

Frequently Asked Questions

What qualities do I need to be a Marché® franchisee?

- Integrity
- Entrepreneurial spirit
- Passion for the restaurant business
- Proven track record
- Understanding of the local market
- Possess a minimum net worth of US\$3.5 million (not including residences and other personal assets) and liquid assets of US\$1 million
- Total commitment to the development of the Marché Restaurant concept

What types of training and support do I receive?

- Pre-opening development and operations support
- Initial training for key managers in our corporate training store
- On-going staff training and development available as required
- Seconded Marché® Quality Manager
- Quality assurance audits
- Marché® Operation Standards Manuals
- Sales and marketing support
- Procurement support
- Access to approved suppliers/vendors
- Ongoing research, development and training (RDT) resource

How long does a typical Marché® project take?

A typical Marché® project takes at least 8 months from confirmation of the site and project kick-off, however, variations do exist depending on the location and country in which we operate

What is the initial investment cost for a Marché® restaurant?

- Investment depends on the country, state of premises and store size
- A technical fee of € 85,000 is payable per store
- Restaurant construction costs per square metre range from € 2,000 per to € 3,000 per square metre
- Store sizes range from 850 – 1200 sqm
- Investment cost estimate includes pre-opening costs for a store

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What are the franchise costs?

- Initial Franchise fee = € 40,000 per store
- Royalty fee = 6% of turnover
- Advertising fee = 2% of turnover

What products do we need to buy from Marché® International?

Mövenpick premium products.

Currently in most Asian countries this includes Mövenpick Ice Cream and Coffee

Which international territories are available for franchising?

Japan, China – Hong Kong and key cities, Taiwan, Singapore, Vietnam, Thailand, and India

What are the rewards of being a Marché® franchisee?

Attractive financial returns and the satisfaction of developing a successful business.