



FRANCHISE PROSPECTUS

目論見書



WELCOME TO SUSHI & BENTO HOUSE FRANCHISE FAMILY

This is an exciting time for the SUSHI & BENTO HOUSE brand, and we are poised for significant expansion. We're confident that you will want to be a part of this journey with us.

Franchise territories are being acquired at a pace that exceeds our initial projections, indicating that our approach is yielding positive results.

The growing public inclination towards healthier, non-red meat options is sweeping across the nation. Innovative brands dedicated to high-quality ingredients are poised to take the lead. You me sushi is thriving, and with the ideal franchise partners, it is set to dominate the market in every town across the UK.

70%

Gross Profit
Margins

£60k-£120k

Start Up
Cost



Full
Training
Provided

COMPANY HISTORY

Mastering the Art of Sushi with Unmatched
Passion and Precision.

Sushi & Bento House is an emerging Japanese restaurant chain that has experienced significant growth and profitability in a relatively short time frame. Established in December 2018, the company has successfully cultivated a loyal customer base through its commitment to offering high-quality, fresh cuisine. Currently, Sushi & Bento House operates three branches, including two franchises, and oversees three virtual brands utilizing eight dark kitchens. The organization has set a strategic goal to open three additional locations and to enhance its franchise presence throughout the UK by the end of 2025.

Acknowledging the growing popularity of sushi in the restaurant and fast food industries, we plan to implement a well-rounded strategy for our operations. Besides catering to guests who wish to dine in, we will also create an online platform for customers to place delivery orders. Our delivery service will extend within an 8-mile radius from our location, ensuring that our delicious offerings are easily accessible to customers at their desired locations.

As a SUSHI & BENTO HOUSE franchisee, you will benefit from our beautiful branding, great reputation and over 7 years of know how and perfected systems and procedures.

We are pleased to share that we have established sushi restaurants and takeaways throughout Greater London. Additionally, we have exciting plans for more locations in East Essex and North West London..

FACTS ABOUT US

**EST.
2018**

**5 STORES &
COUNTING**

**VEGAN / HALAL
FRIENDLY**



Key Highlights of the Sushi Industry

SUSHI IS NOW THE 4TH LARGEST FOOD-TO-GO PRODUCT IN THE UK

Sushi ranks as the fourth largest product in the "food-to-go" market, while sandwiches hold the top position.

With an increasing focus on health and wellness, sushi has gained significant popularity in the UK, now ranking alongside traditional cuisines such as Spanish food. This shift reflects a broader trend towards healthier eating habits among the British population.

As the popularity of plant-based eating and veganism continues to grow, sushi presents an ideal option for this expanding demographic. We are proud to offer a diverse selection of delicious vegetable toppings as alternatives to traditional fish.



WHAT MAKES SUSHI & BENTO HOUSE BETTER

⌘ We pride ourselves on having our own delivery app and a dedicated team of drivers who guarantee that our products arrive in impeccable condition every time. This strategy not only enhances our profit margins but also reduces our reliance on third-party aggregators, setting us apart from our competitors.

⌘ We make orders fresh on demand in store. Not in a central kitchen.

⌘ Our food range is second to none. With fabulous cold and hot food available to customers.

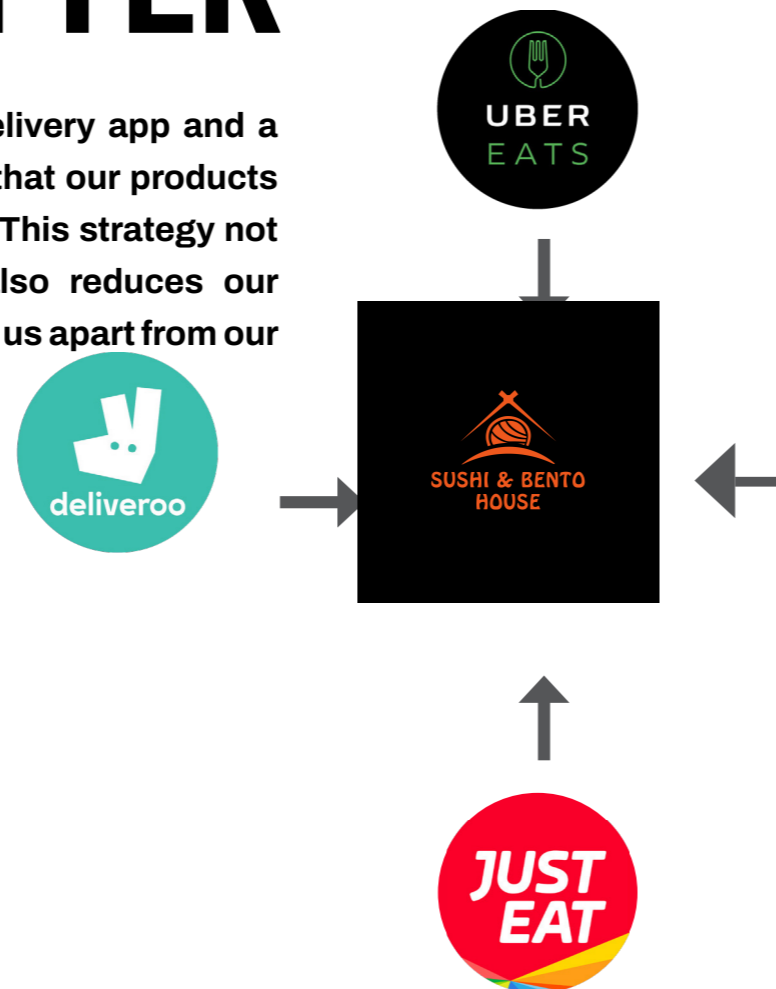
⌘ You can offer your customers:

Eat-in

Take Away

Home

Delivery



In addition to third party delivery partners

- We have our very own delivery app and drivers who ensure our products are in perfect condition every time when presented to the customer at home.

DOWNLOAD OUR APP



SCAN ME
WITH YOUR CAMERA TO
DOWNLOAD APP



SUSHI & BENTO HOUSE SUPPORT

Before you can unwrap your chopsticks...

We will assist you in locating and securing the ideal location for your you me sushi, ensuring it is designed and outfitted to welcome an influx of eager diners. Additionally, we will guide you in selecting the finest staff, aid in local marketing efforts alongside the national campaigns managed by our head office, and provide unwavering support throughout your journey to launch, culminating in a celebration of excitement and public relations!



Territory selection



Site selection



Pre-Launch
marketing & store
launch



Store fit out &
signage
approval



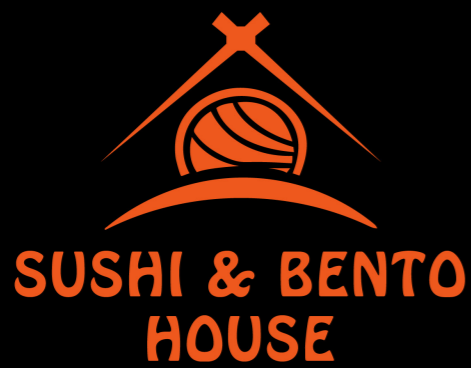
Approved
equipment
suppliers.



The Franchise
Agreement



Induction training



ONGOING S&B HOUSE SUPPORT

Then, after you unwrap your chopsticks...

- Utilisation of the SUSHI & BENTO HOUSE trademark, intellectual property, and operations manual grants exclusive rights to manage the SUSHI & BENTO HOUSE brand within designated premises and specified marketing regions. This agreement spans 5 years and is renewable thereafter, contingent upon prior approval from the Franchisor and the execution of a new franchise agreement.
- The initial training program will encompass: brand values, operations manual, operational templates, usage of operational software, customer service, training, sales and marketing, SEO optimization, and business administration.
- You will receive centralized marketing assistance along with a dedicated opening team to ensure a successful launch during the first two weeks of operation.
- Additionally, you will have access to ongoing support and development programs designed to facilitate business growth, particularly during the critical early stages.
- Lastly, you will connect with selected suppliers for food production, packaging, insurance, accounting, vehicle branding, and merchandise. Centralized sales and marketing/PR support will also be provided.
- Consolidated review service for all local public relations and marketing efforts. Consistent on-site business mentoring and support sessions from the Franchisor's assistance team. Menu and recipe creation and development, among other services!



SUPPORT 100% OF THE WAY

FUNDING YOUR STORE

Launch Marketing: To ensure a successful launch and effective brand establishment in your local area, we recommend that franchise partners consider a minimum investment of £5,000 in the first year. This investment will help set a strong foundation for your business.

Working Capital: Franchisees will require an estimated £5,000 in start-up inventory, in addition to ongoing working capital to support training, operational expenses, and other business costs over the initial 12 months.

Franchise Fee	£10,000 + VAT
Management Service Fee	4%
Marketing Service Fee	1% from 2nd year

We are currently forming partnerships with leading franchise banks that may be willing to finance 50-70% of the total investment required, contingent upon individual applications. Consequently, this suggests that you may only need to provide 30-50% of the total investment as liquid capital. Regardless of the amount you choose to borrow, it is essential to present a robust and comprehensive personal business plan.

SOME KEY FIGURES TO GET INTO BUSINESS

We are proud of our strong gross margins and offer startup costs that are typically 30% to 40% lower than many larger food-branded franchises in the UK.

Gross Margins (profit after cost of goods)	72% - 75%
Sales Potential	Year 1 £390,000 Year 2 £570,000 Year 3 £615,000
Store Fit Out Costs (estimated)	£60,000 to £120,000
Net Profit (after franchise fees)	7% - 15%
Number over Uk locations available	25

WHAT'S NEXT?

So the next step is beautifully simple:

Think about what questions you want to ask and then contact our recruitment team below.

Tanbeer Hasan

Head of Franchising

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The figures presented are estimates and illustrative examples and should not be viewed as definitive. We will thoroughly examine the rationale behind these assumptions and provide actual store performance data, which will empower you to develop tailored financial models aligned with your growth strategies, selected franchise model, and local factors. These factors include rent, rates, labor costs, food waste expenses, utilities, regional pricing, operating hours, local marketing investments, competitive landscape, sales composition, operating expenses, seating availability within the store, and compliance with the Sushi & Bento House franchise system.

Sushi & Bento House, along with its directors, shareholders, employees, and third-party advisors, does not provide any representations or warranties regarding the performance of individual franchisees. We emphasize that potential franchisees should develop their own business plans informed by thorough local research. Additionally, we strongly recommend consulting with professional advisors to validate your business plan.

FRESHLY MADE DAILY

