

"The art of marketing is the art of brand building.

If you are not a brand you are a commodity.

Then price is everything and the low cost producer is the only winner."

Philip Kotler Professor at the Kellogg School of Management

AT JAPANOS WEMAKE AUTHENTIC JAPANESE FOOD

OUR STORY



At JAPANOS, you will enjoy a wonderful selection of authentic Japanese dishes that our team of talented Japanese Chefs have spent years refining their skills to create for you.

Our aim is to serve the best Japanese cuisine, and provide our guests with an unforgettable experience that will bring a real taste of Japan.

Take San, our Japanese chef waiting for you in a cozy atmosphere!

Arigato.

OUR BRAND

JAPANOS brand is our valuable asset.

Together with the name, logo, colors, brand elements and attitude, it is our identity.

We want to improve people's agitated lives providing healthy and also balanced nutritional food. This means ramen, bento, sushi!

Food and nutrition are what we do best and care about most. Japanese food and atitude are a choice. Enjoy!

POSITIONING STATEMENT

What we do We create healthy food.

How we do it Choosing and cooking with fresh ingredients, keeping their nutritive values.

Why we do it

Because we like to give you energy and smile.

VALUES

THINKINGThink first about how your actions will affect others around you.

Life is contained in all things, even objects. Therefore, use objects in such a way that fulfills their full potential.

Don't waste food. Keep your environment clean and tidy.

GRATITUDE Show gratitude in everything you do.

POWER The group is stronger than the individual.

TONE OF VOICE

The brand strategy is consistent at every restaurant and every piece of communication – from menus to customer surveys – follows the same playful tone of voice that gets customers excited about dining out. Key message: We make authentic Japanese Food and provide a fun and relaxed restaurant setting.

Positive
Open
Fresh
Passionate
Inspiring
Fun

OUR FOOD

ramen • bento • sushi

RAMEN is a Japanese dish. It consists of Chinese-style wheat noodles served in a meat or (occasionally) fish-based broth, often flavored with soy sauce or miso, and uses toppings such as sliced pork, nori, menma, and scallions. Nearly every region in Japan has its own variation of ramen, such as the tonkotsu (pork bone broth) ramen of Kyushu and the miso ramen of Hokkaido.





BENTO is a single-portion take-out or home-packed meal common in Japanese cuisine. A traditional bento holds rice or noodles, fish or meat, with pickled and cooked vegetables, in a box. Containers range from mass-produced disposables to hand-crafted lacquerware. Bento are readily available in many places throughout Japan, including convenience stores, bento shops, railway stations, and department stores. However, Japanese homemakers often spend time and energy on a carefully prepared lunch box for their spouse, child, or themselves.



SUSHI is a Japanese dish of prepared vinegared rice, usually with some sugar and salt, accompanying a variety of ingredients, such as seafood, vegetables, and occasionally tropical fruits. Styles of sushi and its presentation vary widely, but the one key ingredient is "sushi rice", also referred to as shari, or sumeshi. The term sushi is no longer used in its original context; it literally means "sour-tasting".





OUR AWARDS

Takehiro Shimura, Executive Chef of the Japanos Restaurant Chain in Bucharest, was awarded by Restocracy for "Best RAMEN of Bucharest in 2018"

Chef Take wants to share with colleagues not only the accumulated knowledge but also the passion for cooking: "I'm trying to teach those with whom I work to really enjoy what I do. If you like and are happy with your work, it's hard to believe something is going wrong. [...] Maybe someday, I'll open my own kitchen school to teach the joy of cooking."

OUR TEAM





OUR TEAM is creative and dedicated

"I believe that a great chef is born and throughout his life he does nothing but grasp his qualities and follow his call." And when he gets to the top, the challenge is "to keep his standards, enthusiasm and imagination, "says Takehiro Shimura.

OUR LOCATIONS

Our restaurants are mainly located in the office areas, business centers, shopping centers, pedestrian streets. All areas with heavy traffic.

Our locations are up to 70 square meters and 3-5 employees.

Because we like to growth our business we have developed solutions for pick-up lines, delivery systems, online delivery, delivery apps. All this will help you be profitable from the start of your business.

In Romania you can find us at the following addresses:

ROMANIA JAPANOS PIPERA

Fabrica de Glucoză Str., no. 9B, Bucharest

ROMANIA JAPANOS AVIAŢIEI

Pipera Str. no. 42, Bucharest

ROMANIA JAPANOS ŞELARI

Şelari Str., no. 7, Bucharest

ROMANIA JAPANOS VICTORIEI

Aviatorilor Blvd., no. 8, Bucharest

ROMANIA JAPANOS BĂNEASA

Băneasa Shopping City

București-Ploiești Str., no. 42D, Bucharest

ROMANIA JAPANOS TIMPURI NOI

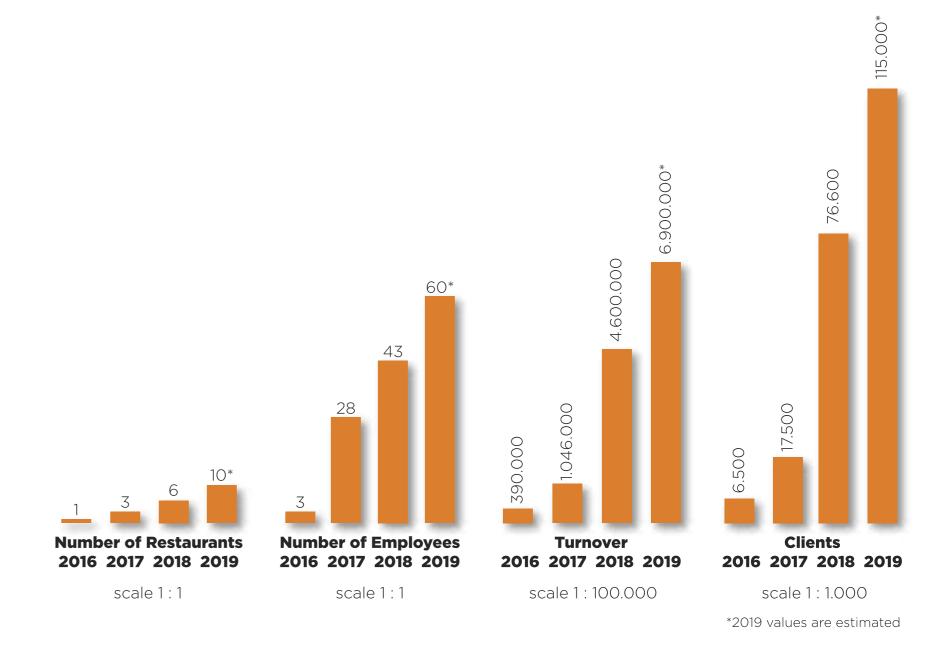
Timpuri Noi Square, no. 165, Bucharest







OUR EVOLUTION



OUR FRANCHISE

WHY JAPANOS FRANCHISE

Growing market.
Key partners.
Innovative business model.
Marketing tools that work best for you.
Fast ROI.
High return on income.
Clear-cut plan for growth.

JAPANOS FRANCHISE BENEFITS

You will be part of the JAPANOS family.
You will get support in site sellection and restaurant design.
You will take advantage of our selected and agreed suppliers
(software, marketing, design, furniture, equipment, ingredients etc.).
Staff selection consultancy.
You will receive specialized training for your staff.

WHAT DO WE OFFER TO YOU

Our "franchise in a box" process helps you go from application to opening quickly, with clear steps and permanent assistance. Growing network of suppliers, partners, investors, & more. Strong operational & strategic support.

JAPANOS FRANCHISE TYPES

MASTER FRANCHISE PARTNERSHIP

A Master Franchise Partner will develop the Japanos concept in a new market.

You must be familiar with the local market, economy, business opportunities etc.

RETAIL FRANCHISE PARTNERSHIP

A shop that sells our goods to individual customers, under the Japanos branding.

JUNIOR FRANCHISE PARTNERSHIP

If you are interested in operating one or more from our current stores, you will have our support.

REVENUE STREAMS

MASTER FRANCHISE REVENUES Royalty fee Marketing fee

RETAIL AND JUNIOR FRANCHISE REVNUES
Product selling

LET'S ROLL ASUSHI.

www.japanos.ro