

“KING OF FALAFEL & SHAWARMA ” FRANCHISE

Restaurants

Mobil Shop Trailer

Delivery
Services

Special Food
Products

Other Markets
Distribution

"King of Falafel and Shawarma Franchising " **Offer Summary**

New installation; between of "KING OF FALAFEL AND SHAWARMA COMPANY" and "US SHARE FUND & ELITE BUSINESS PARTNER", installation of new " KING OF FALAFEL AND SHAWARMA FRANCHISING" company.

To prepare "King of Falafel and Shawarma Franchising" system on behalf of this company.

King of Falafel and Shawarma Franchising in the US states and other countries with restaurant stores and mobile trunk-cart - truck tools to create a sales network.

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

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

"KING OF FALAFEL AND SHAWARMA COMPANY"



<http://www.kofnyc.com/>

KING OF FALAFEL & SHAWARMA COMPANY

- ▶ With a desire to replicate the taste of home, King of Falafel and Shawarma was born. On April 18, 2002, on the corner of Broadway and 30th St in Astoria, we made our home.
- ▶ With support and love from the community, we were able to serve our authentic street fare to not only Astorians but people all over the world. In 2010 we expanded our location to include the **NW corner of 53rd St and Park in Midtown Manhattan.**
- ▶ Voted as the **#1 street vendor in New York City** is no small feat. Everything we make is from scratch, using the best ingredients and flavor combinations.
- ▶ Not far from our food truck on **31st St and Broadway** is our first permanent home. We look forward to sharing foods we have grown up with and new interpretations of **Palestinian and Middle Eastern cuisine.**
- ▶ **Voted as the #1 street vendor in NYC and one of the 12 Best falafels in NYC** we have been featured in many media outlets from NYC to Japan.

WHY FRANCHISE WITH KING OF FALAFEL & SHAWARMA

- ▶ 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 Halal** is certified in our production of meat-chicken and other products and our production facilities.
- ▶ **King of Falafel & Shawarma Franchising** 's continues to be a pioneer in the Falafel & Shawarma industry, innovating around halal 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 King of Falafel & Shawarma Franchising economic model is built on strong cash-on-cash returns.

Our distribution network potentials Halal and Ethical Food stores and all markets and food trailers-carts.

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

King of Falafel & Shawarma 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

- ▶ King of Falafel & Shawarma 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 \$150.000 to \$ 250.000
- ▶ for mobile trailers \$ 75.000 to \$ 125.000.
- ▶ The franchise agreement lasts for 5 years and is renewable,
- ▶ and the royalty fee is 3 %.
- ▶ 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-15.000

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-10.000 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



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: \$200,000 USD**
- ▶ AS LOW AS 24 MONTHS - \$9500, 36 MONTHS -\$6500
- ▶ II-APPLICATION TYPE: **FOOD RAILER-CART COMMERCIAL EQUIPMENT COST: \$75,000 USD**
- ▶ AS LOW AS 24 MONTHS -\$3550, 36 MONTHS -\$2300

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

- ▶ One Liberty Plaza, 165 Broadway 23rd Floor, New York, NY 10006
 - ▶ P: +(1845)480-8762 - F: +1(646)759-3601
 - ▶ sharefund@gulfuscapital.com,
 - ▶ globaltradenj@gmail.com
 - ▶ <http://gulfuscapital.com/elite-business-partner-group/>

