Franchising

PROSPECTUS

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COFFEE
& CUISINE

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ABOUT US

Hollyhocks Coffee and Cuisine was founded in 2022, geared up to offer a healthy range of hearty meals that are not available from your "fast-food" restaurants. With the very first Hollyhocks Restaurant opening in Guisborough, North Yorkshire in 2022 it has witnessed major success in the development of the brand. Using local produce wherever possible to deliver high quality healthy meals that are not available elsewhere.

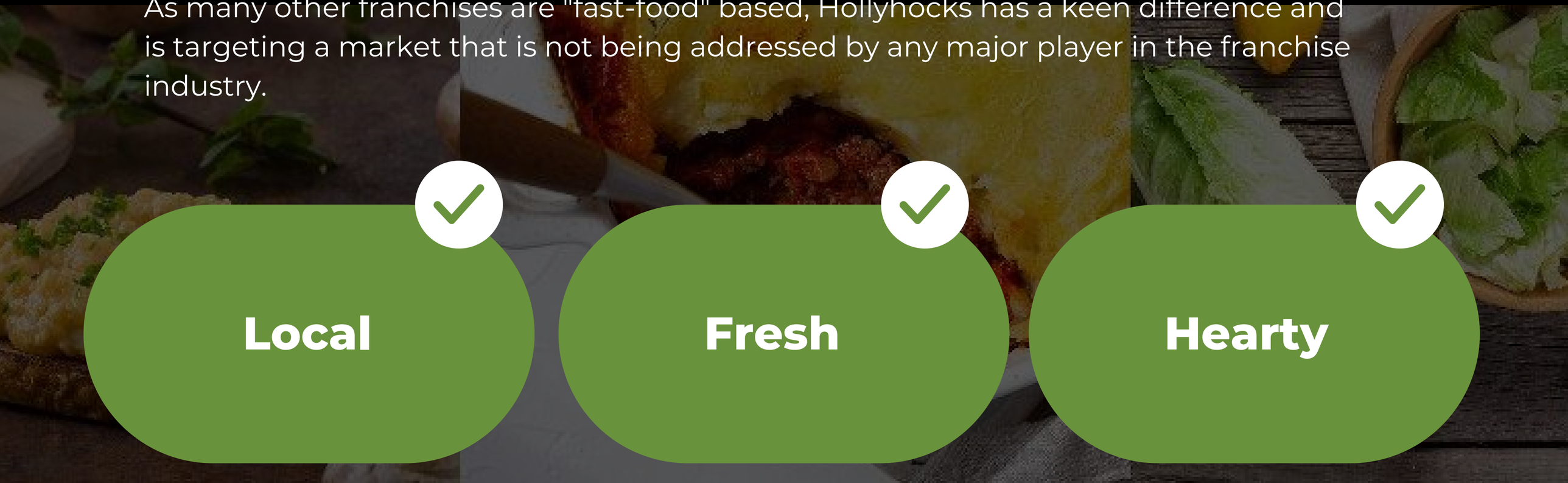


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WHY US?

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Hollyhocks is a Franchise opportunity like no other. Offering the public hearty meals that are not available in any other day-time high street restaurant/cafe or retail park. Hollyhocks offers a boast of opportunity to any potential franchisee, also allowing them to work their menu as is seen to be the best fit for their area or target market. As many other franchises are "fast-food" based, Hollyhocks has a keen difference and is targeting a market that is not being addressed by any major player in the franchise industry.



Local

Fresh

Hearty

SECTOR

The UK coffee shop industry has experienced significant growth over the past few decades, becoming an integral part of British culture. Key factors contributing to this growth include changing consumer preferences towards specialty coffee, increased demand for convenient and social meeting spaces, and the rise of remote working culture.According to data from Euromonitor International, the UK coffee shop market was valued at approximately £10.1 billion in 2019, reflecting the industry's significant economic impact.



£10bn



YOUR ROLE

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The Franchisee will ultimately be able to make their own choices in terms of the running of the cafe/restaurant, this will often be determined by how much daily input they wish to have. Some franchisees may choose to self-run or others may choose to hire a Manager to oversee the daily operations. The Franchisee must at all times retain a high-standard, this includes the presentation of any premises both inside and out as well as high food hygiene standard which must operate at 5* at all times. The ideal franchisee will have previous experience in running a business in the hospitality sector.





THE NUMBERS

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	Year 1	Year 2	Year 3
Turnover	£250,000	£270,000	£290,000
Profit	£79,000	£91,000	£104,000

NOTE- These are assumptions purely for illustrative purposes & are NOT a guarantee of earnings

THE INVESTMENT

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Franchise Initial Fee	**£25,000**
Management Fee	**£250 p/m**
Royalty Fee	**8%**

All above subject to VAT at current rate

WHY FRANCHISING?

Franchising is about removing the risk and ensuring success. By investing in a franchise, you are securing a safe alternative to starting your own business. You will still need to work hard, be tenacious and maintain a great mindset. But your partnership with our proven business blueprint, will allow you to replicate a route to success.

80% of franchise businesses are still going strong, when 80% of none franchised businesses fail in the first 5 years.

As a franchisee, you will still have all the benefits of owning your own business but simultaneously have the backing and support of an already established brand. By working in partnership this can be achieved but without the same risks as a traditional start-up.

FAQ'S

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Q1 – Do you help find a good location?

A1- Yes, we help you find a suitable location & support with negotiations with landlords.

Q2 - How long is the franchise agreement & what are the costs to renew?

A2- Our franchise agreement is for 5 years. On expiry the agreement can be renewed at a cost of just £2,500

Q3 - Do you assist with financing?

A3 – Yes, we have an agreement with finance experts that can assist with loans & leasing

NEXT STEPS

START YOUR JOURNEY WITH US, CLICK BELOW TO BOOK YOUR INITIAL, NO OBLIGATION PHONE CALL



STEP 1 ✓ INITIAL CALL

STEP 2 ✓ MEET FRANCHISOR

STEP 3 ✓ RESERVE TERRITORY

STEP 4 ✓ LAUNCH