



MESG



Franchisee Brochure

REDEFINING INTERIORS

INTRODUCTION



MESG is one of the fastest-growing interior firms specializing in Metallic Epoxy. Operating as the first Metallic Epoxy Specialist in Singapore and known to be the best in the industry. The company began to receive requests from established interior firms in neighboring countries to open franchises. These requests provided the basis for the proposed expansion of a franchise network in many parts of Asia and worldwide.

Due to the popularity of this proven technology & distinctive business model, the company began to attract interest in regional and international markets. This popularity led to the opening of our franchise for several countries, including Malaysia, Indonesia, Vietnam, Thailand, the Philippines, India & China.

Completing over 3000 projects within just five years for Residential, Commercial & Retail spaces in Singapore alone. We anticipate the growth potential to pivot up exponentially in Asia and throughout the world, like how marble & granite stones are in almost every interior space.



OUR EXPERTISE



Our specialty lies in Metallic Epoxy Interiors, which mainly cover Floorings, Walls & Countertops. However, keep in mind the various undiscovered possibilities we can create together with Metallic Epoxy.

- Flooring
- Art Panels
- Countertops
- and other interior surfaces.



OUR PRODUCTS



The company has six different product groups and is constantly developing/designing new products. Products are divided into the following groups.



Primer/Sealer (Black & White)

This is a fast cure, high-strength, water-based pigmented Epoxy Primer. It's formulated to chemically bond to almost any surface in preparation for our Metallic Epoxy. Some of the most popular applications for the MESG Primer to adhere to are wood, concrete, tiles, and metal, to name a few. This formula is easy to mix and reduces installation times with its quick-dry chemistry.



Self-levelling (Black & White)

This is a high-strength, tensile, epoxy-based pigmented Self-Levelling Compound. It's formulated for extended working times and self-levelling flowability. This product's primary purpose is to level uneven surfaces, which is crucial for the proper agitation and crafting of the Metallic Epoxy Layer. The second purpose is to add strength to the overall Metallic Epoxy system for durability.



Metallic Epoxy (Clear)

This is a unique crystal-clear 100% solids, Zero VOCs, and proprietary resin you can't get anywhere else! They are formulated for extended working times, self-leveling flowability, and marbleizing additives that are vital during the curing process. Unmatched durability with Scratch, Heat, Stain, and UV Resistance! Its super gloss finish creates a mirror-like surface that will enhance anything it's applied to.



Top Coat

MESG's Top Coat is a highly durable water-based formula designed to be a high-strength finish over Epoxy, concrete, and natural stones. It's 100% UV stable, will not amber, and protects surfaces from harmful UV rays, scratches, and wear. They are effortless to apply and can be re-coated within 1 hour in specific applications. Our Top Coat also includes an optional Matte & Anti-slip Additive. You can add them into the mix for even more extreme environments where added scratch, traction, and damage control is desired.



Top Coat Agent (Matte & Anti-Slip)

MESG's Top Coat Agents is one of the most refined and flexible for usage in the industry. These additives added to our topcoat allow users to have an added option of a matte, anti-slip finish, or both. It also allows for added protection due to its thick and gritty characteristics in extreme environments where added scratch, traction, and damage control are desired.

METALLIC PIGMENTS



Metallic Pigments

Our Metallic Pigments are special effect colored powders designed to be added to the Metallic Epoxy, adding new dimensions in-depth and design. We are setting the standard in dynamic movement, color vibrance, and shimmer that mimics the natural look of stone and rock formations.

We currently hold 28 primary colors for all project types and constantly develop more ranges to meet the market's ever-changing needs.



Note: These colors are presented as closely as possible. They may differ slightly from the finished installed product. Variations should be expected due to: thickness of application, application method, color of primer as well as the choice of topcoat finish



WHY CHOOSE US?



Our effective system & technology has proven to be highly appealing and functional in the interior industry. This effectiveness resulted in a one-of-a-kind interior highly sought after by clientele worldwide. Since 2018, MESG has generated a business model unmatched by other interior firms.

We understand the scarcity of skilled Metallic Epoxy installers, Quality Products as well as Management to operate Metallic Epoxy as a business. Therefore, we intend to share the knowledge and skillset we have perfected throughout the years with parties worldwide. Together, we can ride the upcoming waves of proven interest to deliver this latest technology of interior surfacing made to stay.

- Proven Metallic Epoxy Technology.
- Superior Metallic Epoxy System.
- Distinctive Business Model.



THE BENEFITS



The Benefits

When you join MESG as a franchise owner, you will receive outstanding support in many areas, that includes:

- 1) Business Management & Operations Support
- 2) Financial Management Support
- 3) Marketing Support
- 4) Installation Training Support
- 5) Installation Operational Support



MATTHEW

Business & Operations Director



KENRICK

Finance Director



JOEY

Art Director

BUSINESS MANAGEMENT & OPERATIONS SUPPORT



Business Management & Operations Support Includes;

1) CEO / Owner Level Training at Franchisee location (2 days)

- Company Direction
- Organizational Structure
- Company System Evaluation & Implementation
- Market Trends Analyzation

2) General Manager Level Training at Franchisee location (2 days)

- Forecasting
- Planning
- Scheduling
- Purchasing
- Quality assurance
- Distribution

FINANCIAL MANAGEMENT SUPPORT



Financial Management Support Includes;

1) Pricing of products & services

All franchisees will receive support in setting the price for their Metallic Epoxy products and services. Giving thorough and accurate estimates, deciding on selling terms, and choosing payment methods are essential factors in generating a profit on sales. Due to the varying market forces and price systems throughout the world, pricing might be the most complex.

We identify the factors that influence the effectiveness of the pricing strategy. We do this by assessing foreign and local market objectives, product-related costs, market demand, and competitiveness which are all essential components. Transportation, taxes and tariffs, sales commissions, insurance, and financing are all variables to consider.

2) Manage cash flow, profitability, credits, cost, and more.

Cash flow management support is guaranteed. This support is essential to get the highest return from the hard work of running your MESG franchise.

Our first aim is to ensure that your MESG franchise has a positive cash flow. We analyze and generate financial outlines that reflect fiscal viability, providing you with a clear and comprehensive picture of your franchise's overall wellbeing.

MARKETING SUPPORT



Marketing Support;

The Marketing Team at MESG comprises qualified professionals with years of experience designing and implementing innovative and successful marketing programs, especially for this industry.

The marketing strategy comprises all effective campaigns. This strategy includes local area marketing, promotions, and point-of-sale materials to influence customers to your business, increase sales, and enrich the Metallic Epoxy experience for every customer.

MESG recognizes the power of internet marketing. Over 100,000 individuals each month access our portfolio and content on all MESG online platforms, which gives them complete information and knowledge.

The marketing team at MESG is always striving to produce marketing materials to boost sales, promote the product line, and enhance our strong brand image. Our campaigns aim to provide clients with exciting visuals and information about how it can benefit them in various ways.

Our franchisees may focus on their passion - assuring the highest quality Metallic Epoxy Technologies and production - thanks to the utilization of these complete marketing techniques. On the other hand, MESG's marketing team focuses on the best ways to increase sales.

1) Our Successful Online Marketing Platforms mainly include, but are not limited to;

- Facebook
- Instagram
- Google
- Tik Tok
- Youtube

INSTALLATION TRAINING SUPPORT



Installation Training Support Includes;

1) Project Manager Level Training at Franchisee location (2 days)

- Main points to look out for
- How to address on-site issues
- Systems within our Metallic Epoxy System
- Handling customer expectations
- Post project service

2) Supervisor Level Training at Franchisee location (2 days)

- Main points to look out for
- How to address on-site issues
- Systems within our Metallic Epoxy System
- Installation procedures
- Do's & Don'ts during installation

3) Installer Level training at Franchisee location (3 days)

- Systems within our Metallic Epoxy System
- Installation procedures
- Do's & Don'ts during installation

4) Designer Training at Franchisee location (2 days)

- Basic to Advanced design techniques
- Installation procedures
- Do's & Don'ts during installation

5) All Present and Future Paid Training videos to be sent to the franchisee at no charge.

INSTALLATION OPERATIONAL SUPPORT



Installation Operational Support Includes;

1) Our project managers/designers will support the first chosen On-site project.

- The franchisee may request our experienced project managers or designers to head down to the site and supervise the installation for any initial first project.

2) Material/Equipment requirement list

- List of materials and equipment required for installations.

3) Schedule Planning

- Schedule installations to maximize efficiency.

4) Manpower Planning

- The workforce needed for different specific roles during installation

5) Standby support off-site for large scale projects (Hotline, Video call, Zoom)

- Franchisees may request us to be on standby to assist during installation for any large-scale projects. We will help via communication online off-site.

THE INVESTMENT



The initial required investments include:

1) Franchise Fee

- a) Single Unit Franchise: SGD\$25,000.00
- b) Master Franchise: SGD\$150,000.00

2) Initial Investment (**Estimated**)

- a) Single Unit Franchise: SGD\$25,000.00
- b) Master Franchise: SGD\$50,000.00

*Purpose of Showroom Set up, Legal fees, Equipments & Marketing.

*Note that Initial Investment may vary for Showroom Set up & Legal Fees.

3) Initial Inventory

- a) Single Unit Franchise: SGD\$125,600.00
- b) Master Franchise: SGD\$497,850.00

MESG offers no financing, and the franchisee must make full payment after signing the Franchise Agreement.

THE PROCESS OF BECOMING A FRANCHISEE



1 BASIC REQUIREMENT

- Citizen / Permanent Resident within the State / Region / Country.
- Able to apply as a registered business within the State / Region / Country.
- Able to manage the business full time and not operate another competing business
- Excellent credit rating to fulfill financial requirements
- No records of Bankruptcy, court proceedings, or criminal records of any kinds
- Sufficient Staffing requirements
- Ease with using E-technology and similar types of equipment
- Have sufficient industry knowledge
- Willing to put in hard work with franchisor's guidance
- Effectively embrace change in a fast-paced interior business environment

2 QUERIES

If you have any questions about our franchise or would like more information, don't hesitate to get in touch with us at

(+65) 8788 7076 / (+65) 6902 3188 or email us at franchise@metallicepoxy.sg

3 FRANCHISE APPLICATION/SUBMISSION

Please download the application form from our website at www.metallicepoxy.sg/franchise once you have completely understood all of the requirements for our review. We will notify you within two weeks if you have been selected to attend our exclusive Franchise Presentation for further information on our franchise business.

4 ASSESMENT

Once you are selected to attend the Franchise Presentation, we will continue to assess your suitability to become a MESG Franchisee. We will conduct this presentation through Personal Interviews.

5 REVIEW

Once you have been selected as a MESG Franchisee, we will provide you with a Letter of Intent via email.

6 SIGNING OF AGREEMENT

A personal meeting is requested. This meeting is considered the only way the franchise can be introduced to the complete Metallic Epoxy system, collection, and get instructions regarding the business operation and support.

You will be required to furnish the total payments of the franchise fee at this point.

7 TRAINING

MESG will provide you with a non-disclosure document to attend the Franchisee Training Program.

8 LAUNCHING YOUR FRANCHISE

Before completing your training program, you will be required to get your Business Plan approved. After the approval is complete, you will be awarded a certification letter.

SELECTION CRITERIA



Selection Criteria

The key selection criterion for a potential franchise is the franchisee's commitment to operating this as their primary business for the long term. The owners/managers personally inspect and approve each franchisee before making a final decision on whether or not to approve the franchise.



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