**PROCESS TO BECOMING A SHOP-IN-SHOP LICENSEE WITH MIGHTY HOTDOG**

Joining the Mighty Hotdog family is a simple yet meaningful process. Each step has been carefully designed to ensure a strong, lasting partnership — and to help you succeed from day one.

### **1. Assess Your Compatibility**

Before getting started, make sure the Mighty Hotdog opportunity is right for you. Visit our website to learn more about the licensing model and review the requirements.

🌐 [www.mightyhotdog.co.nz](http://www.mightyhotdog.co.nz)

We created this model to support aspiring entrepreneurs and help struggling F&B retailers create new revenue — by working together. With over **5 years of hands-on experience**, we’re offering our full system, marketing, and support to help you succeed.

**Minimum Requirements:**

* Initial Licensing Fee: $10,000 + GST
* Valid Food Control Plan
* Venue with proper extraction (fryer-ready)
* Commercial Dough Mixer (~$1,200)
* Deep Fryer (~$800–$3,500)
* Lease term: at least 1 year remaining
* Training Fee: $3,000 + GST (10-day on-site program)

### **2. Register Your Interest**

Complete the **License Application Form** and **Confidentiality Agreement**, and send them to us via email.

📧 mighty@mightyhotdog.co.nz

These documents give us insight into your background, goals, and location — helping us evaluate your potential fit.

### **3. First Meeting & Site Review**

After reviewing your documents, we’ll arrange an in-person meeting at your proposed store. This is our chance to get to know you, walk through the venue, and discuss your goals, expectations, and questions.

During this visit, we’ll:

* Evaluate venue feasibility
* Discuss equipment and setup
* Review your operational readiness
* Outline the roles and responsibilities
* Recommend speaking to a solicitor/accountant if needed

Within a few days of this meeting, you’ll receive our decision via email.

### **4. License Documents Issued**

Once approved, we’ll issue a **formal license agreement** that outlines all terms and responsibilities.

To proceed:

* Confirm financing
* Pay the pre-payment toward legal & training fees
* Review documents with a solicitor (optional)

### **5. Final Checklist Before Training**

Before scheduling your training, the following items must be completed:

* Signed License Agreement & Confidentiality Form
* Full Licensing & Training Fee paid
* Food Control Plan certificate submitted
* Lease with at least 12 months remaining

Once confirmed, we’ll schedule your training dates and provide a launch timeline.

### **6. Training (Soft Launch Included)**

Your hands-on, in-store training is 10 days (4 hours/day over 2 weeks). It’s designed to:

* Train your staff in real-life customer scenarios
* Assess your Skills, Knowledge, and Attitude
* Launch the product during the final training days

This is your “soft launch,” where we begin selling and learning by doing — with full HQ support.

### **7. Grand Opening & Promotion**

Once training is complete, you’ll officially go live as a Mighty Hotdog shop-in-shop licensee! 🎉
We’ll promote your store through our **website, social media, and influencer channels** to drive awareness.

HQ trainers will continue to support you during the early stage — to ensure consistency and confidence.

### **8. Ongoing Support**

Your journey doesn’t end after launch. You’ll be supported by:

* A dedicated **License Manager**
* Ongoing training or troubleshooting when needed
* Marketing guidance for local promotions
* Supply chain and operations support

We're here to help you grow — and grow with you.