share the benefits of joining our franchise system. We look forward to sharing our vision and answering any questions you have about your entrepreneurial journey. I wish you the best of luck as you progress through our Mutual Evaluation Process and hope to personally meet you in Sarasota, Florida very soon.

Merci,

Rosalie Guillem

Rosalie Guillem
President & CEO
Le Macaron French Pastries

Understanding Franchising

At Le Macaron French Pastries®, we understand that starting a business is one of the most important and life-changing decisions you can make. It wasn't long ago that Rosalie started her first Le Macaron French Pastries during the heart of the recession in 2009. Now, after following her journey of building a business from the ground up, Rosalie enjoys supporting like-minded entrepreneurs on their journey, providing them with guidance and insight. From her experiences and those of her leadership team, Rosalie has compiled a summary on how to build a successful and fulfilling business:

BUSINESS CHALLENGES

Rosalie believes that in-depth research and fact-finding are essential to ensure your new business opens with every possible chance of success. One ill-advised decision, Rosalie cautions, has the potential to damage revenue, customer satisfaction or even worse, cause the failure of the business. According to Rosalie, the three most significant challenges in starting a business are:

HAVING A VIABLE IDEA

Finding a business solution to an unmet consumer need.

FINANCIAL RISK

Making sure the new business has the adequate finances.

TIME AND STRESS

Launching a business often requires more hours than your average work week.

UNDERSTANDING FRANCHISING

Ownership Model

Once Rosalie developed her idea, secured the necessary capital, and mentally prepared for the stress of opening a new business, she looked at the three primary types of business ownership, each with their unique benefits and disadvantages

BUILDING A BUSINESS FROM SCRATCH

This option involves the most risk, as everything from goods and services procurement, accounting, marketing and many more tasks are often the Owner's sole responsibility.

BUYING AN ESTABLISHED BUSINESS

This option does often carry less risk as the operational processes and assets are already in place. However, there may be underlying issues with the business that the new owner may not have been aware of at the time of purchase.

BUYING A FRANCHISE

Buying a franchise with a proven history of success is the option with the least risk. The franchisor has a ready-made roadmap that ensures your new business will be actively supported from Day One.

What to Look For In a Franchise

Rosalie is a huge proponent of the franchise model. She believes the most critical consideration in choosing your franchise is fit. Selecting the right franchise is about matching your background, interests, personality, and goals with the right business model. Here are some questions that we consider to be very important when evaluating a franchise's compatibility with you.

INITIAL INVESTMENT

Startup costs for franchises can range from tens of thousands to millions of dollars; will your initial investment start you on the path to financial success?

DEMAND

Will there be high demand for your product or service; will this demand be sustained over the long term? Is this product or service resilient in an economic downturn? Will there always be a need?

PRODUCT AND SERVICE

Does your product or service have proven success in market, supported by a robust franchise business model? Does your product and service have a prominent and positive branding?

REVENUE STREAMS

Does your franchise support multiple revenue streams to mitigate risk? Does the Franchise have the ability to reach their customer base with multiple touch points? Do these multiple touch points equate to higher revenue?

SUPPORT AND TRAINING

Has the Franchise demonstrated it is in their best interest to offer long term support? Will they offer ongoing training and support tailored to your needs?

Next Steps

At Le Macaron French Pastries® we believe our franchise business model can provide you with the answers to those questions. We are confident that our franchise is uniquely compatible with entrepreneurs looking to make a positive impact to both their community and wallet.

INITIAL INVESTMENT

Many reputable franchises require a minimum of $500,000 in order to get open. At Le Macaron French Pastries, we have spent years learning how to reduce the initial investment needed for a pâttiserie of our calibre, while still maintaining high profitability.

DEMAND

The baking industry has seen year-over-year growth over 5% and is worth over $30 billion. With the 50 largest retail bakeries only generating about 15 percent of the industry's overall revenue, Le Macaron French Pastries is well situated within this industry to capitalize upon increasing demand.

PRODUCT AND SERVICE

Le Macaron French Pastries® is well situated in the already high-growth bakery industry and with a unique, well-sought after product in a market with little competition, Le Macaron French Pastries is in an excellent position to continue trending upwards.

REVENUE STREAMS

Le Macaron French Pastries® offers several revenue streams for Franchise Owners to take advantage of, including our core streams of macarons, gift boxes, and catering.

SUPPORT AND TRAINING

We know that support is the most significant concern new Franchise Owners have when looking to purchase a franchise. Our Corporate Team will be there with you every step of the way, to help ensure your new business maximizes its revenue potential, enabling you to make a positive impact on your community. During our Education Process, you will have an opportunity to speak with our current Franchise Owners. You'll hear directly from them that our corporate support is comprehensive and consistent, meeting the specific needs of each Franchise Owner.

What Is Le Macaron French Pastries®?

Macaron Oui! Macaroon Non! Not to be confused with macaroons, the more familiar, American coconut cookie, the macaron's history date back centuries in Europe where it was finally perfected in France. Today, authentic French Macarons have gained a new level of interest in the United States having earned the nickname, "America's Newest Dessert Darling." [1] Macarons look like small, round shells and are created from ground almonds, egg whites and sugar. Filled with either ganache (chocolate), rich cream or homemade fruit jams, macarons are lightly crisp on the outside and creamy in the center. We take pride in baking our macarons with all natural, gluten-free ingredients, and with no preservatives. Containing only 80 calories each, these sweet, tiny delicacies fit right into the palm of your hand.

Family owned and operated, we are revolutionizing the retail bakery sector with a boutique-style French patisserie concept characterized by luxury and affordability. Standing out as an upscale retail experience centered around a French favorite, we continue to stay true to our core philosophy of cultivating the French way of life by slowing down long enough to appreciate the quality of authenticity and enjoying life's little luxuries. No other pastry shop, bakery, or café offers the same ambiance, quality, convenience – and simplicity of operations – that Le Macaron French Pastries® locations do!

1 https://www.theatlantic.com/business/archive/2014/10/how-the-french-macaron-became-american/381965/?single_page=true

Our Story

Having moved to the United States from France in 2002, Rosalie longed to be reunited with her daughter and grandchildren who were still living in France. Also missing her favorite dessert, the French macaron, Rosalie Guillem came up with an idea that could remedy both of these situations: Rosalie would start Le Macaron French Pastries in an effort to secure a visa for her daughter Audrey Guillem-Saba. Once this was accomplished, it was time for Rosalie and Audrey to start working towards their dream – to share authentic French macarons with the world. Surprised to find that the American's take on the macaron was often simply sugar spun into a cookie shape... or that the macaron was frequently confused with the coconut macaroon, Rosalie and Audrey made it their mission to capture the spirit of France in every one of their delicacies. They spent months working with a French-trained pastry chef and, together, they selected only the finest quality ingredients in which to create a true French macaron; like mana of the gods, a true mouthful of heaven.

During the heart of the Great Recession, in 2009 Rosalie and Audrey opened their first Le Macaron French Pastries location in Sarasota, Florida – a boutique-style French café that encourages patrons to sit back and indulge in the finest macarons, pastries and coffee. After numerous requests for additional locations the mother/daughter duo was ready to not only create legacy for themselves and their family but for many other families as well. It was here, in 2012, that Le Macaron French Pastries Franchise was founded with a deep-seated passion to bring an exceptional business opportunity to like-minded entrepreneurs who want to start a fun and fulfilling business. Today, we are recognized nationally throughout the franchise industry with accolades in Top Industry Publications.

Awards

Entrepreneur FRANCHISE 500 TOP FOOD FRANCHISE 2017

Entrepreneur FRANCHISE 500 RANKED 2017

Entrepreneur FRANCHISE 500 RANKED 2018

Entrepreneur FRANCHISE 500 TOP FOOD FRANCHISE 2019

Entrepreneur FRANCHISE 500 TOP FOOD FRANCHISE 2021

Inc. 5000

Ranked #1426 with a 3-year sales growth of 259%

2018 Franchise Gator FASTEST GROWING FranchiseGator.com TOP 100

Our Products

The secret to Le Macaron French Pastries® is that we use only the best ingredients and we respect all the steps of creating our proprietary authentic French macarons. Our menu includes a multitude of colorful creations, including 20 different flavors as well as seasonal macarons. French macarons make delightful desserts to cater to parties or a fun treat for yourself and a friend. Sitting at around only 80 calories each, our macarons are great for any occasion or special event.

Beyond our signature macarons, our exquisite product ine is made up of creamy French gelato, classic pastries and cakes, gourmet chocolates, handmade candies, artisanal European style coffees; in some locations, savory pastries, wine and champagne. All of our offerings will quickly gain you a loyal customer base!

WHAT IS A LE MACARON FRENCH PASTRIES?

Our Menu

Macarons

More than 20 flavors available. Gluten Free, Regular, and Gift Boxes Available.

Fine Chocolates

Handmade and many flavors available.

French Pastries

Eclairs
Nougat
Guimauve
Madeleine
Croissant
Pain de Chocolat

Hot Drinks

Hot Tea
Herb Tea
Coffee
- Latte
- Espresso
- Americano
- Cappuccino
- Double Espresso
- Caramel Macchiato

Cold Drinks

Iced Tea
Iced Coffee
Soft Drinks
Hand Crafted Water Syrup

...And So Much More!

Our Confectionary

We have effectively eliminated on-site production at our locations; making the operational aspect of running a Le Macaron French Pastries® franchise that much easier! Our exquisite product line, complete with 20 different authentic French macarons and other French delicacies, are handcrafted at our very own confectionary in Sarasota, Florida, led by our Master French Chef, Didier Saba. Didier was exposed to the best pastries on the planet and was formally trained in Paris. He has dedicated his life's work in mastering the process of making the extremely challenging French pastry, the macaron. Didier and his kitchen staff team up to bake between 30,000 to 32,000 macarons a day! They then fill the shells and freeze them, which is a very important step in the macaron making process - this step brings the moisture back into the macaron. We then ship to our Franchise Owners via freezer truck to locations nationwide. Our products are kept frozen, to preserve freshness, until they're ready to be sold.

Why Own a Le Macaron French Pastries?

"Be in business for yourself and not by yourself," - this phrase has been sounded over decades of franchising. Franchising gives you the edge when starting a successful business and Le Macaron French Pastries® equips you and other like-minded entrepreneurs with the tools, the resources, and a passionate network of Le Macaron Franchise Owners to make sure you have every chance to succeed.

Here are some other reasons why our Franchise Owners love their Le Macaron French Pastries® franchises:

AUTHENTIC FRENCH PASTRIES

Our French pastries are high quality and will rival the ones in Paris! Ask our Franchise Owners! Our products practically sell themselves while our Franchise Owners love to provide their guests with an unforgettable experience.

MULTIPLE BUSINESS MODELS

We offer Traditional Pastry Shop at around 800-1000sqft, Permanent Kiosk, Mobile Kiosk, and Food Truck, to ensure there is a version of Le Macaron French Pastries® for everybody! We also allow (and encourage) our Franchise Owners to combine and utilize multiple models, thus creating an amazing opportunity to have numerous options to expand and scale their business and take advantage of cross-marketing and multiple revenue streams.

WHY OWN A LE MACARON FRENCH PASTRIES

Part Two

SIMPLE OPERATION

No on-site baking! There is no need to invest in expensive ovens or mixing equipment! The process of preparing and baking a macaron is taxing and challenging to master. We have the best Chef Pâttisier in the business and his team, who handles all of the baking and preparation in our Le Macaron French Pastries® confectionary kitchen! These pastries are then delivered to each location.

TRAINING AND SUPPORT

The strength of our Le Macaron French Pastries® support team helps ensure that both seasoned and emerging Owners are able to be successful - when they're willing to put in the necessary work. While prior experience in the foodservice or retail industries is beneficial, it is not a requirement. If you are coachable and willing to learn, we can train you!

FAMILY ORIENTED

As a brand founded by a mother-daughter team, we are extremely family focused. Within our system, we have many husband-wife teams, parents and their children, or siblings who have started the business together.

Industry

Increased demand for pastries and baked goods have inspired robust market activity over the past few years. According to a recent analysis, the 50 largest retail bakeries only generate about 20 percent of the industry's overall revenue. This fragmented landscape paves the way for breakout brands like Le Macaron French Pastries® who are seeking a piece of this industry's pie (or macaron cake) – with a little extra room for those willing to explore multi-unit options. Specialty retail café bakeries are primed to satisfy a growing preference for more complex flavors and textures.

As these concepts continue to reshape the U.S. industry, market potential is extremely promising. Despite the changing industry landscape, opportunity remains a staple ingredient. In 2017 alone, café bakeries generated annual revenue of $30 billion. 2 This number should increase as retailers continue to leverage quality products, signature environments, and a keen regard for the customer experience. Add two parts timing to one part expertise and our Franchise Owners can expect a sweet opportunity that investment portfolios will savor for years to come.

$30 billion
Bakery Industry[1]

5.8%
Industry Growth Rate[2]

1http://www.sbdcnet.org/small-business-research-reports/bakery-business-2017
2https://www.grandviewresearch.com/press-release/global-baking-ingredients-market

What Our Customers Think

We have found that people want flavor, texture, quality, and presentation in their desserts and when selecting a bakery, individuals are NOW looking for more of an experience than just a product. Our boutique-style traditional pastry shops, permanent kiosks, mobile kiosks, and food trucks are able to are able to satisfy these preferences and invite guests to slow down and experience the best of France in just a few bites.
Read what a few of them have to say!

Laura G.
Orlando, FL

Le Macaron French Pastries has the best macarons. They inform their customers that the first bite will surprise. Second bite is the flavor. Third bite is pleasure. All adding up to a mouth full of heaven. This bold statement is so true and I strongly recommend that you stop by a try them for yourselves.

I decided to purchase 6 for $15.00 ...before tax. There were many to choose from but I picked out pistachio, chocolate, coffee, coconut, caramel and strawberry. Each macaron was light, dainty and a tiny bit chewy. It was a tough decision but my favorite flavor was the coconut. Customer service was spot on....friendly, informative and very pleasant. Overall this was a great experience.

yelp

Michael M.
Bronx, NY

Just had my daughter's fifth birthday tea party here. I can't say enough good things about how it went. Staff is super friendly and great with the kids. The food and drinks were excellent. The price is fair. The macarons are the best I've had. I will definitely repeat.

yelp

*As of Sept 21, 2017, the Phoenix location had a total of 74 Yelp reviews with an average of 4.5 stars out of 5. As of this same date, the Charlotte, NC location had a total of 24 Yelp reviews with an average of 4.5 stars out of 5. Each of our locations are reviewed on Yelp, we encourage you to independently investigate consumer reactions online (whether on Yelp or other sites).

What Makes Us Unique To Customers?

Our Franchise Owners take pride in creating an authentic experience that introduces a new culinary standard in their communities. They also enjoy a smooth transition into entrepreneurship with the expert guidance of our industry-leading support team. Le Macaron French Pastries® is revolutionizing the retail bakery sector with an elegant pâtisserie concept characterized by affordable luxury. Here are some other unique points that we offer:

AUTHENTIC FRENCH PASTRIES

The main feature of our menu is our signature, handmade, authentic French macarons. Our macaron menu is comprised of colorful confections that are available in more than 20 flavors! Gluten-free, and at around 80 calories each, our proprietary recipe and process was developed by our Master French Chef. We handcraft these delicacies using only the finest ingredients and without any preservatives.

STEPS TO EAT A MACARON

This requires us to slow down and savor life's little pleasures and we educate our guests to do exactly that; "First bite is a surprise. Second bite is a flavor. Third bite is a pleasure.™"

SIMPLE, MODERN EUROPEAN DESIGN

Our traditional pastry shops, permanent kiosks, mobile kiosks, and food trucks are complete with all the charm of a traditional pâtisserie. They invite guests to slow down and experience the best of France, in just a few bites. No other pastry shop, bakery, or café offers the same ambiance, variety, quality, and convenience.

WHAT MAKES US UNIQUE?

Part Two

GIFT BOXES

Our luxurious, signature pink and black gift boxes are available in six, twelve, and twenty count options that bring joy and happiness to others. Our guests can choose from their favorite flavors to create a beautiful box of authentic macaron art. Tiffany's isn't the only one with a signature box!

CATERING & EVENTS

In addition to our four main business models, Le Macaron French Pastries® also handles Catering and Events. This allows guests to share our distinct brand of joy with loved ones by offering macarons as gifts, party favors, weddings, baby showers, and more! Our macarons can be customized with any image or logo and are the perfect delicacy to bring an elegant, timeless touch to any special event or business occasion.

EXTRAORDINARY MARKET

There is little competition and a growing industry when it comes to customers who are longing to engage with their food in new, creative ways. Consumers, today, are looking for more of an experience than just a product. They want flavor, texture, quality, and, most importantly, authenticity; so, to answer this growing desire, we say, "Voilà!" Macarons are the perfect answer!

Business Models

We are on sweet mission of having our customers slow down and indulge in a simpler way of life and we want to bring this to communities nationwide. To do that we want to ensure there is a model for every type of investor! By combining and utilizing multiple business models, there is an amazing opportunity for our Franchise Owners to have numerous options to expand and scale their business in order to take advantage of cross-marketing and multiple revenue streams. Le Macaron French Pastries® locations thrive in areas in vibrant lifestyle centers, malls, airports, historic areas, and tourist shopping and dining destinations that have high foot traffic. Our modern traditional pastry shops, permanent kiosks, mobile kiosks, and food trucks are all easily adaptable which allows you to scale your business quickly and achieve strong brand awareness.

The next page shows a more in-depth look at what business models we offer.

BUSINESS MODELS

Model Breakdown

Traditional Pastry Shop

Our pastry shop is an elegant, inviting, and modern European design. Streamlined and efficient, with no on-site baking and with minimal staff needed, our pastry shop provides entrepreneurs with a stress-free, simple and efficient, community-centered business model. Additionally, our pastry shop requires a very small footprint, around 800 - 1,000 square feet, which means that finding real estate is quick and easy.

Mobile Kiosk

Our mobile kiosks are designed to enter non-traditional locations such as festivals, convention centers, amusement parks, malls, etc. Choosing this option allows you to offer authentic French macarons, chocolates and classic pastries that you can quickly scale to multiple locations.

Permanent Kiosk

This eye-popping model knows how to attract a crowd! Our bright and inviting permanent kiosk is designed to sit right in the center of the action, whether it be in shopping malls, airports, train stations or many other high-traffic locations. There is no drop off from the café model, either - these fully operational, self-contained units help you serve up our full line of products.

Food Truck

Like our mobile kiosk, our food truck allows you to go where the customers are! Within one day, the food truck can be driven all around your community, serving delicious pastries and an authentic French experience.

A Day In The Life

Our family of Franchise Owners, and customers alike, choose Le Macaron French Pastries® because they love our delicious assortment of high-quality, authentic products and because we capture the French spirit and share it in every single bite. They also love to have fun while working and genuinely engage with their customers who are often happy and excited to try our products and share them with their loved ones. This creates an enjoyable atmosphere for everybody and, by taking part in providing an authentic French experience, our Franchise Owners are able to build their network and clientele.

Depending on the business model that you choose, a typical day in the life of a Le Macaron French Pastries® might look like the following: managing employees, completing daily reports, maintaining inventory and placing orders when necessary, marketing, booking catering and other events, payroll, and more. Throughout all of this, the enjoyable task of sharing the French culture with customers through sampling and education is what makes up the majority of each day, regardless of business model.

There is a quality of life the French have perfected and we've been able to capture this spirit in our Le Macaron French Pastries' locations so that we can share it with our customers. At the end of each day, our Franchise Owners head home with a well-deserved sense of fulfillment and an enormous amount of pride regarding the quality of the products that they've served - the little luxuries that make people smile, that makes life a little better.

Mutual Evaluation Process

Over the next 3 - 6 weeks, we will walk you through a Mutual Evaluation that allows you the opportunity to thoroughly learn about the Le Macaron French Pastries® franchise model, and allows us to learn more about your viability as a new Franchise Owner. Here's an outline of the key steps you will progress through:

1. INITIAL CALL

We will schedule a call to get acquainted with one another and find out what you're looking for in a business. You will learn more about the franchise system, the industry and what makes Le Macaron French Pastries® thrive, and we will learn more about your background and business/ lifestyle goals.

2. FDD REVIEW

The Franchise Disclosure Document (FDD) review provides you with all the nuts and bolts on the Le Macaron French Pastries® franchise, including franchise rules, and average initial investment for our business models.

3. FOUNDER CALL

At this stage, our Founder will host an interview with you to answer any clarifying questions and to review the opportunity.

4. PEER REVIEW

During the Peer Review step you will have the opportunity to speak directly with Le Macaron French Pastries® Franchise Owners. This is a two-fold process; you get to ask questions about what it's like to own and operate a location or multiply location. Our Franchise Owners will get to learn a little about you, and provide us with feedback on whether or not they feel you will be a good fit with the Le Macaron French Pastries® family.

5. DISCOVERY DAY

Following your Founder Call and Peer Review, we will invite you to Sarasota, Florida to spend the day with our Le Macaron French Pastries® Corporate Team, tour our confectionary, and taste our products. You will also get to see the business model in action by touring our locations and meeting the support staff.

6. FRANCHISE AWARDED

Congratulations! After we walk you through the Agreement signing, you will then officially become Le Macaron French Pastries® newest Franchise Owner!

Investment

The average initial investment range for a Le Macaron French Pastries® mobile kiosk is between $88,730 - $134,060. The average initial investment range for a food truck is between $112,530 - $146,560. The initial investment range for a traditional pastry shop or permanent kiosk ranges between $164,180 - $458,560. The actual costs include the franchise fee and will be further determined, in large part, by the type of model you select, the condition of the real estate, and the particular market you are in.

The franchise fee for one unit is $45,000. For highly qualified candidates, commitments to launch three or moreLe Macaron French Pastries® locations earn new Franchise Owners a lower franchise fee per location.

Our financial requirements are based on the availability of $75,000 in liquid capital, a net worth of $250,000+ and very good credit score.

How Much Can I Make?

The bakery/café segment of the food industry is growing at an exciting rate! We've also seen strong gains in the gluten-free and preservative-free consumption segment and sales of gluten-free products are expected to grow 9.3% over the coming 8 years. 3 We have found that when a business can tap into both of these segments, meteoric growth is quite possible.

So, when you introduce a Le Macaron French Pastries® into your market, you'll not only own the most innovative and high-quality concept of its kind, but you'll also tap into a high growth market opportunity with tremendous revenue opportunity.

As you go through the Mutual Evaluation Process, you will have the opportunity to speak with our Development Director and review our Franchise Disclosure Document (FDD). As you learn more about the economics of the model throughout the Mutual Evaluation Process, you'll be able to put together a business plan for your own information and use.

3 http://www.credenceresearch.com/report/gluten-free-food-market

Territory

Following a highly successful regional franchise growth program, and due to increased demand, we are now offering franchise opportunities in new markets all across the country!

As a new Franchise Owner, we will mutually agree upon a protected area, which may be defined by zip codes, city and/or county lines, or other identifiable lines of demarcation.

Currently, we will grant you the right to offer delivery and catering both within and outside of your protected area, but not within the protected area of another Franchise Owner. We want to afford you the flexibility to grow your business as quickly as possible while being fair and supportive to
all other Franchise Owners.

Training & Support

Your initial training will take place over three days at the Le Macaron French Pastries® Corporate offices in Sarasota, Florida with the option to extend an additional 4 days. Upon completion, there will be a minimum of one additional day of training at the Franchise Owner's new location, prior to opening day. These training sessions cover store setup, inventory management, and ordering, POS system, product knowledge,operations and customer service, quality control, employee training and hiring, marketing best-practices, accounting, reporting, and more. There is a lot to cover in a short period of time, but it is our goal to make sure that you are thoroughly trained and confident when it comes to running your own Le Macaron French Pastries®.

Training and support never ends as we are continually striving to improve the Le Macaron French Pastries® system. Even after your location is up and running, we will continue to support you and your staff through refresher training courses, periodic field support visits, and annual Franchise Owner conferences. Our franchise support team's purpose is to make sure every aspect of your business is up-to-date and running as efficiently as possible and to ensure that you remain up-to-date with industry trends, new menu items, or additional services developed by us or by the recommendations of our franchise owners.

Marketing

Marketing is an extremely important aspect of operating a Le Macaron French Pastries® Franchise. Since individuals are now looking for more of an experience rather than just a dessert, the community has to know about your new location and ongoing promotions. Our current marketing strategy includes helping you with local promotion materials, Grand Opening events, and social media efforts. Your Le Macaron French Pastries® location will also be featured under the corporate umbrella of our consumer website www.lemacaron-us.com.

Our team's consistent goal is to work directly with agency partners and marketing support vendors to provide you with all the tools and processes needed to help you reach your sales goals and build brand awareness in your community. We've put in place three strategic levels of marketing programs that each new Owner can use in their efforts to successfully build a local marketing program. Take a look below for a sneak peek at the types of support currently offered exclusively to Le Macaron French Pastries® Franchise Owners.

GRAND OPENING

Our partner PR firm will introduce your new location to your community just in time for your grand opening!

MONTHLY GALLERY IMAGES

We provide you with content for your social media pages and advertising efforts.

VIVID INK PORTAL

We have a special portal designed specifically for you with lots of marketing materials to adapt to your location. They also provide printing services!

Real Estate & Construction

If you're awarded a franchise with Le Macaron French Pastries®, we will quickly get to work with you on finding your new location or venue! Your Le Macaron Real Estate Support Team will help you find the best possible location available in your territory. We will pair you with proven local brokers who know the area best, all while guiding you through the entire process.

Once we have helped you find the best possible location, we will move quickly into building out your first store. Our team will help facilitate this process by helping to ensure a seamless bridge in between the real estate and construction phases. Your store will become an oasis for French perfection in your community, so we take this part of the process with the utmost level of professionalism and care.

From the date that you are approved as a Le Macaron French Pastries® Franchise Owner, it should take less than 6 months to get the doors open on your brand new location! Take a look below at the major milestones in building your first store:

1. SITE SURVEYS & SELECTION
2. SITE TOURS
3. LETTER OF INTENT
4. LEASE NEGOTIATION
5. PERMITTING
6. STORE DESIGN
7. CONSTRUCTION WALKTHROUGH
8. SOFT OPENING
9. GRAND OPENING

Franchise Owner Requirements

Our Franchise Owners, whether owner-operators or investors take pride in creating an upscale retail oasis that introduces a new culinary standard within their communities. We are looking to partner with candidates with solid operation skills, who are motivated and have a desire to share our delicious mission. Although we love to work with first-time entrepreneurs, we are also looking for multi-unit owners that understand the power of leveraging cross-marketing efforts by combining cafés, kiosks, and carts.

For candidates applying for a single unit agreement, you should have a high credit score, liquid capital of $75,000 or more and a net worth of over $250,000. For candidates applying for multiple units, the requirements in terms of both professional backgrounds, skill sets and financials are determined on a case-by-case basis.

We are entrepreneurial in spirit and love working with people who think and dream big. We are always interested in speaking with area developers, but unlike other franchise concepts in the United States, Le Macaron French Pastries also welcomes first time entrepreneurs! We've built successful businesses from the ground up, so we know what it takes, and we are excited to help guide our Franchise Owners from all walks of life toward similar success.

STEPS TO OPEN

Opening Timeline

Here's a general overview of what this timeline should look like:

SITE SELECTION

HIRE AN ARCHITECT – DAY 30

HIRE A CONTRACTOR

STORE CONSTRUCTION - DAY 60

SET UP EQUIPMENT AND PRODUCTS

FRANCHISOR TRAINING – DAY 90

FINAL STORE SET UP

SOFT OPENING – AFTER DAY 120

GRAND OPENING - AFTER SOFT OPENING