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April 2002

## Maui Wowi has smooth offer

By Wendy Webb

**M**ark Davie is a tired but happy man. His Maui Wowi smoothie kiosk located at the Excel Energy Centre arena in St. Paul just did \$10,000 worth of business in one day during a high-school hockey tournament. That's a lot of smoothies. And it's a pretty good return on investment for one day's work, considering it didn't cost much more than that to buy the franchise in the first place.

With kiosks that run just \$17,500 apiece and a franchisee fee of \$25,000, Maui Wowi Hawaiian Blends franchisees can be up and running in three locations for less than what it would cost to build just one of the company's store-based competitors.

Maui Wowi sells fruit smoothies, coffee drinks and other fun, impulse beverages out of a grass-hut kiosk in malls, entertainment centers, airports, arenas and other "captive-audience" venues, explains Maui Wowi president Michael Haith.

"One of the nice things about this business is our franchisees get a high return on investment right away," he says. "Each of our locations nets between \$30,000 and \$70,000 its first year."

Davie knows a little bit about that. He has two Maui Wowi kiosks, purchased just six months ago. He was looking for a business opportunity that would generate enough income for his wife to stay home with their young child. The only problem, says Davie, was he didn't have much money to start a business.

"That's why Maui Wowi initially appealed to me," he says. "I talked with people at FranChoice (an organization that pairs potential franchisees with the

right business), and I talked with franchise owners at Maui Wowi. The price, the people involved, it all seemed to be really positive."


Haith likes to hear that. "It all comes down to whether our business is right for you," he says. "It's about quality of life here. We're not a McDonald's. We're focused on fun."

He's looking for franchisees who see the strength of multiple units in several locations. He's interested in people who want to build a large business selling smoothies and cappuccino drinks.

Maui Wowi offers three business models to potential franchisees. The Investment Model was created as an executive opportunity for a high return of investment without working in the day-to-day operations of the business. Multiple locations allow for a management-run business. Cost is \$75,000-\$200,000 for up to 10 locations.

The Business-Builder Model is designed for people who want to become business owners with low-risk, low investment and the ability to grow their business through cash flow. Cost is \$50,000 to \$75,000 for up to three units.

The Freedom Model was designed to allow the flexibility to work when and where franchisees want, part-time or full-time. It also gives franchisees the flexibility to spend time with family, work their own hours, and take control of their life, Haith says. Cost is \$50,000-\$75,000 for up to three units.

"We have more opportunities than franchise owners to take advantage of them right now," says Haith, noting that he's looking to see an additional 150 to 200 locations open this year alone. 



Maui Wowi president Michael Haith surrounds himself with the fruits of his labor.

### Maui Wowi Hawaiian Blends

**Total investment:** \$77,500 for three locations, including a \$25,000 franchise fee and \$17,500 per kiosk

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