



FRANCHISE KIT

COMPANY OVERVIEW

From a simple objective of maintaining good health and a long and healthy life by means of eating and drinking the right foods, this gentleman's creative search and enthusiasm for a chemical-free all natural ingredients has led to setting up a company using his years of experience being a businessman here and abroad. Headed by founder MUBARIK AHMAD CHEEMA who grew up in Germany, his western ideas paved the way to set up the system of continuous search of natural products and thus, AXIOM NATUR TRADING CORP was formed. The name itself means "self-evidently true nature". It holds its office at Unit 6-O, Future Point Plaza 3, #111 Panay Avenue, Quezon City.

How it Started

While in Germany, Mr. Mubarik Ahmad Cheema observed that people went to a certain café serving healthy beverages while letting the customers choose the coffee ingredients. Inspired by this concept, he thought of bringing it to the Philippines to impart an attitude of a healthy living by practicing a healthy lifestyle. But considering the price per ingredient should one tries to maintain numerous kinds of healthy ingredients will yield a high cost for an individual. Thus, putting it together in a drink will be the best way.

Guided by his Biologist Brother, Prof. Dr. Abdul Majeed Cheema, Mr. Mubarik Ahmad Cheema then started the research on the now AXIOM NATUR beverages. His brother has been his adviser and consultant on the course of the product's research being a Biologist and PhD graduate of the Oxford University in England

About Us

AXIOM NATUR TRADING CORP aspires to provide a healthy line of foods and beverages to everyone that's not only healthy but affordably delicious as well. Furthermore, people loving its taste will not hesitate to start marketing the products which will cater for an additional or extra income. Whoever wanted to try to promote and sell will surely be inspired by its good taste not to mention the nutrition that one may get from our products.

Our company desires to introduce new and different ways of selling our products. Through the use of different ways in earning, any individual can maximize their profits.

Through its officers and a team of experienced marketers, affiliates, and businessmen, the company aims to be successful in introducing more natural products as well as helping individuals, young and old alike to work their way to a healthy life and a successful future by making a living doing what they love.

MISSION STATEMENT

To provide a healthy line of foods and beverages having chemical-free all natural ingredients from the simple objective of helping an individual to attain a long and healthy life.

To introduce new ways of promoting and selling our products for any individual to maximize their profits.

VISION STATEMENT

To be a company that has grown to offer more natural products in the market while letting people experience to love its taste –not only to sooth the tastes buds - but to have a healthier life.

To be a successful company most known for shaping ordinary people to work their way to extraordinary success by making a living doing what they love.

PRODUCTS



A DELIGHTFUL BLEND OF COFFEE, CHOCO AND SELECTED HERBS THAT'S AFFORDABLY DELICIOUS. YOU CAN ENJOY IT ANYTIME OF THE DAY AND DRINK IT HOT, COLD, ICED OR MAKE A FRAPPE FROM IT. IT IS NOT ONLY A COFFEE, BUT IT IS A COFFEE WITH NATURAL INGREDIENTS THAT ARE ANTI INFLAMMATORY, ANTIOXIDANTS AND OTHERS. YOU CAN EVEN DRINK IT IN THE AFTERNOON BUT NO WORRIES ON SLEEPING IN THE EVENING.

SEE ALL PRODUCT DETAILS @ AXIOMNATUR.COM

**MOCHACCINO CINNAMON
MIX
20 IN 1**

- Coffee
- Cocoa powder
- Moringa
- Seaweed powder
- Mangosteen
- Agaricus mushroom
- Gotu kola
- Cordyceps
- Non dairy creamer
- Trans resveratrol
- Brown sugar
- Graviola
- Aloe vera powder
- Green tea powder
- Ginkgo
- Pomegranate
- Lycopene
- Stevia
- Turmeric
- Cinnamon



A CREAMY CHOCOLATE DRINK BLENDED WITH HERBS THAT'S AFFORDABLY DELICIOUS, YOU CAN ENJOY IT ANYTIME OF THE DAY. THIS GREAT TASTING CHOCO DRINK CAN BE PREPARED NOT ONLY AS HOT DRINK BUT ALSO AS A COLD REFRESHING ICED DRINK OR BLENDED DRINK.

SEE ALL PRODUCT DETAILS @ AXIOMNATUR.COM

CHOCO DRINK MIX
16 IN 1

16 IN 1

- Cocoa powder
- Agaricus mushroom
- Skim milk
- Moringa
- Mangosteen
- Brown sugar
- Non dairy creamer
- Chlorella
- Soluble Fiber
- Gotu kola
- Taurine
- Ginkgo
- Seaweed powder
- Stevia
- Cordyceps
- Lycopene



A CEREAL DRINK MIXED WITH HERBS THAT'S AFFORDABLY DELICIOUS AND CAN BE ENJOYED ANYTIME OF THE DAY BUT BEST DRANK IN THE MORNING.. THE INSTANT OATS, PSYLLIUM HUSK AND CHIA SEEDS ARE RICH IN FIBER THAT HELPS YOU FEELING FULL UNTIL YOUR NEXT MEAL. IT HAS ADDED VEGETABLES SUCH AS SQUASH, OKRA AND MALUNGAY ASIDE FROM SPIRULINA, CHLORELLA, AND MANGOSTEEN. MOST OF ALL, IT HAS STEVIA AS SWEETENER-THE NATURAL SUGAR FROM LEAVES. WHAT ARE YOU WAITING FOR! TRY IT NOW!

SEE ALL PRODUCT DETAILS @ AXIOMNATUR.COM

CEREAL DRINK MIX
BUKO PANDAN

15 IN 1

- Instant oats
- Taurine
- Buko pandan
- Moringa
- Skim milk
- Mangosteen
- Chia seed
- Chlorella
- Squash powder
- Gotu kola
- Non dairy creamer
- Spirulina
- Okra powder
- Stevia
- Psyllium husk



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 |
| 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





