

sara green

your perfect plate



Agenda for today

A Healthy and Tasty
Fast-Food Franchise

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Introduction

- **Brand Name:**

SARA GREEN

- **Website:**

saragreen.ro

- **Tagline:**

A Healthy and Tasty
Fast-Food Franchise



Who We Are

We are a healthy and tasty fast-food franchise that believes in providing delicious food options that are good for both people and the planet.

Our menu offers a wide range of plant-based options for omnivores, catering to the growing demand for healthier and sustainable food choices.

We are committed to offering innovative and award-winning concepts that set us apart from traditional fast-food chains.

Company Vision

Our vision is

to revolutionize the fast-food industry by reimagining it as a place where people can enjoy quick, convenient, and guilt-free meals.



We aim to

address the gap in the market by providing plant-based options that are not only delicious but also contribute to a healthier lifestyle.



Our unique and innovative

franchise concept has been recognized and endorsed by the Romanian Vegetarian Association.



Product Vision

1

At **SARA GREEN**, we take pride in being the pioneers of vegan burgers in the market, offering a delicious and cruelty-free alternative to traditional meat-based burgers.

2

We have successfully veganized a good part of the most popular products in the fast-food industry, including shawarma, burgers, drinks, and sugary sweets, without compromising on taste.

www.saragreen.ro



In addition to our core menu, we constantly innovate and create seasonal and holiday menus that not only boost sales but also manage to comply to the diverse preferences of our customers.

3

4

Our products are not only healthy and tasty but also cater to people with specific dietary needs, such as those avoiding sugar or having various intolerances like lactose, eggs, gluten, etc.





Business Models

We have developed four flexible business models to suit different entrepreneurial aspirations and investment capacities:

01

Single outlet with no kitchen:

Ideal for smaller locations or those looking for a lower investment option.

02

One outlet + kitchen attached:

Suitable for those who want to offer a wider menu and have the capacity for in-house food preparation.

03

Multiple outlets + main kitchen (laboratory):

Perfect for expanding the brand's reach and establishing a strong presence in a specific region.

04

Multiple outlets + main kitchen (laboratory) + event structure (truck):

Offers the opportunity to participate in events, festivals, and catering services, further increasing brand visibility and revenue potential.



Investment

The investment required to start a SARA GREEN franchise varies depending on the chosen business model.

It typically ranges from,

20,000 euros

to

100,000 euros

covering expenses

such as equipment, initial inventory,
marketing, and franchise fees.

Our franchise team

will work closely with potential franchisees to determine the best investment option based on their goals and available resources.



Financial requirements

Franchise Fee

The initial franchise fee for an Individual franchise unit is

€ 15,000

Royalty Fee

6% of your gross sales

(excluding taxes before discounts) and is paid monthly. This fee entitles you to use SARAGREEN service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a SARA GREEN franchisee.

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Marketing Fund

2% of your monthly gross sales.



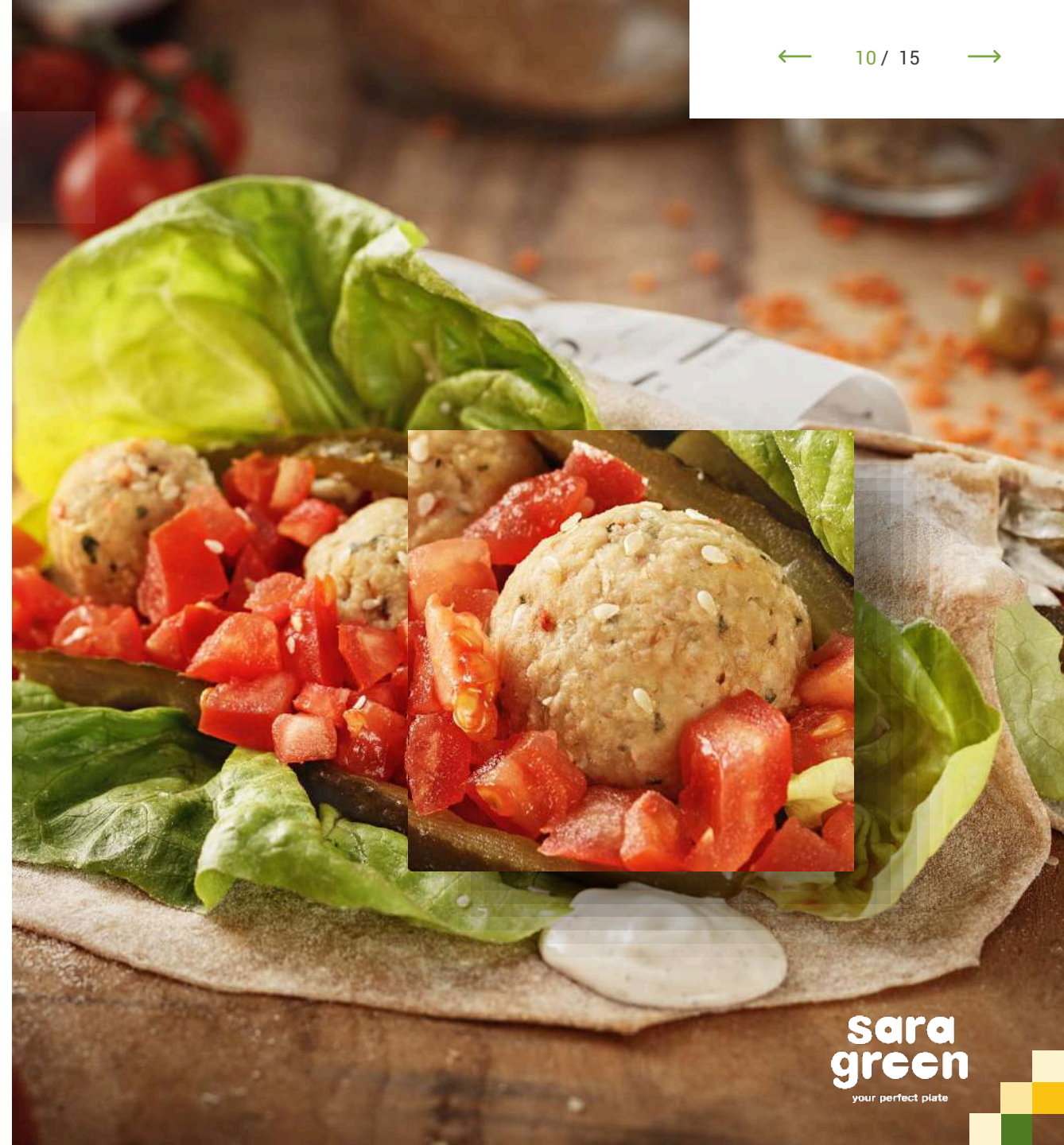
Training Program

We believe that comprehensive training is the key to the success of our franchisees.

Franchisees will receive approximately ten days of initial training at our headquarters or a designated location.

The training program covers various aspects, including administrative tasks, operational procedures, sales and marketing strategies, and customer service.

Additionally, ongoing support and training will be provided to ensure continuous improvement and adherence to our brand standards.





Support Program

Our franchise support program — 01

is designed to provide comprehensive assistance to franchisees at every stage of their business journey.

Operational Support: — 02

We offer guidance in areas such as site selection, lease negotiation, and store layout optimization to ensure the smooth operation of your franchise.

Marketing Strategies: — 03

Our experienced marketing team will provide you with proven strategies and promotional materials to attract and retain customers.

Purchasing: — 04

Benefit from our established supplier relationships and centralized purchasing system, ensuring competitive pricing and consistent quality.

Accounting/Audit/Legal: — 05

We provide assistance with financial management, bookkeeping, and legal compliance to help you navigate the business side of your franchise.

Internal Support: — 06

Our dedicated team will be available to address any questions or concerns you may have, providing ongoing support and guidance.

Ongoing Research and Development: — 07

We continuously invest in research and development to stay ahead of industry trends and offer innovative menu options, giving our franchisees a competitive edge.

Overall Program Oversight: — 08

Our franchise management team will oversee the overall program, ensuring that all franchisees receive the support they need to succeed.



Ideal Franchisee

- **We are seeking franchisees** who align with our values and have the drive to succeed in the fast-food industry.

- **Access to Prime Location:** Franchisees should have access to prime locations in their respective regions, ensuring maximum visibility and foot traffic.

- **Common Value System:** We value honesty, integrity, dedication, and a commitment to providing exceptional customer service. Franchisees should share these values to ensure proper assimilation into our parent organizational culture.

- **Capital:** Franchisees should have the necessary financial capacity to set up and operate the franchise outlet(s), including the initial investment and working capital.

- **Business Experience:** Previous experience in the food and beverage industry, particularly in fast-food or restaurant management, is preferred. A minimum of three years of F&B experience is required to ensure a solid foundation for success.

Benefits of Joining SARA GREEN

Established Brand:

Joining SARA GREEN means becoming part of a recognized and respected brand in the fast-food industry, known for its innovative and delicious plant-based menu options.

Growing Market Demand:

With the increasing awareness and demand for healthier and sustainable food choices, SARA GREEN is well-positioned to capitalize on this growing market trend.

Comprehensive Support:

Our franchise support program provides extensive training, operational guidance, marketing strategies, and ongoing assistance to help franchisees succeed.

Unique and

Award-Winning Concept:

SARA GREEN's innovative approach to fast-food has been recognized and endorsed by the Romanian Vegetarian Association, giving franchisees a competitive advantage.

Flexibility and Scalability:

With multiple business models to choose from, franchisees have the flexibility to select the option that best suits their goals and investment capacity. As the brand grows, there are opportunities for expansion and scalability.

Positive Impact:

By offering plant-based menu options, SARA GREEN contributes to a more sustainable and environmentally friendly food industry, making a positive impact on people's health and the planet.



Want to know more?

How long until I see
a return on investment?

What income
should I expect?

These are some of the questions you may have.
We're here to answer all of them, as well as other
concerns or requests.
Get in touch!

[Contact us](#)


Contact Information




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Thank You!

Thank you for your time and consideration.
Reach out for further information, franchise opportunities,
or to schedule a meeting.

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