

MAKE A CAREER OUT OF THE FOOD YOU LOVE



Enjoy the blissful moment
Pure Vegetarian - Vegan - Plant Based

Franchise Prospectus

www.barsanaindianrestaurant.com

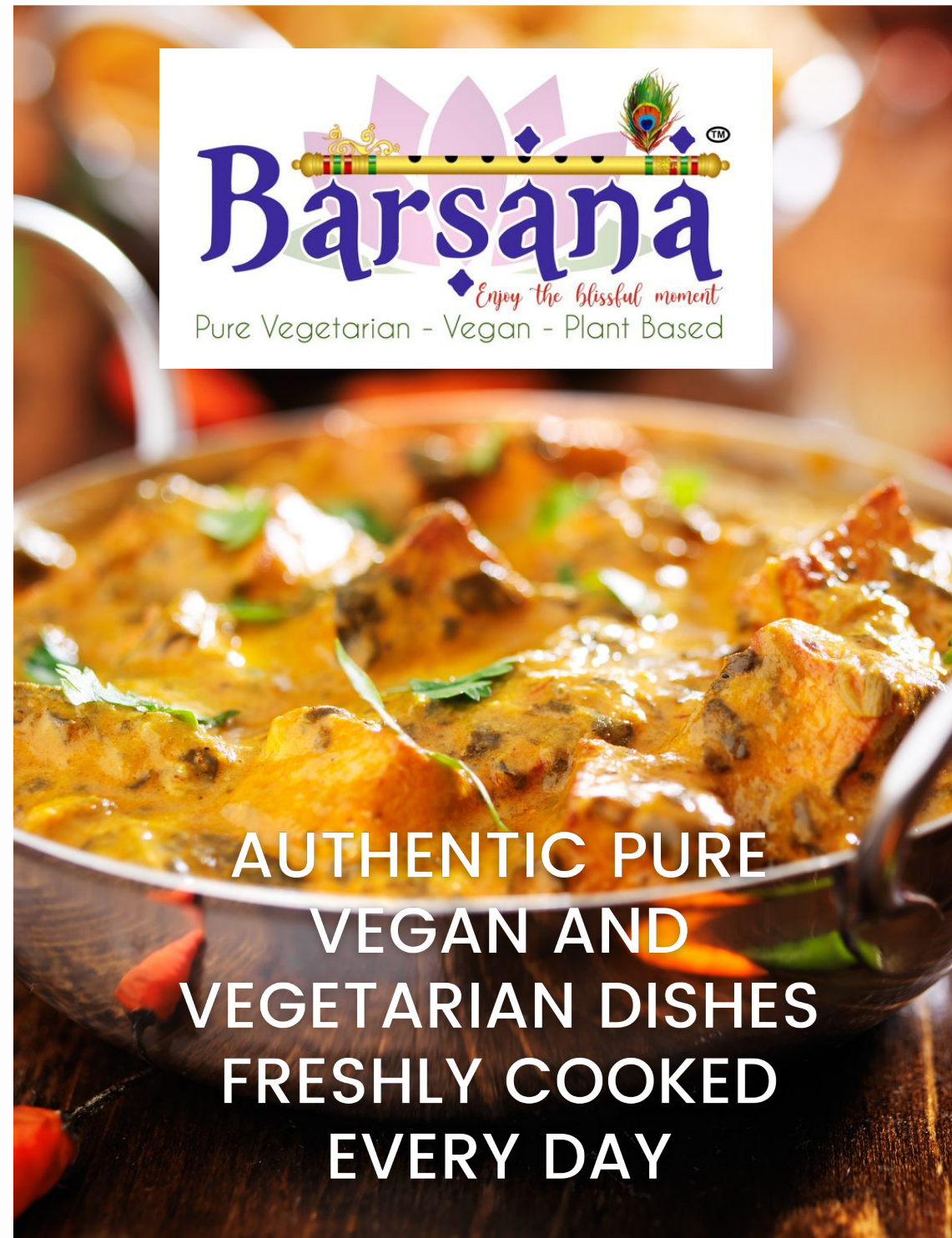
Welcome to the BARSANA FRANCHISE OPPORTUNITY

Thank you for taking the time to investigate the Barsana **pure vegan** and **vegetarian** Indian restaurant franchise opportunity. If you've been thinking about opening your own successful restaurant but feel your lack of experience is holding you back, then fear no more! Barsana's outstanding business model provides a fully comprehensive training program to ensure you start your business with confidence, and the knowledge and backup support of a hugely successful business team.

We are located in the heart of Birmingham and have been widely recognised as the pioneer of exquisite vegan and vegetarian Indian cuisine in the Midlands. Our chef prepares all our authentic dishes completely fresh every day.

We are proud of our business and are excited to offer you the opportunity to become part of a growing industry with a franchisor who is there to support and guide you every step of the way.

Please read through the prospectus and if the idea of becoming the owner of a Barsana franchise appeals to you, contact us now to start your journey.





OUR MISSION

To make the delicious Barsana **PURE VEGAN** and **VEGETARIAN** Indian food available in all corners of the UK by offering a unique and accessible franchise opportunity.

With full training and support you will develop a profitable Indian restaurant and build an asset for your future.

The OPPORTUNITY

As a company we understand the importance of providing consistent quality food to all of our guests. We only use the highest quality ingredients to produce fresh food every day.

Through franchising we know we can deliver superior food to every guest and maximise growth potential for all our franchisees.

The ideal partner will have an appetite for multiple units and could be an existing business looking to diversify; or an investor looking to create their own business with a proven food brand. Along with a passion for great food and hospitality, the ability to obtain great locations, operate excellently and deliver exceptional customer experiences through great people is a must.

Our franchise will provide you with the framework to run your own highly-successful restaurant and give you the executive-level income and lifestyle you've always dreamed of.

- 
- **Indian food is a £3.2 billion industry in the UK, accounting for two-thirds of all eating out.**
 - **The Indian fast casual segment is a growing market as consumers are looking for new flavours for their ever-sophisticated palettes.**
 - **In the last half-century, curry has become more traditionally English than an English breakfast.**
 - **According to Mintel reports, Indian restaurants is £1733 million industry in Britain which is more than two third of the total food industry in Britain.**
 - **In a consumer survey, 42% of the respondents stated that Indian/Bengali/Pakistani food was among the types of food that they most enjoyed, up from 38% in 1999.**
 - **Indian restaurants serve 2.5 million Brits every week.**

WHY BUY A FRANCHISE AND NOT JUST START UP YOURSELF?

Peace of Mind

Starting a business can be daunting, but knowing that you have the support of a reputable franchise system allows you to take the first steps into business ownership with confidence.

Turnkey business

The opportunity is set up to include everything you need to get started in the business. The services we provide and the systems we use have been established and tested over a number of years. You will operate using the Barsana systems, policies and procedures.

Little experience in business is needed to start

The training provided during your on-boarding session will help you gain or improve the skills required to get started in business effortlessly. You will benefit from training which is unique to your own requirements.

Support and Guidance

We provide you with support in the form of training, an Operations Manual for you to refer to, multiple resources and additional ongoing advice. It's your business but you are never on your own.

Financing may be easier to secure

Acquiring business finance is generally easier when buying a franchise. Investors are far more willing to invest in a business with an established network, secure brand and effective support structure. There is an increased rate of success with a franchise over a new start-up business.

Why should you choose the BARSANA FRANCHISE?

We offer you an established and successful business model, tried and tested operational systems and a highly effective training program. We believe the Barsana franchise represents an outstanding opportunity to be part of an industry that has and will continue to be in demand.

WE HAVE DONE ALL THE BACKGROUND WORK FOR YOU!

You will use our established and highly effective systems which have been tested over a number of years to result in the perfect business model for a successful business.

EXTENSIVE TRAINING AND ONGOING SUPPORT

We provide you with all the training and support required to fast track your way to success. Not everyone has the natural ability or expertise to be efficient at all aspects of running a successful business, we offer you a structure for launching, operating and growing your business.

You will receive full training in all areas of the business and ongoing support, guidance and advice. We have also created comprehensive Operations Manuals and training programs which cover marketing, operations, accounting and other areas of running a successful business.

YOU WILL WORK IN AN EXCLUSIVE TERRITORY

We will provide you with an exclusive territory for your business. Each territory has been designed using specific criteria to ensure you have the scope to not only achieve but exceed your goals.



Development & Construction

- Trade Area Analysis
- Site Selection and Approval
- Design and Construction Support

Training

- Certified Training Locations
- Comprehensive Franchise Training
- Opening Training and Ongoing Support
- Brand Operating System

Marketing

- Strong public relations activation at contract signing and on-going
- Pre-opening marketing plan
- Grand opening marketing plan
- Ongoing field marketing support
- Annual marketing calendar and activation
- Product Development and Innovation

Operations

- Brand Excellence Check Process and Coaching
- Dedicated Field Support
- Formal Operational Reviews
- Ongoing Advice and Guidance



The FRANCHISE PACKAGE

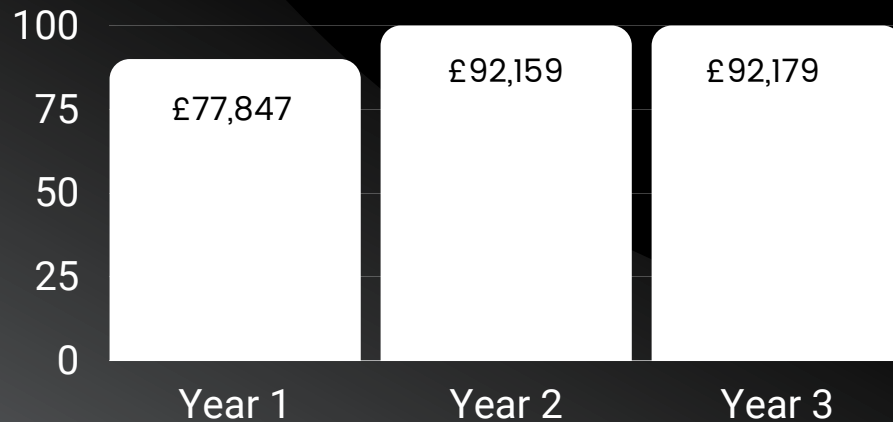
FRANCHISE FEE: £14,995 (+VAT)

MANAGEMENT FEE: 5% of turnover

SETUP COSTS: £70,000 to £85,000 depending on the size and location of your restaurant

What profits CAN YOU ACHIEVE?

These are the potential profits we would expect you to achieve in the first three years. We will provide you with a full breakdown of the figures at your franchise meeting.



- Rights to trade under the Barsana brand name
- Exclusive territory
- A central website
- Full training in all areas, including food preparation, restaurant operations, inventory management, financial/legal obligations and everything else required to run the business
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Operations manual which covers all areas of running your business
- Branded clothing
- Marketing materials, stationery and documents



YOUR STEPS TO SUCCESS

As a Barsana franchise owner you have the advantage of using a business model that's scalable and offers a fantastic income. To find out more about joining a group of people who enjoy what they do and are lucky enough to make an excellent living from it, then take the first step towards fulfilling your dream by contacting us today!

1

Email us info@thebarsana.co.uk or call 0754 321 0560

We'll schedule a preliminary call to give you an overview of the business. Our goal is not only to ensure that you are right for us but also to make sure we are right for you.

2

We will arrange a meeting. This will give you the opportunity ask any questions about the franchise offer. We will also discuss additional details about the business model and confirm that we are the right fit.

3

After completing Step 2, you will receive a formal invitation to become a Barsana franchisee and we will prepare and send your Franchise Agreement.

4

The real work begins once you sign your Franchise Agreement. We will provide you with checklists to follow as we work together to get your business up and running. We will work with you to help you master the knowledge that will help you get off to a strong start.





CONTACT US

info@thebarsana.co.uk

0754 321 0560