



# Direct marketing is vital to our business growth.

Join Team Mariposa as a marketing specialist  
and representative.



# Earn a portion of our daily profits.

Mariposa's Direct Marketing component is the national team of associate partners that market products and services directly to both potential customers and existing clients who are members of Mariposa's Valued Members through a master franchise system. Such Associate Partners serve to promote, enable and fortify the direct marketing and distribution network while also assisting the many business units and subsidiaries with their daily operations.



# Our Support Structure



**Leslie Boatwright**

Executive Director of Team Mariposa Marketing Strategies.



**Nicholas Newark**

Executive Director of Team Mariposa Marketing Network.



**Kin Gyun**

Executive Director of Team Mariposa Marketing Philosophy and Strategic Planning.





# Our Training Program.

- 4 to 6 weeks of training for sales capabilities.
- 1 to 2 weeks of promotional capabilities.
- 2 to 3 weeks of network creation capabilities.
- 2 to 3 weeks of learning the master franchise system.
- 3 to 4 weeks of franchise business preparation and start-up process.



# Let's begin.

Become a professional marketing associate and form a partnership within a master franchise system.

[opportunity@mariposacanada.ca](mailto:opportunity@mariposacanada.ca)





**When you become a Marketing Associate Partner of Team Mariposa, you own more than a great franchise – you *Define Your Own Opportunity*.**

The company's leadership has created its Own A Portion of Mariposa's Daily Profits initiative, focused on increasing contained and satisfied clients, to create marketing networks for everyone who wants to grow with the Mariposa Master Franchise System. To support associate partners, Mariposa has:

- Developed more competitive liquidity and net worth requirements for all new franchise applicants.
- Enable entrepreneurs to expand prosperous opportunities for all.
- Created business management advisory and development resources to help enable growth for associate partners.
- Introduced new innovative training program, which can help enable success in the Mariposa Master Franchise System with a lower initial financial commitment.
- We believe the Mariposa brand truly thrives when our Master franchised System reflects the principles and philosophies of Team Mariposa. This is why we're committed to paving a path for all entrepreneurs who want to join Mariposa's family-centric working environment and daily business operations as franchise owners/operators.

# Master Franchising.

## Franchising with Mariposa

It's an exciting time to join and grow with Mariposa across Canada and around the world. When you become a Mariposa Associate Partner, you own more than a great franchise business – you Define Your Own Opportunity, with a path to prosper and the prospect to lead.

With approximately 7,000 franchise opportunities currently available, we're actively looking for new and diverse franchisees to join our direct marketing and distribution component of Team Mariposa.







# Ongoing available support.

## **Daily Business Operations**

Associate Partners receive ongoing direct support from Mariposa's skilled marketers and promoters at the daily operational level. Associate Partners receive consistent training on product and service knowledge, and training to achieve superior sales capabilities while maintaining decent to high profit margins.

## **Training**

Initial and ongoing training programs that focus on what is needed to provide Mariposa's "A Cut Above" total customer experience as well as providing management training on various business skills.

## Marketing

We engage in multiple national media platforms throughout the year combined with local marketing training programs to provide a balanced marketing strategy that supports your franchise business needs.

## Business Development

The Business Development team provides varying levels of coaching to 'hands-on' support options from our skilled team of experts. This support can help with marketing platforms and materials, and initial and ongoing business development services. We have a variety of business development programs for franchisees to select from and to support their growth and overall success.







# Our expansion.

Be a part of the many benefits as the company expand its operations throughout Canada and the United States.

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