

# “RAFIQI’S FOOD MOBILE CART ” FRANCHISE

Mobile Shop Trailer-  
Car-Cart

Delivery  
Services

Food Product  
Center

Service and Storage  
Facilities

# "Rafiqi's Food Cart Franchising " Offer Summary

New installation; between of "RAFIQI'S FOOD CART COMPANY" and "US SHARE FUND & ELITE FRANCHISE BUSINESS PARTNER", installation of new " **RAFIQI'S FOOD CART GROUP FRANCHISING**" company.

To prepare "**Rafiqi's Food Cart Franchising** " system on behalf of this company.

Rafiqi's Food Cart Franchising in the US states and other countries mobile trunk-cart - truck tools to create a sales network.

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

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

# RAFIQI'S FOOD CART



# "Rafiqi's Food Cart Company "

- ▶ Our unscientific tabulation of the number of Rafiqi's carts in Manhattan hovers somewhere above a dozen.
- ▶ The big hunks of dark meat in the chicken-and-rice platter are tender and fatty, almost falling apart; on the saucy side; and aggressively spiced — served over delicately seasoned, pale-yellow rice, and topped with a tangy white sauce and relatively mild, powdery red hot sauce.
- ▶ What really sets Rafiqi's apart, though, is the salad; as advertised on some of the carts: "More Toppings, More Flavors, Same Price."
- ▶ In addition to the obligatory shredded iceberg, you can choose from tomato, red onion, cilantro, corn, chickpeas, black beans, and black olives — or opt for all.
- ▶ This place is great. Lunch, Dinner, Late Night. Every time of day is great for Rafiqi's. The chicken and lamb platter is great, side pita. It's best when fresh from the cart, but it also reheats well if need be. The gyro's are also amazing, they make sure they heat the pita up. The falafel is spicy and has a good consistency. Always get the white sauce. It's delicious. Also the hot sauce is pretty good too and packs some heat. Cheap, reliable, and the Late Night guy in Union Square is hilariously delightful.

# WHY FRANCHISE WITH RAFIQI'S MOBILE FOOD CART'S

- ▶ A **mobile food truck business** is a great way to expand existing restaurant sales or break into the food industry. The mobile food business surpassed **\$1.5 billion** in revenue in 2018 and has grown at an unmatched **13% annually over the last 5 years**, compared to the stagnant growth of brick and mortar restaurants. While food trucks have traditionally been associated with simple food like sandwiches, hot dogs, or ice cream, today's food truck business has exploded into a cornucopia of gourmet treats. Today, restaurant food trucks offer every kind of cuisine from Kung Pow Chicken to gourmet cupcakes. We have great people and great teams working extremely hard to help you succeed.
- ▶ **Zabiha Halal** is certified in our production of meat-chicken and other products and our production facilities.
- ▶ **Rafiqi's Food Cart Franchising's** continues to be a pioneer in the **Rafiqi's Mobile Food Cart \_Trailer-Car** 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 mobile 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 Rafiqi's Food Cart Franchising's economic model is built on strong cash-on-cash returns.

Food trucks are one of the most popular restaurant concepts today. The Food Network even has a show about it, The Great Foodtruck Race. Compared to brick-and-mortar restaurants they offer low start-up costs and low overhead.

**Our distribution network potentials** Halal and Ethical Food and Fast Food Mobile Shops and all customers.

**Our Mission;** with the Quality Ingredients, Delicious Mobil 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.

**Rafiqi's Food Cart 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. Mobile Vehicles Purchase or 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 and Products Plan

12. Conduct of trial production in our branch.

13.....and Opening it together.

Operating Manual prepared for Franchises and including all operational details,



# Consultancy services

## LEGAL PROCESS AND PERMIT-LICENCES

-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

-like Facebook, Twitter, and Instagram to promote their business.

# FRANCHISE COST / INITIAL INVESTMENT / FRANCHISE INCOME

- ▶ **Rafiqi's Food Cart Franchising's** offers franchises for a fee of \$10,000, ( Our franchising price is the minimum level for the convenience of investors)
- ▶ though the total initial investment ranges from for restaurant stores \$25.000 to \$ 75.000
- ▶ The franchise agreement lasts for 5 years and is renewable,
- ▶ and the royalty fee is 3 %.
- ▶ Franchisees should have at least \$10,000 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)**

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# 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

- ▶ APPLICATION TYPE: **FOOD RAILER-CART COMMERCIAL EQUIPMENT COST: \$35,000 USD**
- ▶ AS LOW AS 24 MONTHS -\$1850, 36 MONTHS -\$1100

## 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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