



Empowering a Sustainable Future

# UniverCell

A Cleantech Visionary.

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## Franchise Brochure



## Introduction to UniverCell Canada

UniverCell has grown exponentially into a leading name with over 15 locations across Canada. We specialize in the Repair, Resale, Refurbishing & Rental of a comprehensive range of electronics, from phones and tablets to iPads, Macs, and popular gaming consoles like Xbox, PlayStation, and Nintendo.

We extend the life of the device to reduce carbon emissions. Our mission is built on three core principles:

- 01 **Transparency** – No Surprises, Price Upfront – First company in North America that provides transparent pricing.
- 02 **Professionalism** – Resolve troubleshooting and diagnostic issues swiftly with cutting-edge technology, guaranteeing prompt delivery and top-notch quality every time.
- 03 **Dependability** – Personalized warranty options designed to perfectly fit customers' needs.



## Franchise Opportunity

### 01 Affordable Investment

- Franchise Registration Cost \$30K plus the cost of construction
- A cost-effective and highly accessible opportunity for investors.

### 02 Growing Market Demand

- The mobile repair and sales market is rapidly expanding in Canada and globally.
- The global repair market is projected to grow from \$129 billion (2023) to \$238 billion (2033) (6.3% CAGR)

### 03 Strong Canadian Market Performance

- Canada's repair and maintenance sector generated \$34.3 billion in 2021, up 8.2% from 2020.
- Non-automotive repair group (including electronics): Revenue surged 9.5%, reaching \$12.7 billion.

### 04 Sustainability Trends

- Repair services are seen as eco-friendly alternatives to buying new devices
- Consumers are choosing sustainable practices, driving repair market growth.
- Growing opportunities for businesses focusing on quality and efficiency of services.



## Services and Products

**Refurbishment:** Reconditioning devices to extend their lifecycle, restoring them to high standards for resale.

**Repair Services:** Offering high-quality repair services for various electronic devices, ensuring genuine parts and expert technicians for reliable fixes.

**Sustainable Mission:** "Use More, Waste Less" – our core philosophy driving all services to minimize electronic waste.

**Cleantech Focus:**  
A company committed to the circular economy, promoting sustainable practices in electronics sales, repair, and reuse.








**Certified Resale:** Selling a range of new and certified pre-owned smartphones from top brands, including Apple, Samsung, and Google.

**Device Rentals:** Providing rental options for customers needing short-term device solutions. **(Coming Soon)**

**DevicePurchase:**  
Buying pre-owned devices from customers, contributing to the circular economy by repurposing electronics.



## Support and Training

-  **Training:** Comprehensive training programs to equip franchisees with the skills and knowledge for successful operations.
-  **Marketing:** Tailored marketing support to help franchisees attract and retain customers effectively.
-  **Operations:** Streamlined operational guidelines and processes to ensure smooth daily management of each franchise.
-  **Development:** Continuous business development resources to drive growth and improve performance.
-  **Store Design:** Expert guidance on store layout and design to create an appealing and functional retail environment.
-  **Technology:** Access to technology (CRM, Diagnostic Software, Repair Management Tool) to optimize business operations and customer service.
-  **Customer Support:** Ongoing customer support to resolve issues quickly and enhance customer satisfaction.





## Financial Overview

Our Service Segments:

### Average Store Performance

01

#### Repair Services

- a) 1000+ repairs annually
- b) \$150 average ticket value per repair

02

#### Device Sales

- a) 1000+ devices sold annually
- b) \$400 average ticket value per sale

03

#### Accessory Sales

- a) 2000+ accessory sales annually
- b) \$50 average ticket value per sale



## Hear from Our Partners

“

The rising demand for mobile repairs and sales has been incredible. Partnering with UniverCell provided me with the tools and support to capitalize on this booming market with ease.

**Mohammed Fasi**

Franchise Partner, Danforth - Toronto.

“

UniverCell's sustainable approach to repairs resonates with modern customers. It's more than just a business—it's about making a real impact!

**Imran Arshad**

Franchise Partner, Longueuil - Quebec.



## Established Brand & Marketing Support



- **Apple Independent Repair Provider**  
As a certified Apple Independent Repair Provider, we offer trusted, high-quality repairs with genuine Apple parts, setting our brand apart in the industry.
- **Outstanding Customer Ratings**  
All stores maintain an impressive average Google rating of **4.9 stars**, with most locations boasting **500+ reviews** from satisfied customers.
- **Top Google Search Presence**  
Each store ranks within the top five search results in its area, ensuring high visibility and strong local recognition.
- **Robust Customer Support**  
Our dedicated customer support team ensures quick, effective responses to customer needs, enhancing satisfaction and loyalty.
- **Consistent Marketing Assistance**  
Franchisees receive ongoing marketing support, including digital strategies, local promotions, and seasonal campaigns to drive engagement and growth.

CTIA – Wise Certification (Coming Soon)

R2v3 Certification (Coming Soon)

Samsung Independent Service provider (Coming Soon)



## Application Process:



### Get more information online

Access additional information by filling out our online form. The UniverCell Canada Management Team is always available to answer any questions you may have.



### Connect with us

When you're ready to take the next step, we'll ask you to share a bit more information about yourself. We'll also go through an evaluation to ensure we're a great fit for each other.



### Examine the details

This is your opportunity to dive deeper into the specifics of our franchise opportunity and ask more questions about our proven systems. Once you're up to date with everything, you'll meet with our executive team to learn more about UniverCell Canada's mission and vision, and review some final documents



### UniverCell Canada awards you the Franchise

This is it! We're thrilled to have you on board. Get ready to sign your franchise agreement and become part of UniverCell Canada's family!



### Store Setup

After signing, our team will support you through the store setup process. We'll provide guidance on everything from layout and equipment to branding, so you can open your store with confidence.

Scan to Apply Now



**START YOUR**  
FRANCHISE  
UniverCell  
JOURNEY!



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