



convenience,
redefined.

Convenience, Innovation and Elevated Service

Our Vision

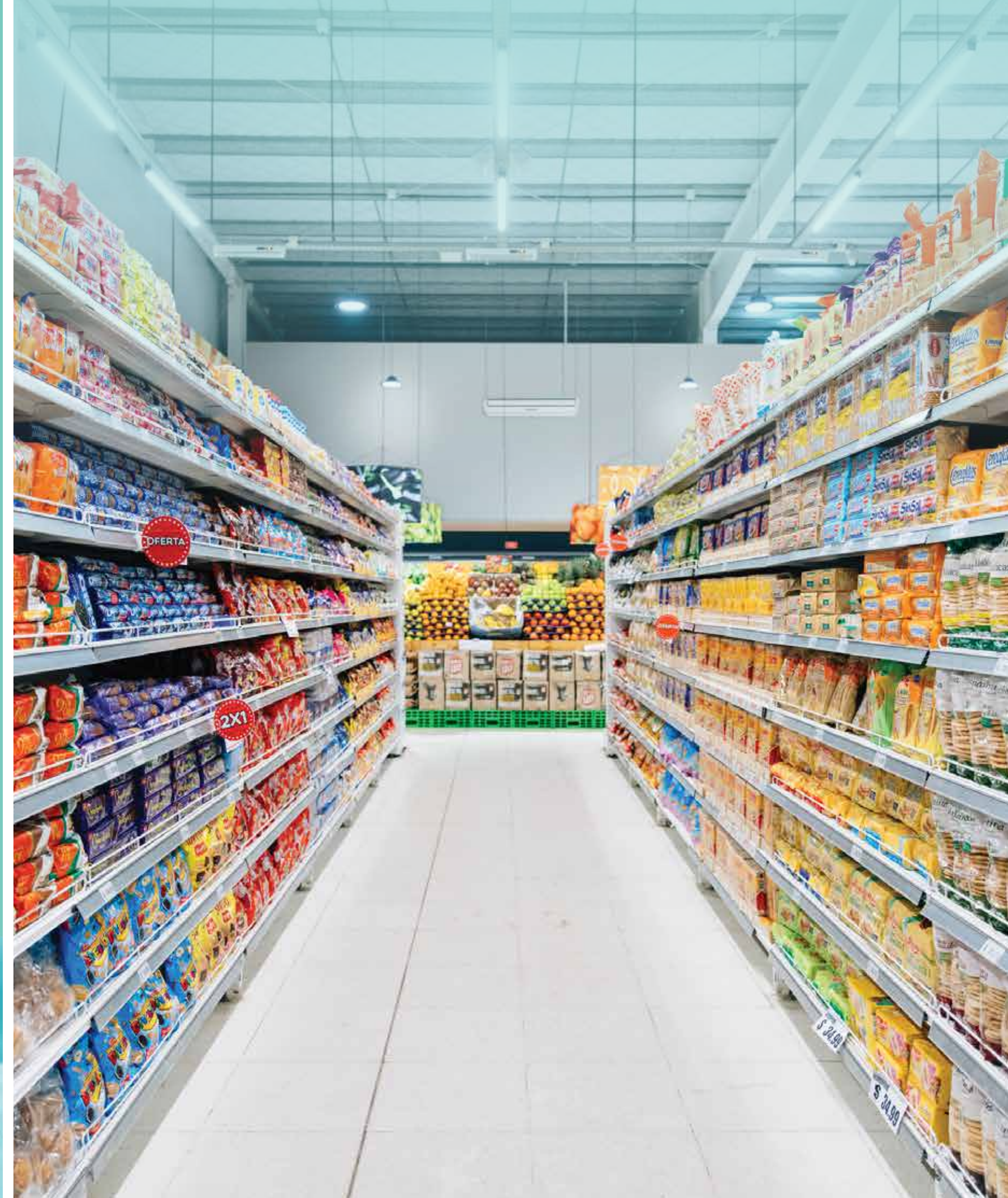
At Infinity Mart, our vision is to simplify everyday life for both` our franchise partners and the customers they serve—while creating a positive impact on the economy and local communities.

We aim to build a strong network of 100+ locations within the next 5 years, becoming a leader in the convenience retail industry. Our focus is on providing the most accessible, efficient, and easy-to-navigate solutions for everyday needs—from location selection to product offerings and customer service.

We are dedicated to:

- Supporting economic growth by creating jobs and business opportunities across Canada
- Empowering entrepreneurs with the lowest possible investment requirements, helping them build a successful business
- Making franchisees and customers our top priority, ensuring they are heard, supported, and set up for long-term success

Together, we are shaping a brand that drives value, builds community, and creates opportunities for everyone involved.





Our Unique Proposition

At Infinity Mart, we go beyond the basics. We not only meet essential daily needs, but also offer healthier snack options, unique products, and curated services that aren't commonly found in other convenience stores. This forward-thinking approach positions us as a modern, customer-focused retail space designed for today's lifestyles.

What truly sets us apart:

- We're not just a store—we're a hub for the community, providing convenience, value, and essential services all in one place.
- We are committed to adding value to every community we serve—by creating jobs, supporting local economies, and delivering accessible products and services that matter.
- We deeply value the trust and reliability our franchisees and customers place in our brand, and we work hard every day to earn it.
- We keep investment requirements and overhead costs low, which means more money stays in our franchisees' pockets, helping them maximize profitability and longterm success.

At Infinity Mart, we are driven by one mission: to empower franchisees, serve customers, and strengthen the communities we're part of.



Our Appearance



Franchise Partner Requirements

Financial Requirements

- Minimum net worth of **\$350,000**
- Minimum liquid capital of **\$100,000**

Experience & Skills

- Previous business experience is an asset—but we provide training to develop a business mindset
- Ability to deliver exceptional customer service
- Strong leadership skills to recruit, train, and manage a team

Other Requirements

- Good credit history
- Clear background check
- Willingness to be fully engaged in day-to-day operations
- A positive, friendly, and customer-focused attitude



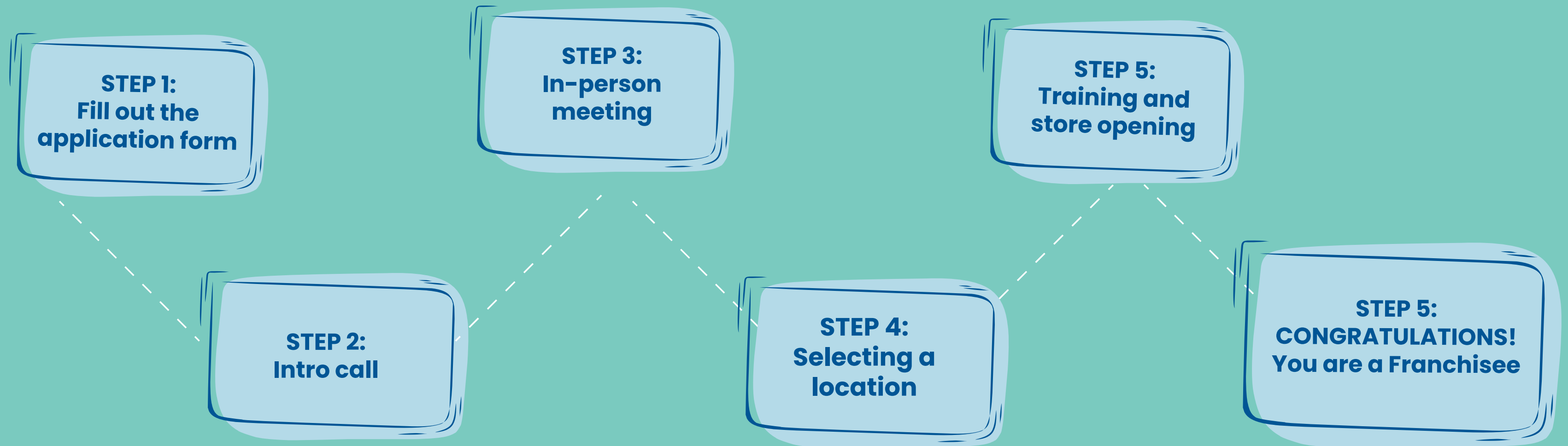
Franchise Fee & Investment Breakdown

Category	Investment Range
Franchise Fee	\$30,000
Lease Hold Improvement	\$50,000 - \$150,000
Fixtures and Equipment	\$50,000 - \$150,000
Signage	\$5,000 - \$15,000
Royalties	\$500 - \$2,000 Flat Fee (depending on location) + 5% of retail sales (excluding lottery and tobacco)
Training Fee	\$2,500
Grand Opening Package	\$5,000
Inventory	\$50,000 - \$150,000

Notes:

- Applicable taxes are additional
- POS and security system costs will be additional
- The amounts listed above are estimates; final costs may vary and will be discussed when a specific location is identified.

Steps to become a Franchisee



Real Estate Expansion

We are actively expanding in the following categories of real estate:

- Hospitals
- University/Colleges
- Office Towers
- Residential Towers
- Transit Stations
- Airports
- Urban locations
- Suburban locations
- Malls
- Strip Plaza



Finding the Right Fit: Our Approach to Site Selection

At Infinity Mart, we are committed to ensuring every location is set up for success. We carefully evaluate each potential site using a proven, data-driven approach that protects our franchisees and maximizes long-term potential.

Our site selection process includes:

Demographic Research:

Population density, income levels, and age groups in the area

Foot Traffic Analysis:

Measuring customer flow and peak times for optimal exposure

Competition Assessment:

Understanding market saturation and identifying gaps

Income & Age Profiling:

Targeting the right customer base to match our product mix

Market Rent Analysis:

Ensuring rents align with profitability goals and long-term viability

Franchise Term:

Initial term of 5 years, plus a 5-year renewal option.

At Infinity Mart, we put franchisee success first—recommending and finalizing only premium locations that are aligned with strong market potential, healthy margins, and sustainable growth.

We don't just open stores; we build for the future, together.

Market Opportunity and Industry Trends

A Thriving Sector with Robust Growth

- **Global Market Expansion:** The global convenience store market is projected to grow from \$1.14 trillion in 2024 to \$1.27 trillion in 2025, marking a CAGR of 11.2%. This growth is fueled by changing consumer lifestyles, urbanization, and the demand for quick and accessible shopping experiences. The Business Research Company
- **Canadian Retail Surge:** In early 2025, Canadian retail sales experienced a significant boost, driven by factors such as stimulus cheques and tax breaks, indicating a resilient and dynamic retail environment. Retail Insider

Key Industry Trends Shaping the Future

- **Health & Wellness Focus:** Consumers are increasingly seeking healthier, protein-rich snacks and fresh food options, prompting convenience stores to diversify their product offerings to meet this demand.
- **Technological Advancements:** The integration of technologies like AI, cashier less checkouts, and personalized loyalty programs is enhancing customer experiences and operational efficiency in convenience stores where needed.

- **Sustainable Practices:** With the rise of electric vehicles, convenience stores are adapting by installing EV charging stations, aligning with environmental initiatives and attracting eco-conscious consumers where available.
- **Community Engagement:** There's a growing emphasis on local partnerships and community involvement, with stores supporting local producers and participating in neighborhood events to strengthen community ties.

Infinity Mart's Strategic Positioning

Infinity Mart is poised to capitalize on these trends by offering a modern retail experience that prioritizes health-conscious products, embraces technological innovations, and fosters community relationships. Our commitment to adaptability and customer-centric approaches positions us as a forward-thinking leader in the evolving convenience store landscape.

Our Branding



Contact Us

For More Information and to Start Building Your Future

We're here to help you take the next step toward owning your own Infinity Mart franchise. Reach out to our team today — your journey to success starts now.

Franchising Inquiries

- franchising@infinitymart.ca
- Real Estate & Site Opportunities
- realestate@infinitymart.ca

Let's build a stronger
community, together

