

FRANCHISE OPPORTUNITIES



LUCKYS

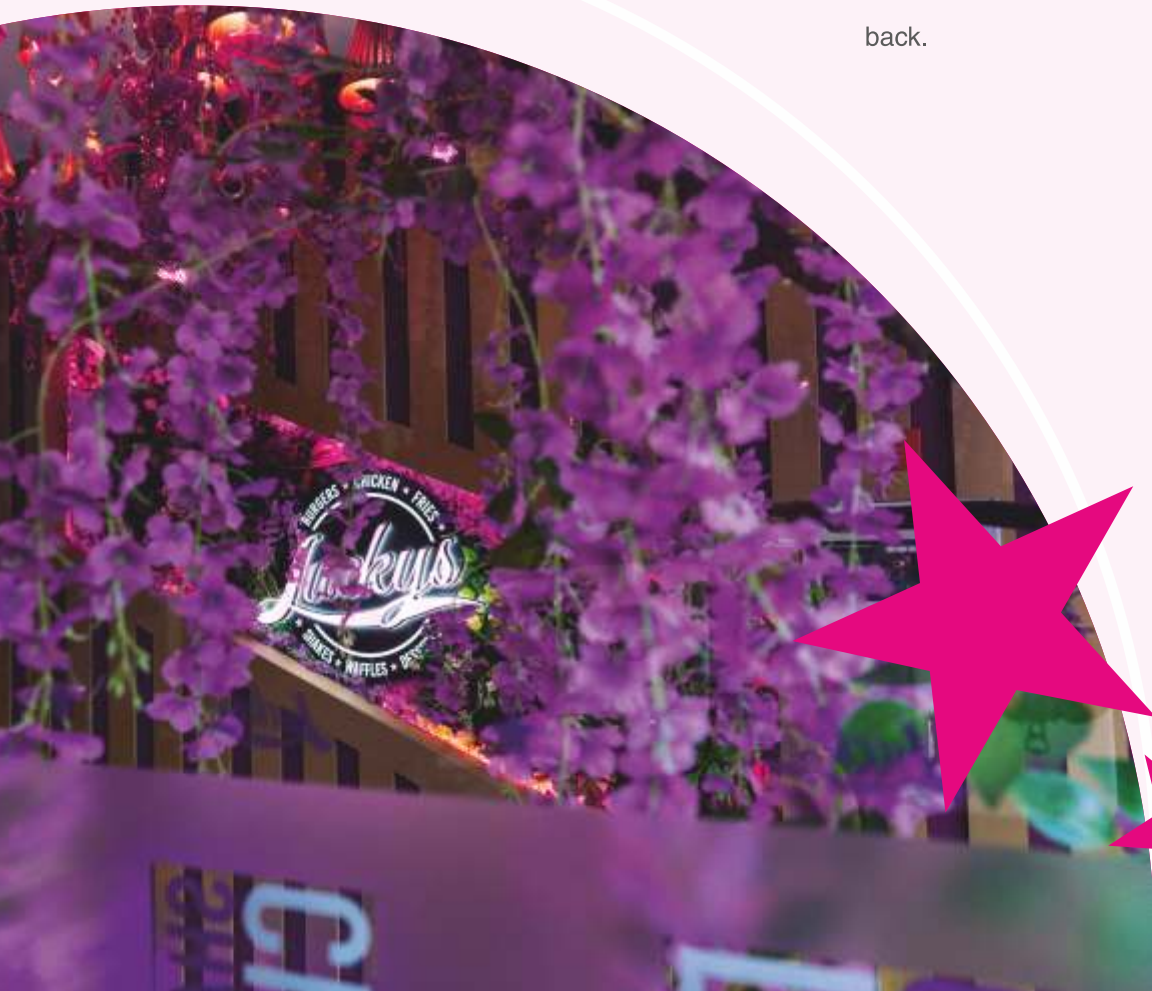
Luckys was established in 2018 by Hasan Habib and his Team, after over 20 years running and managing food operations. The Team took a site that no one wanted and seemingly had no hope and created a Diner and Takeaway concept that brought high quality dining and food to go to the local neighbourhood. And the pandemic represented a further opportunity to develop and refine its position as a delivery specialist.

The business is focused on offering a menu based on quality ingredients and an innovative style of cooking delivered by a team of professionals.

Our distinctive trading styles include:

- a) A Full Diner and Takeaway / Delivery unit, offering the complete package with very strong brand styling.
- b) A Takeaway/Delivery Unit, a perfect answer to a smaller unit.
- c) Ghost Kitchen, with exponential growth as a result of the pandemic, we see this style of operation fitting in a territory and adding real value to the Home Delivery market.

We have excellent customer feedback, fantastic testimonials and a strong reputation for quality, service and exceptional attention-to-detail, resulting in customers who are wowed and just keep coming back.



- **Customer Service:**

We build relationships that last because of the quality of our service.

- **Quality:**

Our goal is to surpass the expectations of all our customers.

- **Teamwork:**

Working together is absolutely vital in the kitchen environment.

- **Our People:**

At all times we respect our people, encourage growth and reward performance.

OUR KEY VALUES



AN EXCITING OPPORTUNITY



The Luckys business is well established and has a proven track record of high quality, fast, sustainable growth and profitability. The business is supported by high levels of client demand, retention and advocacy with a strong reputation for exceptional quality and service delivery.

To help grow the business and its aspirations, as well as developing national coverage across the UK we are now offering franchises to a select number of individuals.

Franchisees will be given a territory so that they can grow their own business and each territory offers an excellent opportunity to build a highly profitable and successful business in a large geographic area. We will actively assist and support franchisees to grow sales revenues in their designated territory and will work collaboratively with them.

Our territories will be large enough for a Franchisee to develop a number of the different trading styles.

Here at Luckys we are fully committed to sharing the rewards in our business and to abide by ethical franchising principles. We will advise, support and work closely with franchisees to develop each territory. Our comprehensive, on-going support and administration package results in a strong relationship between Luckys and Franchisees – a “partnership style relationship”

You will be part of a growing network of franchisees and have the backing and strength of the Luckys team.



THE FRANCHISE PACKAGE

We have developed a comprehensive Franchise Package to help our Franchisees set up a successful business, which includes-

- A geographic territory.
- Rights to Use the Luckys Trade Mark and Brand, including a “start-up package”
- Rights to use all of our Operating Methods and Systems.
- Comprehensive Initial Training & Support – for you & your team.
- On-going Training & Support.
- A tailored marketing support package including local and targeted social and digital campaigns.
- Advice & assistance with all aspects of starting your new business.
- Franchise Operations Manuals for you and your teams.



TRAINING PROGRAMME



Training is a vital part of any business and we pride ourselves in delivering quality, focused training across the business. During your initial training you will meet and work with the Management Team of Luckys and their key personnel, and what's more the training doesn't end there with a full ongoing training programme keeping you fully informed of latest developments and services.

The training will be specific to your individual requirements and will cover-

- Introduction to Luckys, including our vision and ethical approach to market.
- The company systems and processes.
- Legislation and Regulatory controls.
- Practical, on-site training.
- Training on the use of the EPOS system.
- Administration, financial systems, general administration systems training.
- Sales and marketing processes.
- Day to day operations.
- Communications.
- Recruiting and training staff.



LAUNCH MARKETING

Luckys will help you launch your franchise to create maximum local awareness in your franchise territory and will include-

- A fully personalised section within the Luckys web site promoting your business and launch.
- A full social and digital media plan.
- Full branding package and access to a Local Marketing Tool Kit.



Luckys wants to recruit and work with the very best operators so you may have hands on experience, or have the ability to put a 1st class team of operators together or you may already have a trading site which you wish to breathe new life into!

However, as our professionalism and our reputation are extremely important to our success to date, it is more important that franchisees have the right skills. So Franchisees will also need to demonstrate excellent people management and leadership skills, as well as exceptional business administration, customer service.

SELECTION PROCESS



HOW TO PROCEED?



If you meet our criteria, we will invite you to an initial meeting during which we will explain the business in greater detail, discuss the figures, answer questions you may have and, if appropriate, discuss possible locations. We have a detailed, robust Franchisee Recruitment Process which we will inform you about at our 1st meeting.

We will ask you to sign a Non-Disclosure Document at this meeting and we will also share our Franchise Agreement and Business Planning Kit.

After the meeting, you will need time to consider the opportunity, and complete your own Business Plan, review the figures with your professional advisors, talk to your family, and undertake market research.

Then we can meet again to review your Business Plan and also answer any queries that you might have.

At no point will we pressurise you to come to a decision, indeed we want you to recognise the value of this exciting opportunity.



