



WARA SUSHI⁺

FRANCHISE INFORMATION KIT

JOIN THE FAMILY

www.warasushi.com.au

WELCOME TO WARA SUSHI

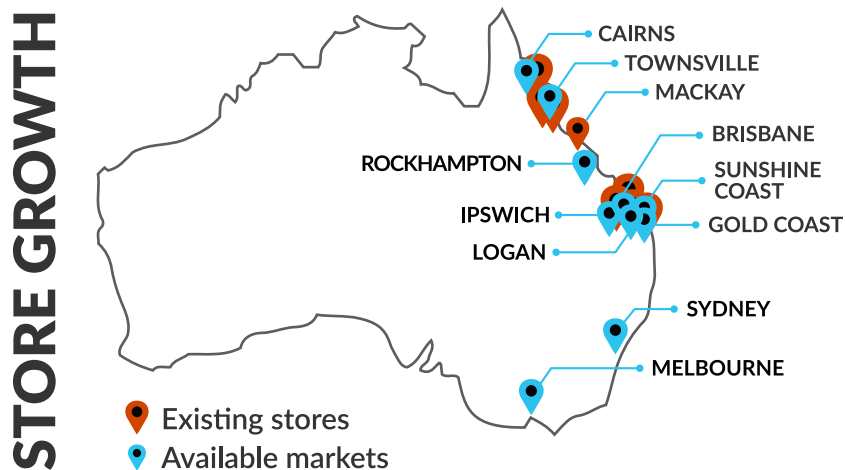
Owning your own Wara Sushi is a big decision for you and for us.

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 19 in Queensland in just 8 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.”

WARA SUSHI AT A GLANCE



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



CHERMSIDE STORE

CONVEYOR SUSHI
FRANCHISE STORE

MAR 2021



MACARTHUR STORE

**KIOSK
CORPORATE STORE**

SEP 2021



BANNOCKBURN STORE

**TAKEAWAY
FAMILY STORE**

JAN 2022



SUNSHINE PLAZA STORE

**CONVEYOR SUSHI
CORPORATE STORE**

MID 2022



CASTLETOWN STORE

**CONVEYOR SUSHI
CORPORATE STORE**

MID 2022



MOUNT PLEASANT STORE

**CONVEYOR SUSHI
FRANCHISE STORE**

MID 2022



STOCKLAND STORE

**KIOSK
FRANCHISE STORE**

MID 2022



CHATSWOOD STORE

**CONVEYOR SUSHI
FAMILY 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

1 **SHOW YOUR INTEREST**
Call us for an informal no obligation chat. Contact **Sophia** direct to **0404 509 256** or email **sophia@waraushi.com.au**

2 **SUBMIT AN APPLICATION**
Complete an application form and submit. Your application will be reviewed and assessed by our franchise selection team.

3 **FIND OUT MORE**
Once we receive your application, we will send you a copy of our franchise disclosure kit. This will provide you more details of Wara Sushi.

4 **INVESTIGATE FINANCE**
Now is a great time to consider how you will fund your new business venture.

5 **MEET US**
This meeting will provide an opportunity for us to get to know one another and discuss future plans and opportunities.

6 **REVIEW**
This is the time for you to undertake your own due diligence. Seek legal, business & accounting advice, speak to existing Franchise Partners.

7 **COMMIT & OFFER**
Now that we know each other better we can start to move forward. If we like you and you like us, we will send you a conditional approval letter.

8 **SIGN UP**
We have found you a site. Now is the time to formalise the arrangement. We will instruct our lawyers to draw up your Franchise Agreement.

9 **LEARN THE ROPES**
Your training will take 4 weeks in total. You will be spent at one of our company stores where you will be coached in all operational aspects.

10 **BUILD YOUR STORE**
Whilst you are learning about your new business, our building team will be planning, designing and building your store. Welcome to 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.





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warasushi.official



warasushi

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