

BAKERY | CAKES | LUNCH



FRANCHISING

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MIHIRI FRANCHISING - The Dawn Of Your Entrepreneurial Journey!

Freshly made, tasty and affordable food is the one thing people will always need in their lives, no matter what—and now's the time to follow your dream of entrepreneurship by investing in a secure future as a Mihiri BakeShop Owner.

With two creatively scalable business models: BakeShop and Mobile BakeShop—you can fulfil your dream of entrepreneurship while enjoying schedule flexibility and healthy work-life balance that owning a Mihiri BakeShop allows.

We have developed a franchising model for aspiring entrepreneurs who dream of running their own bakery cafe without the hassle of running a production facility and a back office. We will produce the entire range of bakery items, pastries, cakes, lunch packets and beverages and deliver to your BakeShop. All you need to do is serve your customers in an elegantly designed, well maintained outlet.

Our team at Mihiri will guide you through the whole process of setting up a BakeShop, from picking the location, signing a lease, building the space and buying all the furniture and equipment you need to open up a cafe. The initial investment is as low as Rs. 3 million with the potential to generate a revenue of over Rs. 30,000,000 annually.

What's To Love About Owning A Mihiri Bakeshop?

- No baking required - You don't need to run a bakery in the back with sophisticated equipment or hire chefs specialised in bakery, pastry and hot kitchen to have your own successful Mihiri BakeShop. We will prepare and deliver food products for your location, leaving you time to focus on making your Mihiri BakeShop a success.
- Invest In Yourself: Whether you've always dreamed of owning a business or you're simply interested in a new career adventure away from the corporate grind, Mihiri gives you an affordable, fun way to take charge of your future.
- Low Investment. Extraordinary Returns - With an initial investment of just 3 million rupees, you have the potential to generate an average revenue of Rs. 30,000,000 per year. Once you have mastered the business and gained a good customer base, you can earn much more than that from just one store. (For a Mihiri Mobile BakeShop, the investment could be as low as Rs. 200,000 if you already own a van or a lorry.)
- Build an Empire: After the success of your first shop, you can decide if you want to expand your Mihiri empire. Whether you want to channel your entrepreneurial energy into building a Mihiri empire across town...or enjoy owning just one. It's up to you! With our multiple avenues of BakeShops and Mobile BakeShops, we give you many choices to expand your Mihiri empire.

Why Choose Us?

A Beloved Brand In The Food Industry

The Mihiri brand name is renowned for its exceptional food in terms of taste, quality and hygiene. While being the leading manufacturer of lunch packets in Colombo, Mihiri serves a range of bakery products and cakes that are beloved by our customers. So by opening a Mihiri BakeShop, you can be sure to fully satisfy your neighbourhood whether it's a busy town or a residential suburb.

11 Outlets and Growing

Mihiri has a proven track record of creating stunning bakery outlets and restaurants that continue outperform the competition and do record numbers. We consistently perform in the marketplace due to the support of our experience, distinctive brand, delicious food, and effective marketing strategies. That's why we have over 11 outlets in Colombo 1,10,11,12,13 and Battaramulla that are loved by our customers.

Stunning Outlet Designs

Mihiri BakeShops stand out from the competition with their tasteful designs and inviting atmosphere. We strive to create beautiful spaces that our customers cherish and love to visit everyday.

Family Owned and Nurtured

As we are a family owned and run business, this allows you to get the help you need from the executive team of Mihiri, who have the experience and passion to make you successful.

With an initial investment that is significantly lower than most businesses in the bakery & restaurant space, owning a Mihiri BakeShop is within your reach!

What Our Customers Say About Mihiri

"I love the atmosphere, it's so welcoming and the fact that it's a family business adds a great touch!- Ravindra Perera

"Mihiri never disappoints with their food. Since they have an outlet close to my office, I visit it once a day for either lunch or an evening snack. Food is always fresh and tasty" - Kamal Wijayaratne

"I have been a fan of the Mihiri lunch packet since 1990. It's the best you can find in Colombo and the price is always reasonable" - Kapil Jeyapragesh

"Love their cakes! They taste as good as they look!" - Amna Faiz

Are You A Good Fit?

At Mihiri, our Franchise Owners are part of our family! Because of this, we are highly selective when it comes to awarding franchise opportunities.

We are looking for individuals with a desire to succeed, no matter what. They are the people who are willing to put in the hours, go that extra mile to serve and put a smile on every customer that enters a Mihiri BakeShop. We want owners who are friendly and has the ability to smile and greet customers and make sure every visit to a Mihiri BakeShop is a positive experience.

The ideal owner should have good attention to detail. You have to ensure that every aspect about your outlet is perfect and the cleanliness and food hygiene is maintained at all times.

Being a good salesman will ensure that this partnership becomes a great success. People with a natural ability to market and sell, will do well as a BakeShop owner and will be able to earn a high income.

As Mihiri is a family run entity, we welcome couples or families who are willing to work as a team to a run a Mihiri BakeShop. Working and learning the craft alongside their parents will be a great opportunity for children too.

Franchise Support

We believe that when one of us succeeds, we all succeed!

Once you become a Mihiri owner, our team is here to support you throughout the whole process. We provide support in the areas of Real Estate, Construction, Training, Marketing, Operations, and Purchasing. For our Mobile BakeShop partners, we will help you fully brand your vehicle and set it up to carry our food products.

REAL ESTATE

As we all know, it's all about Location, Location, Location. Our executive team will work with you throughout the entire site selection process until you finalise a lease for your location. We have a number of real estate agents who will find you the best spot in town. If you have any space you are interested in, we will personally come and inspect it and see if it a good fit for a Mihiri BakeShop.

CONSTRUCTION

We will provide you with the designs and tools necessary to renovate, remodel and build your store. Our team will be there from day one and will guide you on the remodelling of your shop space advising on everything from flooring to ceiling so that your outlet will have the warm, friendly and chic look that separates a Mihiri BakeShop from the rest.

TRAININGS

Our training program consists of in-store training plus 4 weeks of hands-on management experience for brand-new franchise owners. Trainees are exposed to every aspect of store management, from serving customers, invoicing, preparing beverages and everything that goes in a BakeShop.

Pre-opening Training - 30 days

On-The-Job Training: 30 days

Additional Training: At your outlet, monthly or when needed, for the first year of operation.

MARKETING

All Mihiri BakeShops will be given publicity through our social media and other media outlets without costing you a single penny. We will handle media buying, local advertising, social media, customer service, and PR on behalf of you.

OPERATIONS

During the first week that your store is open, we will send a launch specialist to provide additional support. After your store opens, members of our Field Sales Force team will visit your store on an ongoing basis to provide support and feedback to ensure that your store is operating in accordance with Mihiri standards and to share with you the experiences of the best operators in the chain.

PURCHASING

We will do all the necessary purchasing on your behalf and make sure everything is delivered to your store on time. We will give you a guideline for other sundry purchasing.

Mobile BakeShop

If you are an aspiring entrepreneur with a lorry/van or willing to buy one, you now have the opportunity to start a Mihiri Mobile BakeShop. You can become a Mihiri franchise partner to deliver the taste of Mihiri to the customer's doorstep in your hometown or your area of choice. All you need is a lorry or a van that is in good condition and a can do attitude. We will help you brand your lorry and build it to carry our range of food products. You will be supplied with all the necessary food items daily and you can set off to serve your customers.

WHAT ARE THE FEES?

A small fee to pay for a great future!

1. One - off franchise fee

We charge a small fee for all the handwork involved in bringing a Mihiri BakeShop to life. Our teams will be tirelessly working with you throughout this journey to make sure that everything is perfect from the beginning.

One off fee - 15% on the initial investment

(i.e - Rs. 450,000 for a minimum investment of Rs. 3,000,000)

(Mobile BakeShop - Rs. 30,000 for a minimum investment of Rs. 200,000)

The fee guarantees the following services :

1. Assist in finding the location.
2. Advice on signing the lease agreement.

3. BakeShop design and construction consultancy
4. Guiding on purchasing equipment, furniture, fittings, showcases etc.
5. Assist in the BakeShop launch event.
6. Management and staff training
7. Marketing - through our Mihiri platforms
8. Operations guidance
9. Guaranteed supply and delivery of food products.
10. Customer support

2. Initial investment

For BakeShop - Rs. 3,000,000 - Rs. 5,000,000

For Mobile BakeShop - Vehicle + (Rs. 200,000 - Rs. 350,000) depending on the condition of the vehicle

Initial Investment breakdown

| Investment | Low | High |
|---|----------------------|----------------------|
| Initial Franchise Fee | Rs. 450,000 | Rs. 800,000 |
| Signing the Lease (Security deposit, Lawyer fees, Stamp Duty) | Rs. 650,000 | Rs. 1,500,000 |
| Construction Cost (Depending on the shop space you lease) | Rs. 250,000 | Rs. 500,000 |
| Equipment/Signage/Furniture/Fixtures | Rs. 750,000 | Rs. 1,000,000 |
| Food Display Cupboards | Rs. 700,000 | Rs. 900,000 |
| Other Expenses (Equipment & expenses based on outlet) | Rs. 200,000 | Rs. 300,000 |
| Total | Rs. 3,000,000 | Rs. 5,000,000 |

3. Liquid Cash Requirement

Since we do the manufacturing of food products, our franchise partners don't need to tie up a large sum of money in inventory. We also bear the brunt of the administrative, marketing, transport and other expenses. Therefore the liquid cash requirement is very low for our franchise owners. This cash is mainly required for purchasing food products to sell in the outlet and running costs such as maintenance and cleaning.

For BakeShop - Rs. 200,000 - Rs. 400,000

For Mobile BakeShop - Rs. 50,000 - Rs. 75,000

4. Royalty Fees

Unlike other popular franchise models, Mihiri does not charge its franchisees an ongoing royalty fee. We want to ensure that our franchise partners earn the maximum rewards and grow with us through this venture.

Ongoing Royalty Fee: 0%

An Ad Royalty fee is charged to carry out advertising and promotional campaigns that will generate sales for all franchise owners in the Mihiri family.

Ad Royalty Fee: 1.5%

How to Apply?

So what are you waiting for? By completing the application form and submitting, you are one step closer to creating a future that you can be proud of!

Visit www.mihirifoods.lk/franchising and download the application form. Send in your fully filled application with a copy of your birth certificate, history of employment (CV), a copy of your National Identity Card and relevant bank statement copies to mihirifoods@yahoo.com with the subject - New Franchise. Your application will then be reviewed by the Mihiri Franchising team.

Approval & Opening your Mihiri BakeShop

Once your application is accepted, our franchising team will get in touch with you and guide you through the process of opening a Mihiri BakeShop or Mobile BakeShop. You will receive franchise approval once your financial and background checks are completed. Approval will only be given to candidates who meet all the requirements of franchise owners.

The Mihiri Journey

In 1990, Mihiri Bakery was born out of the popularity of the Mihiri Lunch packets to bring the same authentic Sri Lankan taste to the local bakery industry. The organization opened its first branch in New Chetty Street and has since propelled a further 10 branches citywide over Colombo 1,10,11,13 and Battaramulla.

Mihiri Bakery offers a full range of baked goods, cakes and desserts including layer cakes, brownies, birthday cakes, muffins, pastries and much more. The bakery also caters for customers requiring cakes and cupcakes for weddings, birthdays, events and other celebrations.

The company has transformed into a modern bakery with industry leading standards, serving tasty delights made to the highest quality. No matter where a Mihiri BakeShop pops up, customers can always be assured of a welcoming environment, friendly staff and the delightful smells and tastes of authentic Sri Lankan baking.

After numerous requests for additional locations during the COVID-19 pandemic, Mihiri Franchising was founded in 2021, with the objective of bringing a fun and fulfilling business opportunity to like-minded entrepreneurs across the country. We are excited to work with new entrepreneurs and take the Mihiri goodness all around Sri Lanka!

*“All our dreams can come true, if we have the courage to pursue them.” –
Walt Disney*

Get In Touch Now!

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