

FRANCHISEE INFORMATION PACK



THE. BEST. PITAS. PERIOD.

We are a vibrant fast-casual restaurant, passionate about our food & connecting with our customers.

Our Pitas are handmade, customisable, nutritious, environmentally friendly, portable, fast and fun!

We engage with our customers and ensure they enjoy a slice of Pita Pit culture every time they visit.

It's our grilled-to-perfection Pitas and super friendly service that keep our customers coming back, time after time.

OUR MISSION:

"Changing lives on both sides of the counter" - *Nelson Lang, Founder*

LIVING THE BRAND:

Fresh, Healthy, Fast & Fun

FAST FACTS

APPROXIMATELY 7,000
RESTAURANT EMPLOYEES
IN 13 COUNTRIES



AUSTRALIA, BRAZIL,
CANADA, FRANCE, INDIA,
KINGDOM OF SAUDI
ARABIA, NEW ZEALAND,
PANAMA, SINGAPORE,
TRINIDAD & TOBAGO,
THE UAE, UK & USA

IN 2016...

Approximately 6 million Meters of Pitas will be enjoyed; The equivalent of 63,000 Big Bens!

Pita Pit is projected to open 120 new locations worldwide!

INVESTMENT ESTIMATE

COST ESTIMATE	LOW (£)	HIGH (£)
Initial Franchise Fee	20,000	20,000
Initial Rent & Security Deposit	3,000	10,000
Opening Cash	500	1,000
Leasehold Improvements	78,570	118,596
Insurance	1,200	1,500
Initial Printing/Opening Collateral	2,000	2,000
Legal and Accounting Fees	3,000	6,000
Initial Furniture, Fixtures, & Equipment Package/Signage	82,000	118,100
Living Wall	1,500	2,500
Uniforms	500	750
Initial Inventory Package	5,000	8,000
TOTAL INITIAL INVESTMENT	197,270	288,446

BREAKDOWN OF LEASEHOLD IMPROVEMENT COSTS

COST ESTIMATE	LOW (£)	HIGH (£)
Shopfront	4,705	9,610
Joinery	16,321	20,721
Wall Finishes	14,574	22,327
Floor Laying	4,910	19,428
Basic Store Construction	38,060	46,510
Sub-Total	78,570	118,596

BREAKDOWN OF FURNITURE, FIXTURES, & EQUIPMENT PACKAGE/SIGNAGE

COST ESTIMATE	LOW (£)	HIGH (£)
Equipment/Signage	45,000	62,000
HVAC & A/C	15,000	26,000
POS & Media	7,500	10,600
Safety & Security	9,000	11,000
Furniture/Smallware	5,500	8,500
Sub-Total	82,000	118,100

NOTE: The capital investment required to set up a Pita Pit varies by location, landlord design criteria and contractor pricing in each area. Leasehold improvements may vary considerably depending on the previous state of the premises. There is no guarantee that your costs will fall within the range shown. This is meant solely as a guideline. This cost range is based on average store sizes between 800 and 1200 square feet.

TIMELINE

STAGE 1 – INQUIRY AND INFORMATION

1. Initial interview
2. You are sent this introduction package
3. You are invited to complete an application form
4. You are sent a Non-Disclosure Agreement
5. You begin researching financing options

STAGE 2 – FRANCHISEE APPROVAL PROCESS

1. You are required to submit a business plan
2. You are invited to meet a Pita Pit head office team member
3. If approved, you sign the deposit agreement & pay the initial franchise fee
4. You are presented with a Franchise Agreement or Multi-Unit Agreement
5. You continue to work on and finalise financing

STAGE 3 – LOCATION APPROVAL PROCESS

1. You begin searching for your location.
2. You present your proposed location to Pita Pit for approval.
3. Once a lease is signed, the Franchise Agreement is then signed and completed.

STAGE 4 – CONSTRUCTION, TRAINING & STORE OPENING

1. You acquire Working Drawings and submit them to our architect to begin building your store
2. You or your contractor obtain permits
3. Construction begins
4. You attend Franchisee Training

...YOUR NEW STORE OPENS!

Pita Pit Operations staff will be on-site to help with the opening

**many steps may happen simultaneously and the actual process or order of these steps may vary*

Q&A

Q: WHAT IS THE MONTHLY ROYALTY?

A: Our standard royalty is 6% of gross revenue (gross sales less taxes and promotions) and 2% marketing fee for the General Advertising Fund.

Q: HOW MUCH IS THE INITIAL FRANCHISE FEE, AND WHEN IS IT DUE?

A: £20,000 for a single store - Until you have signed a Franchise Agreement, you do not have to pay the full £20,000.00. We first enter into a Deposit Agreement, whereby you provide a deposit that is applied towards the Initial Franchise Fee. The Deposit amount is £10,000.00, which is refundable prior to signing the Franchise Agreement, less our reasonable costs incurred.

Q: WHAT ARE MY CAPITAL REQUIREMENTS?

A: For most bank loans, you will typically need somewhere between 20% and 30% percent cash injection. This equates to roughly £60,000 to £80,000 in liquid cash. These figures may be adjusted higher or lower depending on various factors

Q: WHAT ASSISTANCE DO YOU PROVIDE WITH BANKS?

A: We are more than happy to introduce franchisees to our preferred banks. They have an understanding of our system and the industry in general.

Q: DO YOU REQUIRE "OWNER-OPERATORS"?

A: It depends. Unless you have experience as a multi-unit restaurant operator, at least initially one investor must commit to working full-time as an owner operator.

Q: WHAT ARE THE MOST SUCCESSFUL LOCATIONS/OPERATORS?

A: It is important to secure a location that has many "Day Parts" - Breakfast, Lunch, Dinner, Catering, Delivery, and an after dinner/bar-rush. Also, on or close to a high street with access to Universities, Cinemas, Sports Stadiums, Schools, Bars, and Office Complexes. Our most successful operators are those who are involved and understand their business.

Q: HOW DO I FIND A LOCATION FOR MY RESTAURANT?

A: Our strategy is to combine your knowledge of your area and our expertise regarding our concept, along with our site selection system to assist you in picking the best site.

Q: WHAT IS THE AVERAGE STORE SIZE (SQUARE FOOTAGE)?

A: We have designed our stores to work best at 1,000-1,400 sq ft. Should you find an excellent location with an unusual shape or size, our construction department can adapt our standard layout to meet almost any reasonable dimensions.

Q: HOW SOON CAN I TAKE AWAY A FRANCHISE AGREEMENT AND HOW NEGOTIABLE IS THE AGREEMENT?

A: The Franchise Agreement is provided immediately following your acceptance as a franchisee. You then have up to 30 days to seek independent legal advice and review the agreement. The agreement is not negotiable.

**CONNECTING
THE WORLD.
ONE PITA
AT A TIME.**



A food preparation station with various ingredients in trays. A person wearing a blue glove is adding tomatoes to a pita sandwich. The trays contain: shredded chicken, diced red onions, sliced jalapeños, diced cucumbers, fresh spinach, and a pita sandwich filled with lettuce, tomatoes, olives, and other vegetables.

30,000,000

Served
this **year!**