

# **Franchise**

## **Conditions of the Multiaventura franchising**

### **Franchising fee**

In order to run a Multiaventura franchise, a unique payment of 6.000€ +16% VAT must be made in advance.

### **Franchise instalments**

The monthly payment is 250€ +16% VAT for the smaller premises of 250 meters, and 350€ +16% VAT for the bigger premises of 250 meters.

## **Services and benefits that the Multiaventura brand offers to its franchisees:**

### **Before the play centre is set up:**

- Competition study
- Strategic plan
- Tailormade Design, manufacture and mounting
- Technical support
- Supervised renovation
- Construction project
- Support in the work project and work license and opening.
- Budget analysis
- Equipment budget analysis
- Decoration plan
- Marketing plan
- Transport
- Exclusive use of the brand for that geographical area
- Own brand

### **During the assembly and beginning of the business:**

- Launching program
- Launching plan
- Own brand
- Grand opening advertising campaign
- Communication & marketing
- Brand use rights
- Know-How
- Price policies
- Business organization plan
- Operative manual.
- Signals manual.
- Advising in the selection and initial formation of the personnel.
- Maintenance
- Results' analysis

## **Annex**

Maintenance warranty (until contract expires) regarding materials

Discounts in suppliers

Civil Responsibility insurance

Communication and Marketing plan

Press Cabinet

Collaborations with great companies that guarantee our long trajectory and professionalism:

Fiat, Horno de Santa Eulalia, Leroy Merlin, Domus, Viajes Marsans

Banking Agreements of Collaboration: the banking office of "La Caixa" in Avenida Ciudad de Barcelona 189 de Madrid, offers special services and support to the Multiaventura franchisees,

- The maintenance warranty will remain until the contract expires only if materials are used in a proper way. If that's not the case, the franchisee must cover the cost of the repairs.
- Multiaventura, in collaboration with Insurances Marsh, offers a free insurance of Civil Responsibility to each of the franchisees during the first year of contract and a cost reduction during the following years.
- Press Cabinet : that inserts Multiaventura news in different mass media.