

# “ETHICAL-HALAL RESTAURANT” FRANCHISE

Restaurants

Mobil Food Trailer

Delivery  
Services

Special Food  
Products

Other Food  
Markets  
Distribution

# **“ETHICAL RESTAURANT Franchising ”**

## **Offer Summary**

**New installation; between of “ETHICAL –HALAL RESTAURANT COMPANY” and “US SHARE FUND & ELITE BUSINESS FRANCHISE PARTNER”, installation of new “ETHICAL RESTAURANT FRANCHISING” company.**

**To prepare “ETHICAL RESTAURANT FRANCHISING” system on behalf of this company.**

**“ETHICAL RESTAURANT FRANCHISING” in the US states and other countries with restaurants and mobile food trunk-cart - truck tools to create a sales network.**

**To obtain leasing financing for the main production center, franchising restaurant branches and Mobile food shops for this franchise system.**

**To identify the candidates who will get a franchising and to open franchising branches with leasing.**

## WHY FRANCHISE WITH ETHICAL RESTAURANT

- ▶ We have great people and great teams working extremely hard to help you succeed.
- ▶ **Our Mission**; with the Quality Ingredients, Delicious Food and Made with Love ensures that every customer leaves happy, with a smile on their face and a satisfaction that brings them back again.
- ▶ **Zabiha and US Kosher Halal** is certified in our production of meat-chicken and other products and our production facilities.
- ▶ **"ETHICAL RESTAURANT FRANCHISING"** continues to be a pioneer in the Kitchen-Restaurant industry, innovating around halal –kosher and all ethical foods, and more. We work together with our franchise owners to aggressively test new menu items and promotions, and deliver winning solutions.
- ▶ **Low investment cost** and high profit model,
- ▶ A unique customer experience with innovative products and original concept,
- ▶ With shared kitchen and supply system minimum expense and unchanging wonderful flavor,
- ▶ Continuous employee training and business support,
- ▶ The original franchise system built on the principle of **"win-win"**.

# Great Opportunities for Great Operators.

The “**ETHICAL RESTAURANT FRANCHISING**” economic model is built on strong cash-on-cash returns.

**Our distribution network potentials** Halal and Kosher and Ethical Food restaurants and all food markets and food trailers-carts.

**Our technology platform** enables online ordering, direct email marketing, cost controls, and store management.

“**ETHICAL RESTAURANT FRANCHISING's** value-added supply system ensures quality, consistency and leverages our purchasing power.

**Finally,** our supply chain is unmatched and ensures quality, leverages purchasing power, and gives back to the franchise owners with a profit-sharing program.

# ELITE BUSINESS GROUP

GLOBAL  
Trade  
Group

GulfusCapital

US SHARE  
FUND

REAL ESTATE-  
COMMERCIAL  
INVESTING TRUST

ELITE MOBILE  
VEHICLE  
PICTURES

FOOD  
EQUIPMENT  
Market  
Refrigerators

ELITE  
Massage  
Products

foodusa.ecr  
ater.com/

ETHICAL-  
FOOD-  
FRANCHISING-  
ADVISER/

# FRANCHISE PROCESS FOR FRANCHISING CANDIDATES

1. Start ( online Applications for Candidate )

2. Application Evaluation (financial and work experience analyze)

3. Introduction and Exchange of Information(meet and evaluate )

4. Analysis Preparation and Presentation(location, operating budgets and present a business plan)

5. Analysis and Evaluation of Franchise Candidates(decides within 3 days)

6. Pre-Protocol and Training Plan

7. Education - Theoretical and Practical (For Franchise Candidate and branch manager)

8. Rental - Architecture & Equipment Planning

9. Company Establishment and start all official applications.

10. Personnel Selection and Training (20 days before the opening)

11. Creating a Marketing Plan

12. Conduct of trial production in our branch.

13.....and Opening it together.

Operating Manual prepared for Franchises and including all operational details,

# FRANCHISE COST / INITIAL INVESTMENT / FRANCHISE INCOME

- ▶ “ETHICAL RESTAURANT Franchiser offers franchises for a fee of \$15,000, ( Our franchising price is the minimum level for the convenience of investors)
- ▶ though the total initial investment ranges from for restaurant stores \$300.000 to \$ 500.000
- ▶ for mobile trailers \$ 100.000 to \$ 150.000.
- ▶ The franchise agreement lasts for 5 years and is renewable,
- ▶ and the royalty fee is 3-5 %.
- ▶ Franchisees should have at least \$25,000 in liquid cash available.
- ▶ for comparison and analysis with other franchises;  
<https://www.franchisedirect.com/information/howmuchdoesitcosttoopenafastfoodfranchiseintheunitedstates/>

# TOTAL INITIAL INVESTMENT RANGES-1

## RESTAURANT STORES

### Franchising Cost-25.000

Equipment and materials of the Franchise  
Computer software program

2 pcs Promotional motorcycle for practical transport

Machines and equipment for production

Exclusive Franchising Brand-Logo-Concept-Decor-Design

Table, chair and all customer service units

Training For Owner, Manager, Personals

Ads, Promotion, References, Catalogs, Menu documents



# TOTAL INITIAL INVESTMENT RANGES-2

## MOBILE FOOD TRAILER

### Franchising Cost-15.000 USD

In the New York Mobile Food Organizations (MFE) Health and Environment Department criteria; Mobile Car or Trailer + Fixed Technical Equipment

1 pcs Promotional motorcycle for practical transport

Machines and equipment for production

Exclusive Franchising Brand-Logo-Concept-Decor-Design

Training For Owner, Manager, Personals

Ads, Promotion, References, Catalogs, Menu documents

### **Consultancy services (Legal process and Permit fees belong to the investor)**

-NYC Authorization Certificate to open a Vendor Small Business

-Mobile Food Vending License (Attendance to NY Health Academy Courses)

-2-year Permit from the US Department of Health and local organizations

-Determining the best location for the sector and mobile vehicle

# ETHICAL FOOD FRANCHISE ADVISER



POSist

# WHY FINANCE OR LEASE?

- ▶ Easy approval process.
- ▶ Flexible Terms (1-3 years)
- ▶ Start up financing available.
- ▶ Expand your business without depleting your working capital.
- ▶ Can use a cosigner
  - Start -ups 650 plus credit scores

## ▶ OVERVIEW OF TIME PAYMENT PROGRAMS

- ▶ I-APPLICATION TYPE: **RESTAURANT STORE EQUIPMENT COST: \$400,000 USD**
  - ▶ AS LOW AS 24 MONTHS - \$19.500, 48 MONTHS -\$9.500
- ▶ II-APPLICATION TYPE: **FOOD RAILER-CART COMMERCIAL EQUIPMENT COST: \$100,000 USD**
  - ▶ AS LOW AS 24 MONTHS -\$4.170, 48 MONTHS -\$2.085

## STEP 1: APPLY ONLINE

- ▶ fill out AN EASY ONLINE APPLICATION WITH NO OBLIGATIONS. Our Finance company will notify you within 24 hours of with an approval and the terms.

## STEP 2: PROPOSAL

- ▶ Once you know how much your approval is for, Concession Nation will work on your proposal to finalize the order according to your budget. Also, you will sign e-docs to process loan. When down payment is received, your order will be placed and build out will be scheduled according to your estimated completion date.
- ▶ ELITE MOBILE VEHICLES LEASING FINANCE

# ELITE BUSINESS GROUP

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