







MR MIKES

Franchise units in Canada: 24 Corporate units in Canada: 3

Franchise fee: \$50K

Investment required: \$900K-\$1.5M Start-up Capital required: \$450K-\$600K

Training: Minimum 8 weeks

Available territories: AB, BC, MB, ON, SK

In business since: 1960 Franchising since: 2003 CFA member since: 1997

Founded by two brothers on Granville Street in 1960s Vancouver, MR MIKES started off by growing its affordable steak restaurant concept across Western Canada. After acquiring the franchise in 2010, new owners are working to build on that brand, with an aggressive growth plan that has already seen the franchise expand from 18 to 27 locations in towns from Red Deer, Alberta to Dauphin, Manitoba. With plans to expand to over 60 restaurants, the franchise is also exploring locations in Ontario.

Robin Chakrabarti, one of the franchise's three new owner/operators, says the franchise will focus on the same casual steakhouse feel that made the original franchise popular. "We appeal to a broad guest base and definitely focus again on that casual experience of a 'come as you are', unpretentious steak house with an exceptional

food offering. You could be in your work boots, jeans and a baseball hat and enjoy a cold beer and great steak, or you can come on a date, a business meeting, or with your family. We appeal to a broad range of Canadians," says Chakrabarti.

In terms of franchisees, Chakrabarti says MR MIKES searches for an entrepreneurial attitude and prefers restaurant experience, but takes the entire person into account. "We take time to learn the whole story, because we want a lifelong relationship, technical knowledge is obviously helpful but is not a deal breaker for us. Values and ethical alignment are the only deal breakers," he says. Training for the franchise includes classroom training at head office, then in-field training of 30 or more days in a restaurant and four to six weeks of support at launch.

In the foyer of each restaurant the town's name is prominently displayed alongside a Canadian flag, but the community involvement goes deeper; there are initiatives like BBQs for charity, and promotions such as the 'Deeds Well Done' contest that asks customers to nominate people who have contributed to their community, whether it be volunteering at a soup kitchen or organizing hospital visits. The franchise promotes these nominations on social media, then donates \$1000 to charities of choice for the 10 winners, and, of course, treats them to a MR MIKES Steakhouse Casual dinner on the house.