



MIGUELITO'S INTERNATIONAL CORPORATION
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MIGUELITO'S AFTER SALES SUPPORT SCHEME

1. WHAT IS THIS NEW MASS SCHEME ALL ABOUT?

Miguelitos After Sales Support defines the support segment that deals to enhance on-going operation of the store in all sides of the business, it may be Operational, Marketing, Technical, Sales, etc.

Year 2018 is quite a rock bottom for our business, a real test to our store that really affects our expansion. That is why MIC Management went down to a phase of creative execution and additional investment that would help franchisees increase their sales probability.

MIC would like to introduce our First Miguelitos Brand Ambassador, Mr. Piolo Pascual. The scheme pertains to mandatory additional marketing collaterals to be installed in all existing Miguelito's Ice Cream, Fried Ice Cream and Miguelito's Hyped Mangoes nationwide.

2. WHY PIOLO PASCUAL?

Mr. Piolo Pascual is the perfect representation of MIC Business. He has the looks, the influence and huge support group that could really help to market our brand from Philippines to International Market. In addition, he is an icon to Philippine Entertainment in television, big screen and other multimedia segment.

3. IS PIOLO PASCUAL IS AN EFFECTIVE BRAND AMBASSOR?

Based on our research, Mr. Piolo Pascual ranked 5th as celebrity brand ambassador in the Philippines Advertisement in line with Maine Mendoza, Kris Aquino, Sarah Geronimo and Vic Sotto. Lots of companies ventured out and trust him to be their brand ambassador. We are glad to inform you that all companies doubled their market throughout their campaign with Mr. Piolo Pascual.

4. WHEN WILL BE THIS NEW MASS SCHEME BE EFFECTIVE?

This will take effect immediately, for the time you will place your order. We will process it three (3) working days prior to your delivery schedule. If in case your orders were placed two (2) or one (1) day/s before, it will then be considered to next delivery schedule.

Kindly note that we are following certain schedule with regard to printing and procurement of these collaterals, that is the main reason why we need to implement such schedule. Thus, your cooperation will be of great help to make this a success.

5. WHAT ARE THE BENEFITS OF THIS CAMPAIGN? HOW DO YOU GUARANTEE INCREASE IN SALES WITH THIS SCHEME?

We are looking forward to double Market Sales Probability. As support, we will continue pursuing our Target Market through Social or Digital Segment and with this Marketing Campaign.

6. IS THIS MASS SCHEME MANDATORY TO ALL FRANCHISEES?

This is not mandatory. All franchisees who refuse to comply are required to send their Financial Statement (format or template will be sent by our Receiving Department) together with their refusal letter, so that their request will be subject for consideration of Management. However, Marketing Collateral Fee will be built out to Franchisees in relation to the mandatory placement of the following:

- Life size standees
- Table top menu
- Tarpaulin
- Promotional video and slideshows
- Others

However, these collaterals are owned by MIC Management and are subject for turn over or pull out by or until December 31, 2019 or until end of the Marketing Contract end.

7. WHAT ARE THE MARKETING COLLATERALS FOR THIS SCHEME? HOW MUCH WOULD IT COSTS?

LIFE SIZE STANDEES	-	Php 8,800.00
TABLE TOP MENU	-	Php 360.00
FLASH DRIVE WITH PROMOTIONAL VIDEOS	-	Php 500.00
TWO (2) PCS. X-TAND TARPAULIN	-	Php 2,080.00
LED TV 24 INCHES	-	Php 10,000.00

8. WHAT SHOULD BE THE MODE OF PAYMENT?

It should be deposited to MIC Account. We also accept Post Dated Checks (PDC). Please see details below:

BDO Account

Account Name: Miguelito's International Corporation
Account Number: 731-001-7037

Post Dated Checks

Payee: Miguelito's International Corporation

9. WHERE SHOULD I PLACE MY ORDERS FOR MARKETING COLLATERALS?

Orders must be placed through our Receiving Department. You can order these collaterals along with your stocks so that we can deliver your orders at the same time. Standard delivery procedure shall be observed.

10. I CAN'T AFFORD THE MONTHLY MASS FEE, WHAT SHOULD I DO?

MIC shouldered necessary fees as support to the franchisees nationwide and provide opportunity for a wide sales. Franchisees need to pay Marketing Collaterals only as additional promotional in your store.

MASS Fee is required as support fund for the monthly Marketing expenses all throughout this campaign period such as Facebook Boosting and other Digital Forms.

11. MY CONTRACT WILL END NEXT MONTH/WEEK/QUARTER, AM I REQUIRED?

This will be great news to you. As full support and consideration to this campaign, we are going to extend your contract with us. Just submit request letter for extension so that we have formal documentation and to officially include your store to this Marketing Campaign.

12. WHAT IF WE ARE THE ONE WHO WILL PRINT THESE COLLATERALS?

We regret to inform you, but outside printing is not applicable. We are being keen and detailed when it comes to these collaterals as we are protecting the company and the celebrity Ambassador's image. Printings and these collaterals are subject for superior inspection by MIC BDG and Marketing Team and Mr. Piolo Pascual's Digital Managers approval.

13. I DON'T WANT THIS SCHEME AT ALL, WHAT WILL YOU DO?

As our Franchisees, you are required to follow new standard of the company, in relevance to the prior memorandum we sent. This scheme is for your business sake, to help increase your daily sales and for future business expansion.

14. I HAVE THREE BRANCHES? HOW MUCH SHOULD I PAY? INDIVIDUALLY BILLED OR ONE PAYMENT ONLY?

Franchisees are required to pay individually or per branch as we are counting the Marketing Collaterals distributed in all branches. The same mode of payment will be considered and **ONE BRANCH ONE PAYMENT POLICY** will be applied.