



**WARA SUSHI<sup>+</sup>**

# FRANCHISE INFORMATION KIT

**JOIN THE FAMILY**

## WELCOME TO WARA SUSHI

Owning your own Wara Sushi is a big decision for you and for us.

We are not your average sushi business, we are better and so must our Franchisees be. We are a family owned business based in Brisbane, Australia and since 2014 have quickly evolved from 1 outlet to 12 in Queensland in just 7 years.

We are now expanding across the Australian Eastern seaboard by selecting only the very best franchisees and sites.

***“If you believe you have the qualities to own and operate your own Wara Sushi we would welcome your application and look forward to the possibility of working with you in the future.”***

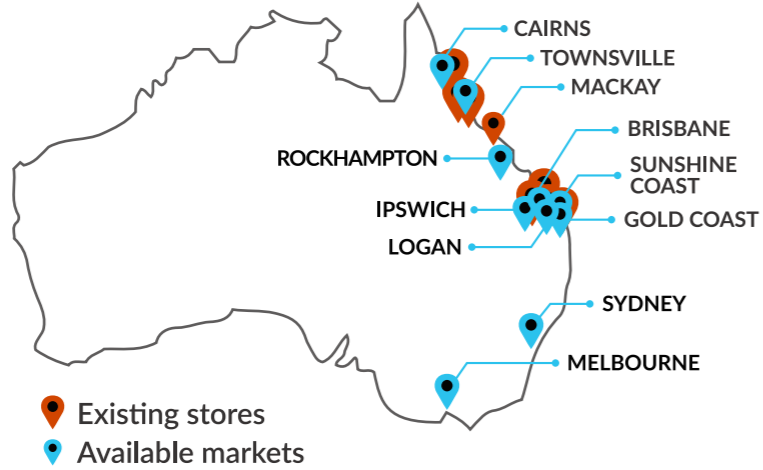
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# WARA SUSHI AT A GLANCE

STORE GROWTH



## KEY DRIVERS OF GROWTH

- A proven business model
- Marketing and constant brand presence
- Constant ongoing store operational support
- Proven business systems and operational processes
- A well established and experienced support office
- Training program

## OUR HISTORY

JAN 2014



**HOLMVIEW STORE**

TAKEAWAY  
CORPORATE STORE

FEB 2015



**MEADOWBROOK STORE**

CONVEYOR SUSHI  
FRANCHISE STORE

NOV 2015



**IDALIA STORE**

CONVEYOR SUSHI  
CORPORATE STORE

MID 2016



**CORNUBIA STORE**

TAKEAWAY  
FAMILY STORE

MAR 2017



**BEENLEIGH STORE**

TAKEAWAY  
FAMILY STORE

AUG 2017



**WILLOWS STORE**

CONVEYOR SUSHI  
CORPORATE STORE

APR 2018



**CAIRNS STORE**

CONVEYOR SUSHI  
FRANCHISE STORE

APR 2019



**STOCKLAND STORE**

CONVEYOR SUSHI  
CORPORATE STORE

SEP 2019



**GASWORKS STORE**

CONVEYOR SUSHI  
CORPORATE STORE

FEB 2020



**MACKAY STORE**

CONVEYOR SUSHI  
FRANCHISE STORE

SEP 2020



**WEST END STORE**

CONVEYOR SUSHI  
CORPORATE STORE

OCT 2020



**CHERMSTIDE STORE**

CONVEYOR SUSHI  
FRANCHISE STORE



# INVESTMENT



## WHAT'S THE DEAL?

Depending on the size and location of your Wara Sushi restaurant, starting cost range from \$500,000 to \$750,000 + GST  
 However, our leasing team will help you receive fit out contribution from the landlord to greatly reduce your total investment.



### This includes

- A fully operational turnkey business
- Fit-out and restaurant design
- All equipment and small ware
- Supply chain and vendor management
- National and local Marketing support
- Business support and proven operating procedures
- Server and tablet installation and training

### Options

- 3 months operation training
  - Financial
  - Staff training
- Fully engaged in running your business well



### Ongoing costs

Ongoing costs ensure the provision of continued operational support, innovation and marketing of the Wara Sushi Brand

- 9% franchising fee (Direct Debit > 8%)
- Tablet software operating fee
- also recommended working capital of \$30,000 - \$50,000



### Franchise agreement

Wara Sushi Franchise Agreement is granted for a term of 5-7 years, with additional options available.

### Leasing

The location of your Wara Sushi Restaurant is crucial to its success. Our development specialist identifies, assesses and selects only the highest profile locations.





## JOIN THE FAMILY



**YOU COULD BE RUNNING YOUR OWN WARA SUSHI FRANCHISE WITHIN 12 - 20 WEEKS.**

Contact Us For More Information

07 3445 5980



## FAQ

### Once I enquire about buying an Wara Sushi, what is the timeframe from start to open?

We estimate that it would take approximately 6 months from date of leaving a deposit to opening for trade. However, this will vary greatly depending on the availability of the site at the time.

### Is the franchise business seasonal?

We expect that the sales will remain constant through out the year. Cold food will sell more during summer and hot food will sell more during winter. Sales could be seasonal in popular tourist locations due to seasonal fluctuation in population.

### On what basis do you choose your franchisee - how selective are you?

We look for franchisees with the right business minds that are in line with the current success of the business. We thrive for quality and pride ourselves with providing best customer service.

### Do you provide instruction and operation manuals?

Yes. However, we require franchisees be involved in the training processes so they rarely need to refer to manuals.

### Is investing in a franchise risk-free?

Definitely not. We have reasons to believe that a suitable franchisee with our support be very successful. However, you should make your own assessments to determine whether our franchise system is right for you.

### Do I need prior experience in the retail Sushi business?

You don't necessarily need to have a experience in food. But we require an approved sushi chef be employed by the franchisee. We can help you find an appropriate sushi chef.

### What is the investment required to open a franchise with Wara Sushi?

Total cost would be around \$500K to \$750K depending on the size of the tenancy. Our leasing team will help you receive fit out contribution from the landlord to greatly reduce your total investment.

### What will be my Return on Investment?

This will vary greatly on how you perform. Please get in touch with us to discuss in more detail.



Unit 1 / 24-26 Ellerslie Rd,  
Meadowbrook QLD 4131

07 3445 5980



warasushi.official



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[www.warasushi.com.au](http://www.warasushi.com.au)