



FISHFACE Franchise Brochure





ABOUT US

Welcome to FishFace, where East meets West in a tantalizing culinary fusion! FishFace is a haven for sushi enthusiasts and burrito aficionados alike. Our innovative concept brings together the artistry of sushi and the convenience of a handheld burrito, resulting in a one-of-a-kind dining experience that will delight your taste buds.

At FishFace, we take pride in our commitment to sourcing only the freshest, highest-quality ingredients. Each sushi burrito is meticulously crafted by our skilled chefs, who expertly combine traditional Japanese flavors with a playful twist. From the moment you step through our doors, you'll be greeted by a hip, cool, and inviting ambiance that sets the stage for an unforgettable meal.

STORY

Project Casual have always been known for their innovative approach to cuisine. While brainstorming in their kitchens, they aimed to combine the elegance of sushi with the convenience of a handheld meal. They worked tirelessly, researching traditional sushi techniques, experimenting with flavors and ingredients, and honing their skills. Countless rolls were made and devoured as they sought perfection. Eventually, after months of dedication and perseverance, they created their masterpiece—the sushi burrito. Proud of their creation, they knew they had stumbled upon something extraordinary. But they needed a name that would capture the essence of their innovative restaurant. After many discussions and laughter-filled brainstorming sessions, they settled on "FishFace." The slightly quirky name was a playful nod to their fusion of fish and face-sized burritos, instantly sparking intrigue and curiosity.

Born in December 8th 2016, FishFace quickly became the talk of the town, drawing in both sushi lovers and burrito enthusiasts alike. From succulent tuna to savory teriyaki chicken, from crisp vegetables to creamy avocado, every bite was a harmonious symphony of flavors. The combination of textures and the burst of umami delighted taste buds, leaving customers craving more.



PRODUCTION

Our menu boasts an array of mouthwatering options, catering to various dietary preferences and palates. Whether you're a seafood lover, a vegetarian, or looking for a burst of bold flavors, FishFace has something for everyone. Our signature creations feature a harmonious blend of premium fish, vibrant vegetables, and delectable sauces, all encased in a perfectly rolled burrito.

But it's not just about the food at FishFace; it's about the experience. Our friendly and attentive staff is dedicated to providing exceptional service, ensuring that your visit is nothing short of extraordinary. Whether you're grabbing a quick lunch, enjoying a leisurely dinner, or ordering takeout, we strive to exceed your expectations and leave you craving more.







FISHFACE





Strength

Customization: Building your own burrito allows customers to personalize their orders according to their preferences, dietary restrictions, or taste preferences. This customization feature can be a significant strength as it caters to a wide range of customer needs and preferences.

Limited Start-up Costs: Reduces financial barriers and enables greater flexibility in resource allocation, but it also allows for faster experimentation, agility, and the ability to pivot and adapt strategies in response to market demands. Additionally, it provides an opportunity to achieve quicker breakeven points and potentially higher profit margins, as the initial investment is lower, and overhead costs can be minimized.

FishFace is the Pioneers of the sushi burrito: Sushi burrito market is the opportunity to create a unique and innovative food concept, attracting early adopters and capturing a niche market segment, while also gaining a first-mover advantage and establishing a strong brand reputation in the industry.



**It's All About The
Bait Bait Bait**

DIFFERENTIATING FACTORS

FishFace, the innovative sushi burrito concept introduced by Project Casual, is a culinary masterpiece that effortlessly combines the strengths of sushi burritos, poke bowls, and sushi rolls.

With FishFace, patrons can indulge in the best of both worlds, enjoying the convenience of a handheld burrito filled with an exquisite medley of sushi-grade fish, crisp vegetables, and vibrant flavors.

This extraordinary concept not only showcases the artistry of sushi but also offers the versatility of poke bowls and the convenience of sushi rolls. Whether craving the delightful textures of sushi rice and fresh fish or seeking the refreshing flavors of a poke bowl, FishFace captivates taste buds with its harmonious fusion, providing a truly unforgettable culinary experience.



MISSION

Fishface was founded to casualize sushi at affordable prices and to serve delicious sushi burritos and poké bowls made with fresh, top quality ingredients.

VISION

At Fishface, we believe that buying sushi should be fast, fun and casual. It should leave your taste buds dancing and asking for more!





OPPORTUNITIES

Increased brand awareness and exposure: Social media platforms offer opportunities for food businesses to increase brand visibility and awareness. By consistently sharing engaging content and leveraging relevant hashtags and trends, businesses can expand their reach and attract new customers who may have not been aware of their offerings otherwise.

Product diversification: Expanding the range of products or services offered can open doors to new customer segments. By identifying customer needs or emerging market trends, businesses can develop innovative offerings that cater to specific target audiences.

Healthy: Services lie in tapping into the growing demand for health-conscious options, attracting a larger customer base concerned with wellness and nutrition. This trend provides the chance to differentiate from competitors, capitalize on changing consumer preferences, and establish a strong market presence in the health and wellness industry. Additionally, expanding into the healthy segment opens doors for partnerships with gyms, fitness centers, and health-focused organizations, creating collaborative marketing opportunities and potential synergies.



Frequently Asked Questions

FAQ

How much is the franchise fee?

The franchise fee varies between \$20,000 to \$35,000 depending on the kind of franchise you choose, number of outlets, and the country where you are situated in

How much is the royalty fee?

Our royalty fee is a monthly bases fee and it is up to 6% of gross sales. This payment covers the continuing use of the trade mark and trade name, as well as continuing services; which include training program, marketing and sales materials

Frequently Asked Questions

FAQ

How much is the marketing fee?

Our marketing Fee is up to 2% of gross sales

How much does it cost to open a branch and what are the monthly operational costs?

The financial costs for each individual varies depending on location), location size, location requirements, staff size, delivery business model and more. There are many variables to consider, therefore a business plan that includes a P&L reflecting your ideal business plans will need to be developed Ranges between \$60,000 to \$90,000

Frequently Asked Questions

FAQ

How much is the franchise fee?

The franchise fee varies between \$20,000 to \$35,000 depending on the kind of franchise you choose, number of outlets, and the country where you are situated in

How much is the royalty fee?

Our royalty fee is a monthly bases fee and it is up to 6% of gross sales. This payment covers the continuing use of the trade mark and trade name, as well as continuing services; which include training program, marketing and sales materials

Frequently Asked Questions

FAQ

What is the minimum financial requirement to qualify as a franchise?

**the minimum amount enquired will vary.
Generally, we require a minimum of \$150,000**

Will FishFace assist me in finding a location

YES, we will review each submitted location and our team will have to approve each location before committing to any contracts

Frequently Asked Questions

FAQ

What Models Do you suggest

We have several models to suite your market and it ranges from a Counter to a free-standing unit with production centre

Will you be helping us in hiring staff

Yes, we will be advising you on staffing requirements, job descriptions, pay suggestions and what to look for when hiring staff.

Frequently Asked Questions

FAQ

When will I achieve My Roi

That will be based on your financial numbers which we will help you to identify you expected break even point and expected Return on investment at earlier stages

What type of support FishFace will be providing

Details of services are mentioned within this brochure

Services provided to the franchisee

- **The right to use the trademark in compliance with the development schedule.**
- **Technical knowledge (know-how) on how to manage and operate the project within the framework of the franchise.**
- **Operation manual, which defines the procedures for managing and operating the project within the framework of the franchise.**
- **Using the call centre and technology available to the franchisor if he so desires.**
- **Utilizing and assisting with marketing techniques through the franchisor's central marketing department.**
- **Assistance in organizing advertising campaigns, public relations and promotion of the chain of franchise stores**
- **Providing unified promotional materials templates to be used in franchise stores.**
- **Assistance in selecting the commercial location for the franchise**
- **Assist in site design and construction/renovation. (Adopting a unified form for the chain of franchise stores is faster and less expensive thanks to the use of designs according to unified standards set by the franchisor)**
- **Assistance with the request and installation of equipment for the site according to the design.**

Services provided to the franchisee

- Assistance in ordering the first shipment of raw materials.
- Joint programs to purchase products or services from suppliers.
- Assistance in the recruitment and selection of staff
- Training program for new franchisor employees.
- Assistance with the opening of the site from the team of experts a week before the opening and a week after
- Assisting with operating software, selecting computers, providing optimal cost and controlling inventory
- Periodic visits to provide advice and advice by the franchisor's representatives.
- Research and development work for new products. Preparing marketing strategies (adopting new ideas or products proposed by the franchisor)
- Allowing the franchisors to exchange experiences among themselves by organizing periodic meetings, issuing a company bulletin, or launching an intranet.
- Assistance in setting up a common website for the network of franchise stores, which aims not only to introduce the network and its offerings, but also through which it is possible to obtain, for example, updates of the operation manual.

WHAT IT TAKES

If you are ready to bring your passion and commitment to our system, we will work closely with you to build a strategic partnership that not only adds positive ownership to our brand, but also puts financial growth and remarkable returns at its forefront.

Do you share these traits as our most successful franchisees have?

**IMPECCABLE INTERPERSONAL
SKILLS**

**ABILITY TO ADAPT
TO VARIOUS MARKET
NEEDS & TRENDS**

**FOCUS ON
CREATING/MAINTAINING
THE BEST CUSTOMER
EXPERIENCE POSSIBLE**

**ABILITY TO PRODUCE
FINANCIAL RESULTS**

**ABILITY TO RUN ALL
OPERATIONAL ASPECTS
OF A BUSINESS**

**DESIRE TO LEARN & FOLLOW
OUR OPERATING SYSTEM**

MOVING FORWARD

PHASE 1

**Letter
of Interest**

PHASE 2

**Phone Interview & Basic
Information Request**

PHASE 3

**Application
Submission**

PHASE 4

**Background Check
& Financial Verification**

PHASE 5

NDA

PHASE 6

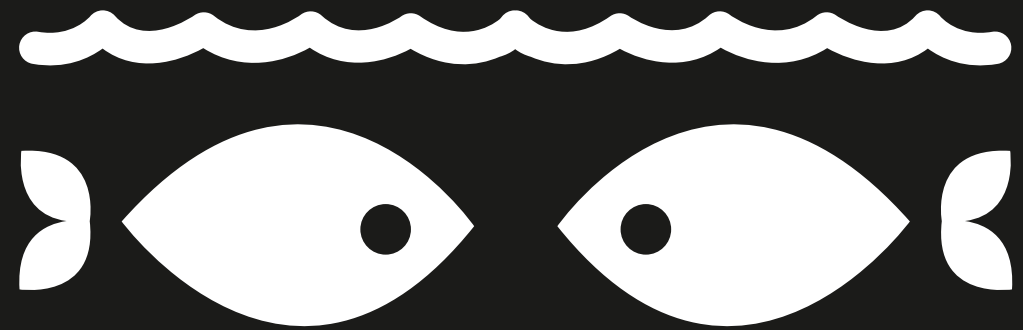
**Memorandum of Understanding
& first Payment**

PHASE 7

**Franchising
Agreement**

PHASE 8

**Site Selection, Site Construction,
Training Program, Unit Opening,
Continuous Support**



FISHFACE

SEA YOU LATER



Fishface Jo.



Fishfacejo



@FISHFACEJO