



FRANCHISE BROCHURE

2024



WELCOME TO TIKKA NATION

The Tikka Nation franchise system places a focus on creating a great Indian Street food Experience. In fact, it is so great, that many Tikka Nation customers have become franchise owners simply because they believe in the product.



WHY TIKKA NATION?

EXCEPTIONAL GROWTH

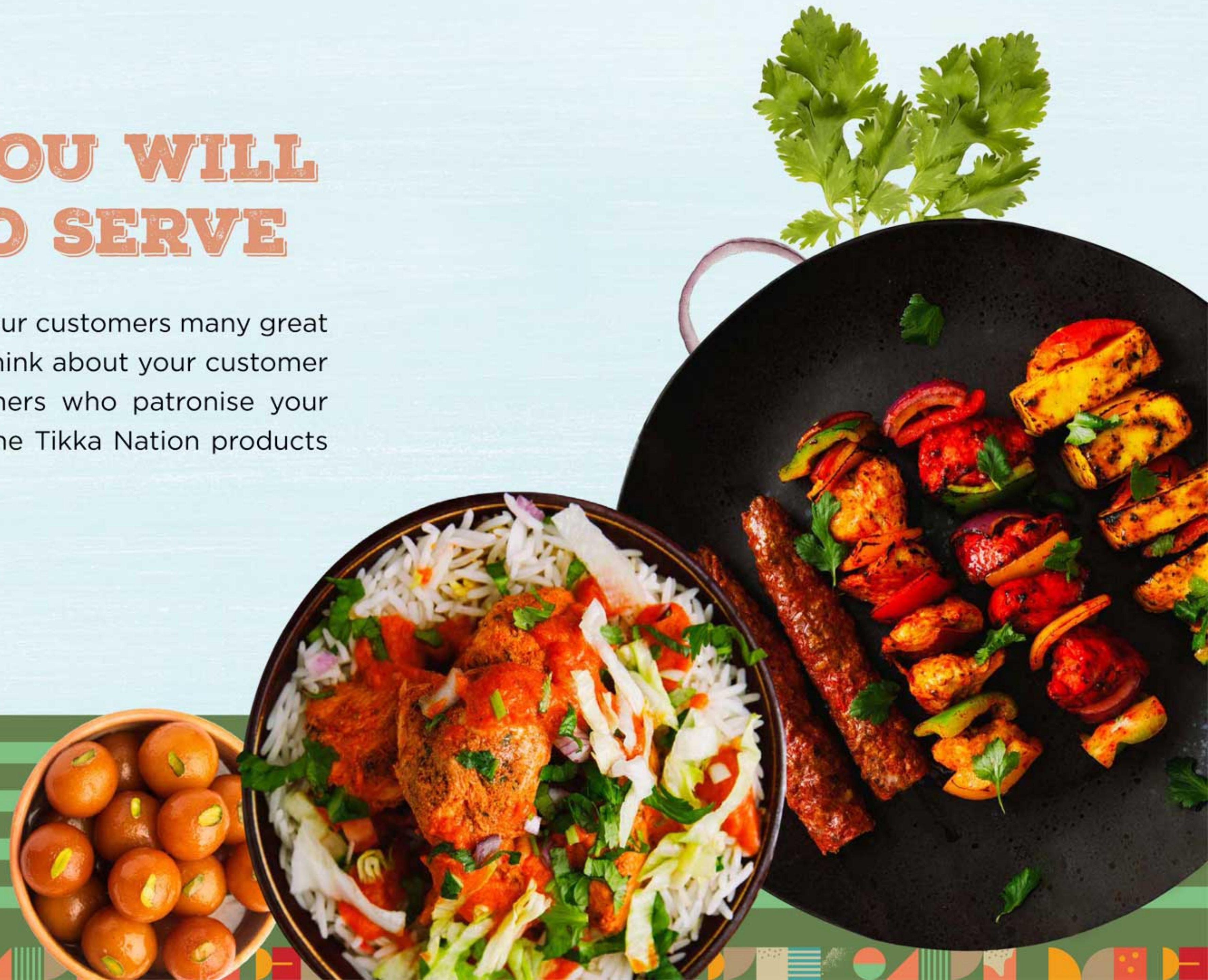
“Tikka Nation can’t be successful unless our Franchisees are successful.”

With the Tikka Nation franchise system’s outstanding support structure and operational history, it’s no surprise that its growth continues to accelerate.



PRODUCTS YOU WILL BE PROUD TO SERVE

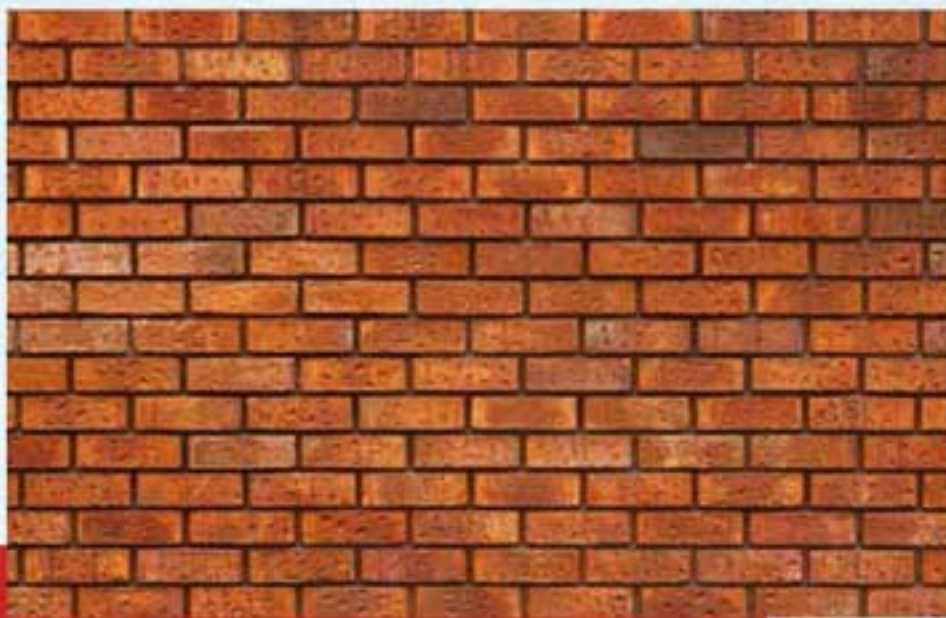
The Tikka Nation franchise offers your customers many great options to eat a fresh meal, fast. Think about your customer base and all the potential consumers who patronise your business. Wouldn't the quality of the Tikka Nation products appeal to those consumers?



DECOR

The Tikka Nation decor integrates the look of natural building materials - brick, wood, stone - into the stores and conveys to customers that Tikka Nation locations are warm and inviting family dining destinations.

In addition, customers have the option of having their sandwiches toasted.



Brick



Stone



Wood



THE FRANCHISEE IS RESPONSIBLE FOR:



Initial franchise fee



Finding locations



Leasehold improvements
and equipment



Hiring employees and
operating stores



Paying 8% royalty to the company
which includes 2% Marketing fee



THE COMPANY PROVIDES:



Access to formulas and operational systems



Operations manual



Informative publications



Store design and equipment ordering guidance



Representative on-site during opening



Training programme



Periodic evaluations and ongoing support



BEFORE YOU OPEN:

- **Training:** You and your manager will take part in our intensive two-week programme.
- **Store design:** You will be provided with floor plans for your specific location.
- **Site selection:** You will be assisted in evaluating the location for your business.
- **Equipment ordering:** You will receive guidance on ordering your equipment package for timely delivery.

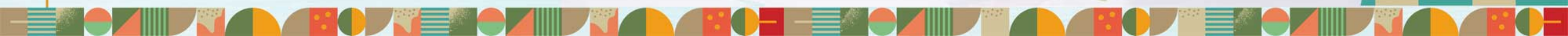
AFTER YOU OPEN:

- **Operations manual:** Tikka Nation's in-depth manual covers a full range of topics important to running your business.
- **Field support:** Your local representative will help you get started and provide ongoing operational evaluations.
- **Franchisee services:** A Coordinator will serve as your main contact person, who is just a phone call or e-mail away.
- **R&D:** Tikka Nation franchise executive chef, product development team continually strive to make our excellent food even better.
- **Continuing education:** Regular support and ongoing training will be provided.
- **Location performance:** Generally, the most important factors for performance are the location of the franchise and how well it is run.



SUPPORT

Ongoing support is provided before and after you open your store. As soon as you join the Tikka Nation team, you'll have access to help to get you started. Once open, systems are in place to help you operate your location effectively.



MENU

All our food is freshly prepared per order, every time. We offer original, gluten-free, sugar-free, egg-less and red velvet; all with a range of choose-your-own toppings. Authentic Indian breakfasts, Lunches and Dinner in generous portions are served with classic sides and delicious drinks. We offer coffee, Chai, Smoothies, beer and cocktails so whatever the occasion you will have it covered.

Our vast variety of exciting options is what makes us special. We have fantastic vegetarian options, as well as all you can eat challenges. Whether customers are grabbing a quick coffee, Masala Chai and Samosa's or dining in for a special occasion, your Tikka Nation caters for everybody.



EAT FRESH LIVE GREEN

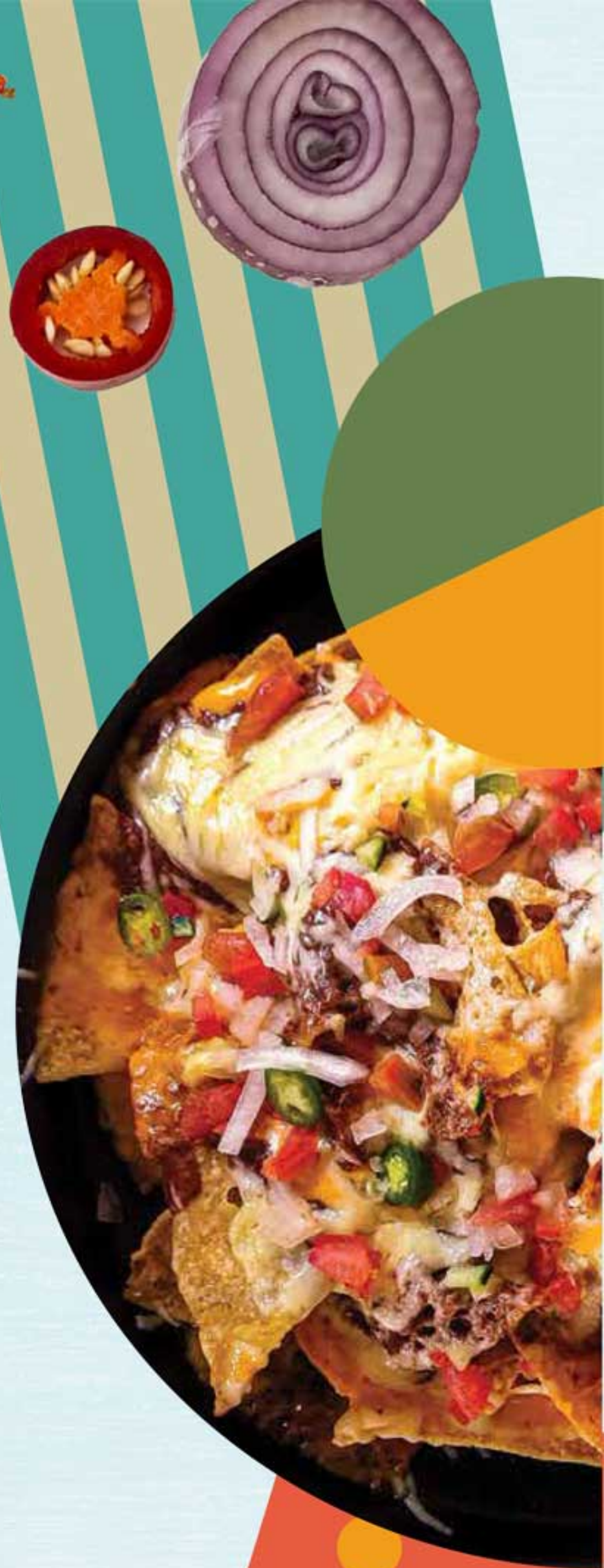
The Tikka Nation system is committed to providing a variety of great tasting food choices while reducing our environmental footprint and creating a positive influence in the communities we serve.

Our vision is to make our stores and operations as environmentally and socially responsible as possible. Every day, we strive to conduct business in a way that has a positive impact on the environment while improving the lives of our customers, franchisees, employees, vendors and communities worldwide. We believe that using good, environmentally sound business practices help increase our franchisees' profitability, improve our customers' dining experience as well as help protect the planet.



WE ARE COMMITTED TO:

- Continue to evolve our menu of great tasting options.
- Ensure our food meets the highest quality and safety standards.
- Find sustainable and cost effective solutions that serve the business needs of our franchisees.
- Focus our sustainability initiatives on energy efficiency, water & resource conservation, waste reduction, sustainable sourcing and supply chain management.
- Encourage our franchisees to contribute to their communities, promote diversity and choose "environmentally friendly" options.
- The Tikka Nation brand is committed to offering a full range of great tasting products for our customers throughout UK. Allergen information is available on-line so customers can make more informed meal choices. We are working continually to improve our menus and the vibrancy of our food.



WHAT YOU BRING TO THE TABLE?

If you're ready to bring your passion and commitment to our system, Tikka Nation provides an amazing opportunity to realise substantial personal rewards. You'll bring your talent and enthusiasm for building a team that focuses on the best possible customer experience - and we'll help you start, sustain and grow a successful business.



DO YOU SHARE THE TRAITS INGRAINED IN OUR MOST SUCCESSFUL FRANCHISEES?

- Have impeccable interpersonal skills
- Run all operational aspects of a business
- Recruit, train, and manage teams in a high-volume, fast-paced setting
- Desire to learn and follow a proven operating system
- Focus on making the customer experience the best it can be
- Apply keen business sense in creating short- and long-term business plans
- Produce financial results
- Aspire to give back to your community
- Adapt to various cultures and values



FAQ'S



How quickly can I get started with my Tikka Nation franchise?

Every franchise launch is unique and individual, we will work with you to get you up and running as quickly as possible. All of our initial training is done on a one-to-one basis and this enables you to get your Tikka Nation business off the ground.

How much can I earn in my Tikka Nation franchise?

The Tikka Nation business model is a low overhead, high profit business. As soon as we have met, you will be provided with a confidential Franchise Information Memorandum, amongst many other important pieces of information, the FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit and loss information.

Can I resell my franchise in the future?

Yes, you can (on the terms set out in our franchise agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for 5-years; you therefore have an asset that is realisable at a premium price.



How can I finance my franchise?

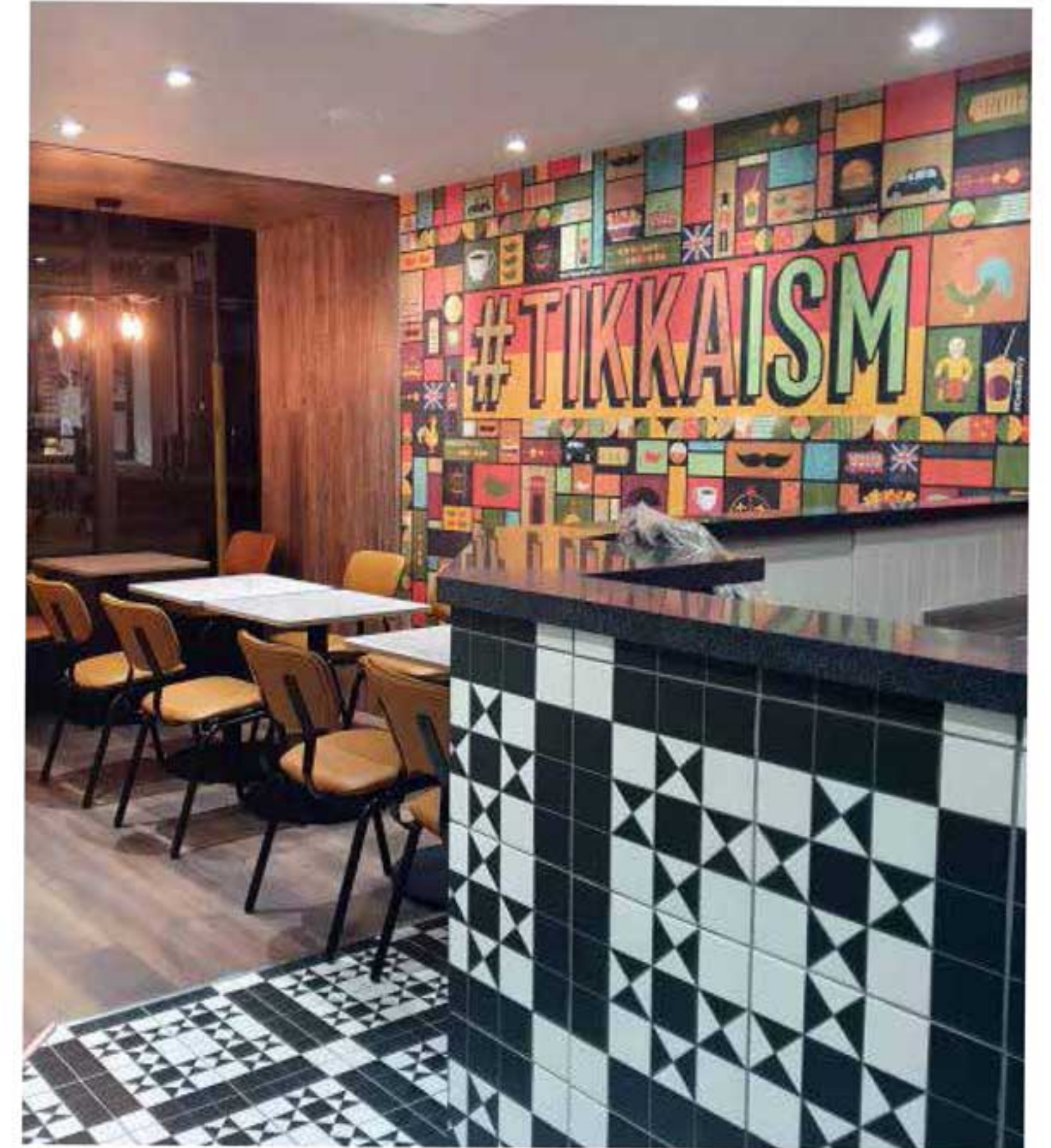
We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who will be happy to answer any of your questions. Of particular importance to those establishing a Tikka Nation franchise, we have a loan facility in place with The Start Up.

Loans Company, a UK government lending initiative where new start franchises can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required



COMPLIANCE

As a franchisor we will be entering into a partnership with you, which involves significant levels of trust and confidence from both sides. The recruitment process involves a significant investment in time, money and effort with any new franchisee. We will also be looking to make sure that you will be compliant with our procedures. Whilst we encourage ideas and innovation, for brand protection it is essential that a system and proven business model is followed by all franchisees. As a franchisee not only will you be expected to adhere to the system, you will also be expected to be able to work with the rest of the team. Therefore, people skills are absolutely vital for the success of a Tikka Nation Franchise.





THE NEXT STEPS

If you share our vision for success and you have a determination to succeed, we want to hear from you.

Step 1



APPLY

Simply complete the application included in this brochure and mail it to Franchise Sales, at info@tikkanation.com

A disclosure document will be sent to you that includes more information about the franchisor. To speed up the process, you can also complete the application online at www.tikkanation.com/apply

Step 2



RESEARCH

Talk to our franchise owners to learn more about us. Ask them why they chose the Tikka Nation franchise. Visit the locations, enjoy the great food and imagine what it would be like to join our terrific team.



Step 3

JOIN THE TEAM

Once you have finished your investigation and have secured approval to become a Tikka Nation franchise owner, don't wait. Joining the **Tikka Nation** team gives you the great opportunity to own your own business, but not just any business, a proven business with a low investment, simple operations, flexible floor plans, national and local support, national and regional advertising, a two week training program, ongoing learning for our owners and their staff, store development assistance, design support; lease negotiations, construction guidance and much more.

There's a world of opportunity waiting for you once you make your decision.

We're looking forward to hearing from you soon!



FRANCHISE CAPITAL REQUIREMENTS



- The Tikka Nation franchise has some of the lowest start-up costs in the industry. Your complete investment will depend on your location, size, and the extent of renovations required. There are traditional and non-traditional locations for Tikka Nation franchises.
- A traditional store is one you see in a shopping centre or on the street corner. A non-traditional store is a store located in an airport, hospital, service station, college, bus terminal, or other sites associated with another business. If you own a location such as a convenience store, or any non-traditional site, you may have the opportunity to buy a franchise for that location.
- Remember that costs will vary in relation to the physical size of the store. A lower cost store is one that would require fewer leasehold improvements, less seating and fewer equipment expenditures. Moderate and higher cost stores may require extensive interior renovations, extensive seating and additional equipment.
- If you are purchasing a franchise for a location opportunity, such as a non-traditional, the listed capital requirements may vary and could be lower depending upon the necessary equipment you must acquire or changes in property improvements and maintenance according to the lease of the store premises.
- Also note that the figures listed do not include extensive exterior renovations.



GENERAL BREAKDOWN FOR:

INITIAL
FRANCHISE FEE:

£15000

PROPERTY
RENTAL:

£2,500 - £4,000

LEASEHOLD
IMPROVEMENTS:

£25,000 - £69,000

EQUIPMENT
PURCHASE:

£25,000 - £35,000

SECURITY
SYSTEM:

£500 - £1500

OUTSIDE
SIGNS:

£2,000 - £6,000

OPENING
INVENTORY:

£1,500 - £2,500

INSURANCE:

£800 - £1,300

SUPPLIES:

£1,000 - £2,500

SECURITY
SYSTEM:

£500 - £1500

TRAINING
EXPENSES:

£2,500 - £4,000

LEGAL &
ACCOUNTING:

£1,500 - £2,500

OPENING
ADVERTISEMENT:

£1,500 - £4,000

MISC.
EXPENSES:

£2,000 - £6,500

ADDITIONAL FUNDS
- 3 MONTHS:

£6,000 - £16,500

(Including travel and lodging)

(Business licenses, utility deposits,
small equip. & surplus capital)

ESTIMATED TOTAL INVESTMENT £100,300 - £223,800 +

These figures are estimates of the complete investment in setting up a Tikka Nation store and operating it for

3 months. it is possible to exceed costs in any of the areas listed. final costs will depend matters including but not limited to location, amount of renovations, type and size of premises, local laws, etc. to see more details, complete application to receive disclosure document.





THANK YOU

