



A REFRESHING DRINK THAT YOU CAN ENJOY ANYTIME OF THE DAY WHETHER ICED OR NOT, WITH A RICH RED GUAVA TASTE. THIS GUAVA JUICE DRINK HAS 5 BERRIES THAT CAN ONLY BE AVAILABLE AS IMPORTED PRODUCTS: ACAI BERRY, GOJI BERRY, BLACK BERRY, CRANBERRY, AND BLUEBERRY. ASIDE FROM THE INGREDIENTS BEING RICH IN VITAMIN C, NO NEED TO ADD SUGAR, YOU CAN ALSO ENJOY IT BLENDED WITH ICE.

SEE ALL PRODUCT DETAILS @ AXIOMNATUR.COM

**15 IN 1
GUAVA
POWDER DRINK MIX**

- Guava powder
- Black tea
- Vitamins C
- Pomegranate powder
- Taurine
- Hibiscus
- Mangosteen
- Soluble Fiber
- Acai berry
- Goji berry
- Black berry
- Cranberry
- Blue berry
- Lycopene
- Dextrose and Sucralose

FRANCHISE (MOIXA)

The company offers a franchise under the tradename “MOIXA” to interested individuals who are willing to work on their own and can focus on managing the business. This is an opportunity to introduce healthy drinks in a cart, offering Axiom Natur products at an affordable price. Customers can now enjoy a healthy refreshment through Moixa.

For the First year of Operation, Enjoy ZERO ROYALTY FEE and ZERO ADVERTISING FEE



PRODUCTS OFFERED

Moixa offers blended drinks/shakes and frappes using the following Axiom Natur Products: axiom natur mochaccino cinnamon mix 20-in1 coffee, choco drink mix 16-in-1, guava juice mix 15-in-1. We also offers hot drinks using axiom natur mochaccino cinnamon mix 20-in1 coffee, choco drink mix 16-in-1, and cereal drink mix 15-in-1

20-in1 MOCHACCINO CINNAMON FRAPPE with toppings of your choice

20-in1 MOCHACCINO CINNAMON MILK SHAKE

20-in1 HOT MOCHACCINO CINNAMON Coffee

16-in-1 CHOCO FRAPPE with toppings of your choice

16-in-1 CHOCO MILK SHAKE

16-in-1 HOT CHOCO DRINK

15in1 GUAVA MIX SHAKE

15in1 CEREAL DRINK MIX Buko Pandan

LOCATION

Moixa's strategic location would be School Areas, Populated Areas, Commercial Areas and Residential Areas. It can be installed in a covered walk, canteens or stores inside gasoline stations, supermarkets, gardens, or even inside the Malls, and anywhere inside barangays. The Moixa cart can be installed or situated in any place where there are prospective customers.

TARGET MARKET

- Students, Professionals, anyone from high class to low Class income earners.
- Health-conscious individuals who wants to enjoy refreshments

COMPETITIVENESS ON THE MARKET

- Affordable Refreshments
- Healthy Drinks
- Halal Certified and FDA approved beverage powder drinks
- Website and Facebook Page

MARKETING STRATEGY

- Social Media is a new era of free advertising with the use of internet and you're good to go for international or local area enabling you to connect to thousands of people on Facebook, Twitter, Instagram, etc.
- Attends trade expos, exhibits, bazaars, and summits to introduce Axiom Natur products as well as offer franchise to interested individuals.
- Displays product at the Agribusiness Showroom is one advantage as health-conscious people who also checked for quality products often go there
- Banners, Poster around your local Area

FRANCHISE PACKAGE: Php 25,000

**SPECIAL PACKAGE PRICE FOR THE FIRST
10 FRANCHISEES: Php 20,000**



WHO CAN FRANCHISE MOIXA FOOD CART?

- Anyone of legal age who has at least experience in business
- Who is willing to work part-time or full-time in the store
- Who has Savings Account or working capital
- Who is a resident of the Town or City of the applied location

FRANCHISE PACKAGE INCLUSION:

- The Company Name And Logo
- Site Selection And Evaluation
- Training And Development
- Marketing Business Visibility
- Research And Development
- MOIXA Standard Booth
- Initial MOIXA Standard Start-up Supply
- 2 pcs 2x5 roll up banner

- Equipments

- 2 Blender
- 1 Ice Crusher
- 1 Electric Kettle
- 100pcs each 8 oz, 12 oz and 16 oz cup with dome lid and straw



Requirements:

- 2pcs valid IDs, preferably government ID
- Photocopy of business permits (if there is existing business)
- Latest proof of billing
- Letter of Intent – Letter containing an applicant’s intention to franchise; should come along with the vicinity map of the prospective location
- 2pcs 2x2 picture
- Filled up application form
- Reservation fee of P4,000.00



RETURN OF INVESTMENT

8oz cup	PHP	25.00
12oz cup	PHP	30.00
16oz cup	PHP	40.00
Mochaccino Cinnamon Mix 20 in 1	PHP	150.00
Choco Drink Mix 16 in 1	PHP	150.00
Guava Juice Mix 15 in 1	PHP	150.00
Cereal Drink Mix 15 in 1	PHP	130.00

Sales of Healthy Shakes

8oz cup / day
12oz cup / day
16oz cup / day
Average sales / day

Break-Even

5 cups
5 cups
5 cups
PHP 475.00

Champion

5 cups
10 cups
10 cups
PHP 825.00

Sale of Axiom Box

Coffee
Choco
Juice
Cereal
Average sales / day

1 box
1 box
1 box
PHP 260.00

2 boxes
1 boxes
1 boxes
2 boxes
PHP 840.00

Sale of Axiom Sachet

Coffee
Choco
Juice
Cereal
Average sales / day

5 sachet
5 sachet
5 sachet
5 sachet
PHP 355.00

10 sachet
7 sachets
5 sachets
10 sachets
PHP 590.00

Sales (26 days)	PHP	28,340.00	PHP	58,630.00
Less: Cost of Sales		<u>(19,227.00)</u>		<u>(39,875.33)</u>
Gross Profit	PHP	9,113.00	PHP	18,754.67

Operating Cost

Rental	1,500.00	1,500.00
Electricity	345.00	345.00
Water	250.00	250.00
Miscellaneous	500.00	500.00
Transportation	300.00	300.00
Office Supplies	100.00	100.00

Operating Cost	PHP 2,995.00	PHP 2,995.00
NET INCOME	PHP 6,118.00	PHP 15,759.67
ANNUAL	PHP 73,416.00	PHP 189,116.00
TOTAL INVESTMENT	ROI/ Payback	ROI/ Payback
PHP 20,000.00	4 months	1.25 months
PHP 25,000.00	5 months	1.75 months

Notes:

Not included on the package but needs to be purchased separately is the side table and uniform





