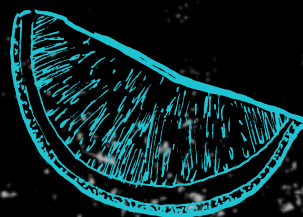
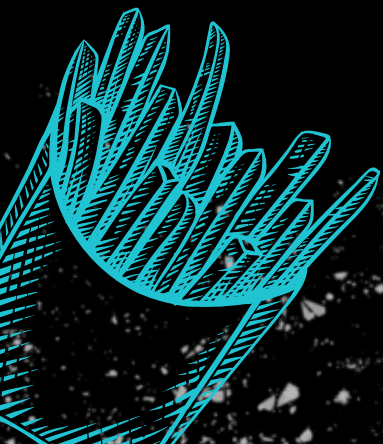


FRANCHISE BROCHURE



A chef with short dark hair and a goatee, wearing a black chef's coat, is looking directly at the camera. He is holding a wooden spoon in his right hand and a large kitchen knife in his left hand, with the blade pointing towards the camera. The background is a kitchen setting with various colorful flags and a large circular logo featuring a fish and the text 'Fish House'.

ABOUT FISH HOUSE brand

FOUNDER AND OWNER

The founder and owner of this successful business story is chef Jasmin – a chef who had spent years working at Michelin restaurants, exclusive yachts, hotels and other restaurants. Chef Jasmin has decided to transpose his knowledge and experience into a unique, special business concept. His love towards fish was a guiding principle which has inspired him to create a recognizable and quality brand.

VISION

The chef's vision is to ensure the quality franchise work by providing knowledge and support on your business path –from culinary skills to problem-solving! Our goal is to establish business partners who feel safe.

WHO ARE WE?

We are a modern fish street food with the elements of haute cuisine which prepares traditional meals in a modern style by gaining inspiration from other cultures, continents, countries. A special emphasis is put on Mediterranean ingredients which ideally play in harmony with fish.

FAST CASUAL CONCEPT

“Fast casual” concept in street food business is a concept which offers guests fresh and quality prepared food, along with a more modern food and service, therefore differentiating it from a typical fast food restaurant. The emphasis is on local and seasonal ingredients. Every dish is prepared right after the order was placed and that guarantees freshness and quality. You can enjoy quality wines by glass, magnificent craft beer or fantastic Aperol which you cannot get in typical fast food restaurants.

FACTS

We sell up to
400 meals daily!



WHY CHOOSE A STREET FOOD BUSINESS CONCEPT ?

Street food phenomenon keeps on fascinating gourmands even though it exists for quite some time - it keeps appearing whenever there is a need for a fast meal. Due to a fast-paced lifestyle, our nutritional habits change – there is less time and more dining out. In the past few years, street food became a hit, various street food formats are more appealing than ever! Innovative and unusual combinations of world cuisines are the future of street food, which has become an important part of the culinary scene. It is even recognized by Michelin which has added this category as the local culinary scene of Hong Kong. The enormous popularity of street food in the world is often seen in street food festivals that are gaining their popularity on a yearly basis. On the other hand, consumers are becoming more demanding, so it's not just about the taste, but the presentation as well. It is expected that the popularity of street food will continue to grow, the reason for that being healthy, fast, diverse food which can be consumed either in the restaurant or on the go.

“ Consumers are becoming more demanding, so it's not just about the taste, but the presentation as well ”



WHY CHOOSE THE FRANCHISE BUSINESS MODEL?

You can rely on an already established and set up business model which guarantees:



**FAST INVESTMENT PAYBACK PERIOD OF ONE TO TWO YEARS
(DEPENDING ON THE LOCATION AND CAPACITY)**



PROFITABLE OWN BUSINESS



**ESTABLISHED TURNKEY
BUSINESS**



**A TEAM OF EXPERTS WHO LEADS YOU THROUGH THE FRANCHISE BUSINESS
MODEL DURING THE DURATION OF THE CONTRACT**



ADVICE AND SUPPORT 24/7



FACTS

*In 2022 we sold more than
a **tonne of tuna filets!***

WHAT DO YOU GET WITH THE FISH HOUSE FRANCHISE BUSINESS MODEL?

The franchise concept includes support in terms of staff education, as well as architecture and design, operative support and support for the purchase and selection of the equipment.

ALSO INCLUDED:

- ✓ the right to the FISH HOUSE brand
- ✓ location verification
- ✓ a manual on management and a book of recipes
- ✓ a booklet of the brand standards and visual communications
- ✓ a booklet of standards on interior design
- ✓ staff and management training
- ✓ logistical support
- ✓ linking supply logistics
- ✓ marketing support
- ✓ support throughout the business



FISH HOUSE PREMISES AND LOCATION

- an ideal location is the city centre (first zone, second zone)
- an ideal space of 55m² (a minimum of 20m² up to 75m²)
- touristic places, promenades, waterfronts, first or second row to the sea
- frequent places such as shopping malls
- old town centres, streets rich with so-called “upcoming food concepts” such as modern bakeries, butcher shops, pubs, café bars, coffee places, cocktail bars etc.



FACTS

In 2022 we sold more than
8000 hamburger buns!





INTERIOR DESIGN

Every franchise must have exactly specified equipment described in the manual which will insure you have instructions on interior design, as well as define the final look of the space. Our guests can enjoy the beautifully furnished ambient of the restaurant which is supposed to look like a giant aquarium on the wall, filled with little pieces of art – unique, hand-make little fish! Our goal is to create a joyful and comfortable area in which our guests gladly spend their time and create mutual memories. In order to achieve such an atmosphere, our franchise offers an in-depth book of recipes, as well as interior design instructions.



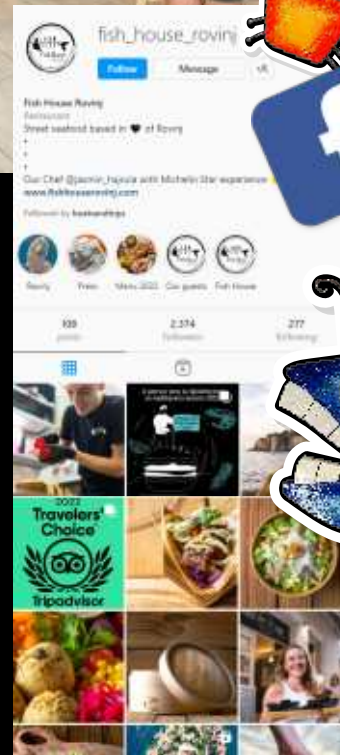
We offer you help in selecting your location, as well as in designing the place! Contact us for free consultation on fish.house.rovinj@gmail.com!



MARKETING AND PROMOTION OF THE FISH HOUSE BRAND



Marketing and promotion are an important factor in our business. Therefore, we have gathered an excellent team of professionals for cooperation. Our experience of **professional marketing and the management team** contribute to the recognition and reinforcement of the brand.



FACTS

In 2022 we sold more than *half of tonne of sauce!*

MEDIA, AWARDS AND REVIEWS

In a rather short period of time, we have managed to be featured in some of the most valued media in Croatia such as Kult Plave Kamenice, Jutarnji List, Dobra hrana, 24sata, missGASTRO, Index.hr, Grazia, Fashion.hr, Glas Istre and others. Moreover, we are included in the "Eight most important restaurant openings in Istria and Kvarner in summer 2021" by the prominent gastro critics of Kult Plave Kamenice. Great reviews on websites such as Tripadvisor, Google reviews and Restaurant guru are a testimony of our quality and specific offer.





EDUCATED TEAM

Our franchise business concept offers you staff training which enables a relatively fast bedding in. All of the franchisers who sign the contract must successfully finish the franchise training which lasts 14 days.

Training and educating happen in the period after buying the franchise and before the official opening of the facility. The franchiser is obligated to successfully finish training regardless if he has got a general manager.



FACTS

*In 2022 we sold more than
3 tonnes of various fish*

0 ZERO WASTE

Food waste is a global problem that has a negative effect on the environment in terms of greenhouse gasses and useless waste of natural resources, but also brings financial consequences.

In our business, ZETO WASTE is implemented throughout the system:



supply



processing



preparation



proper storage of food



Waste is a sign of ineffectiveness, whereas waste reduction can also reduce expenses. Implementing ZERO WASTE menus means no scrap. Zero waste means cost savings and lesser food cost, which can on the long-run save up to tens of thousands Euros per year in the restaurant business.

THE WHOLE MENU IS DELICATELY CREATED AND PLANNED SO THAT NOTHING GOES TO WASTE!

“A chef’s skill is to be seen in the amount of waste left after him in the kitchen, whereas chefs who fully use their ingredients, respect them and know what they’re doing.”

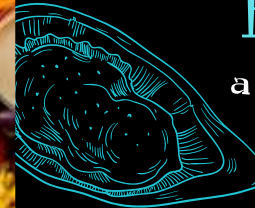


DISH OFFER

Our rich and creative dishes consist of:

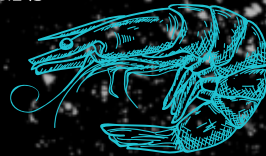
BURGERS & MORE

a category of various fish burgers



CLASSIC

a category of fried fish and seafood



FAVORITES

a creative category of fish dishes

SALADS & MORE

various salads



SIDE DISHES

miscellaneous creative side dishes



BURGERS & MORE

a category of various fish burgers



FAVORITES

a creative category of fish dishes



CLASSIC

a category of fried fish and seafood



SALADS & MORE

various salads





Who are our customers?

Based on statistical analysis of our work so far, our customers are mostly:

- men and women aged 18 – 55
- singles, young families with children, middle-aged couples
- people from cities and urban surroundings.



Interests: food, travels, gastronomy, culture and arts, healthy habits

Our customers belong to different groups, varying from tourist and travellers, to business people and students. They are ready to try something new, are prone to adventures, follow social media and have a habit of eating something on the go.

INVESTMENT AND FEE CHART



The precise amount of the Fish House franchise investment depends solely on several factors such as:

size of the premises (in square metres)

condition of the business premises
(large, medium or small refurbishment)

business premises rent
(private – commercial property)

seating places available

location

INVESTMENT OR FEE	Min	Max
Initial franchise fee	7.000 €	15.000 €
Capital expenditure and office operating expenses	31.000 €	62.000 €
Delivery expenses	2.000 €	3.000 €
Initial inventory	1.000 €	2.000 €
Supplies	1.000 €	2.000 €
Initial advertising	2.500 €	3.500 €
Other expenses (company registration, utility charge, small inventory)	500 €	500 €
Additional funds – three months	5.000 €	8.000 €
ESTIMATED TOTAL EXPENSES	50.000 €* 	95.000 €*

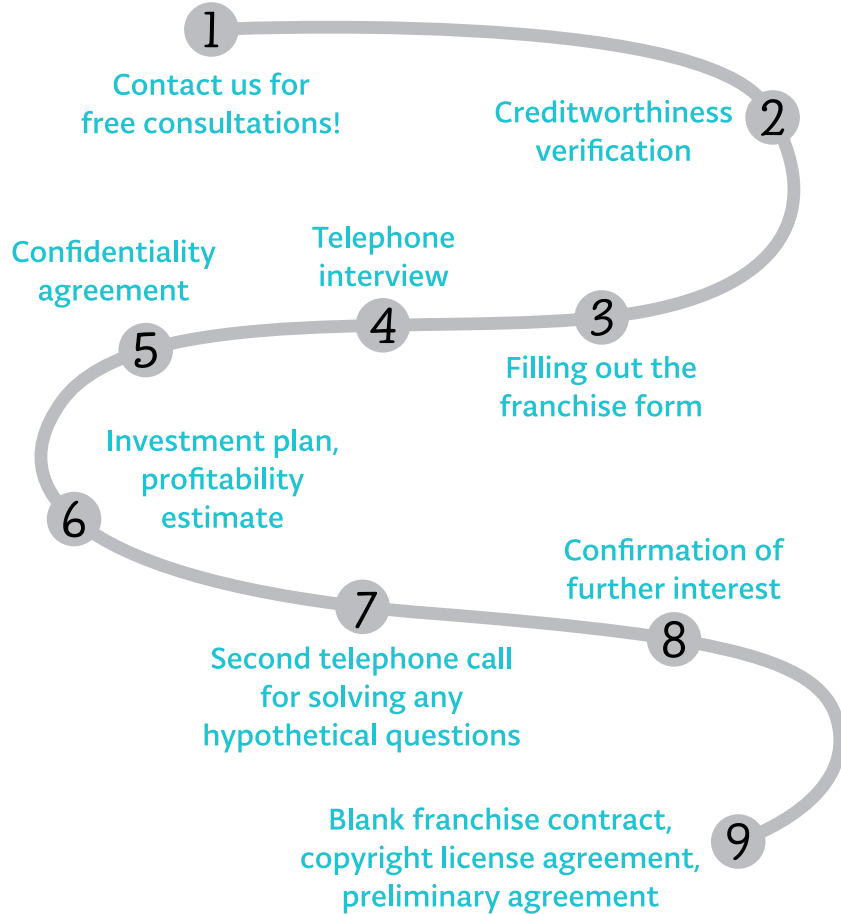
FRANCHISE FEES EXPENSES	Low	High
Royalty fee	6.5 %	6.5 %
Advertising fee	0 %	0 %
Local advertising		

An estimated assessment of the expenses can be done based on the above-mentioned information!

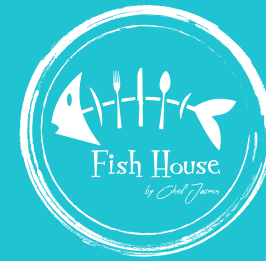
**for more info call
092 188 6899*



HOW DOES THE PROCEDURE LOOK LIKE AND HOW LONG DOES IT TAKE?



The whole procedure starting from location choice, training and introduction to the business lasts between four and six months.



YOUR OPPORTUNITY AWAITS!

Contact us!

If you are interested in setting up the FISH HOUSE franchise business model, contact us with trust!

We are available for all of your questions and detailed explanations.

fish.house.rovinj@gmail.com

fishhouserovinj.com

092 188 6899