

koykan

Franchise Business Opportunity

Get in touch and discover the
business partnership and
opportunity tailored for success!

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Our Vision

Quickly serve fresh, high quality, delicious, healthy, and affordable food in a most welcoming setting and environment-friendly packaging to modern consumers around the world.

Our Mission

Be fair, keep consistent quality, earn trust, and reliably meet customer expectations.



A Letter From The CEO

Dear Future Franchise Partners,

Let me extend a warm invitation to join the exciting journey of Koykan®, a dynamic Quick Serving Restaurant (QSR) chain that is redefining the fast-casual dining landscape. We specialize in internationally renowned products, serving modern customers looking for easy and unique meals.

At Koykan®, we are a technology-driven QSR chain, backed by a proven Franchise-ready business model that boasts strong store-level EBITDA and Cash-on-Cash return ratio. Now, we are expanding our footprint in the SEE and DACH regions, presenting a great opportunity for passionate individuals to join our franchise family.

Embark on an exciting entrepreneurial journey with Koykan®, where innovation meets authentic World street food. Our menu offers proper World Food, a variety of dishes from different cuisines, including burgers, piadinas, burritos, falafel, gyros, wraps, bowls, and our Kiddo offering for kids.

As a Koykan® franchisee, you have the chance to bring these delightful flavours to your local community and beyond.

As part of our expansion strategy, we are actively seeking enthusiastic franchise partners who share our vision and passion for delivering exceptional dining experiences. By fast expansion throughout major European cities, we aim to create a strong foundation for growth and offer exciting franchise opportunities to individuals like you, eager to be part of our success story.

Join us in shaping the future of fast-casual dining. Explore the possibilities of being a Koykan® franchise partner and the potential for growth in the dynamic SEE and DACH regions.



Boro Milivojevic CEO, Koykan® Group



About the Company

We are a group of friends travelling the world and bringing the most famous dishes from all over the globe. Our idea is simple: we travel and collect, and those who enter our store explore the world through a variety of food choices.

We opened our first store in Zagreb, Croatia in 2012, and soon Koykan became Croatia's recognised fast-casual restaurant chain. Throughout the years, we've learned about new cultures through food, tried various recipes, and made a strong following base, as we in Koykan like to call them - citizens of the world.

Whether you're young or old, educated or not, male or female, from any culture or nationality, we have something for you. If you're someone who loves to travel, explore new cultures, and try new things, then we're the perfect match for you.

We offer a variety of high-quality, fresh, healthy, delicious, and affordable meals that allow you to connect with different cultures through your taste buds. At Koykan, we want you to feel welcome and comfortable, surrounded by a friendly environment where you can simply be yourself.



From left to right: **Domagoj Klarić** (Operations Director), **Boro Milivojević** (CEO), **Marko Gnjidić** (Franchise Director)



The Right Opportunity at the Right Time

The franchise industry is experiencing significant growth, with the F&B sector and fast-casual segment leading the way. The rising demand for diverse food options, convenience, and unique dining experiences has fuelled this growth. Consumers across Europe and the globe are too time-constrained to prepare food at home or to sit for a meal at a restaurant – this is an emerging trend that benefits the fast-casual segment.

As a pioneer in the street food franchise industry, Koykan is perfectly positioned to capitalise on this trend. With our proven track record and years of experience in operating our own successful stores, investing in a Koykan franchise presents a lucrative opportunity. By joining our franchise family, you can benefit from our established brand, comprehensive support system, and continuous pursuit of new flavours and experiences.

Unlock Your Culinary Entrepreneurship: Embrace the Koykan Franchise Model and Discover a World of Flavourful Opportunities: franchise@koykan.com



A Fusion of Quality, Health, and World Flavours

Our menu is a celebration of world cuisine, with emphasis on quality and health. In our Koykan Culinary Centre, we've tested over 200 recipes and refined over 120 market-proof products. We take pride in sourcing top-quality ingredients and maintaining rigorous food quality control. Whether you're a meat lover, vegetarian, or have specific dietary needs, we offer a great selection of fresh products to cater to your preferences.

We believe that food should nourish and energize your body, so we prioritize health in our menu offerings. From nutritious ingredients to mindful preparation techniques, we strive to provide meals that make you feel good about what you're eating. Whether you have specific dietary preferences or follow a particular lifestyle, we offer a variety of choices to accommodate your needs.



Full Support from the Franchisor: Your Success is Our Priority

When you invest in a Koykan franchise, you gain access to our extensive support system. We are committed to your success and provide comprehensive assistance every step of the way. Here's how we support our franchisees:

1. **Business Plan:** Together, we'll work on developing your business plan to ensure it's realistic, viable, and aligned with our shared business expectations.
2. **Site Selection:** We understand the significance of selecting the perfect site, and that's why we offer comprehensive support to help you identify the most suitable location for your Koykan store, ensuring it meets our site specifications and market characteristics and assist you in negotiating your lease.
3. **Store Setup:** From layout planning to interior design, we assist in setting up your store to create a welcoming and vibrant atmosphere that aligns with our brand identity and standards.



Our piadina bread is handmade by expert artisans in our culinary centers.



Full Support from the Franchisor: Your Success is Our Priority

4. **Training and Education:** We offer comprehensive in-house and on-site training programs to equip you and your team with the necessary skills and knowledge to deliver exceptional service and uphold our brand standards.
5. **Operations Support:** Our dedicated team offers ongoing operational support, sharing best practices, and standardized procedures, and assisting in maintaining consistent quality across all aspects of your Koykan store.
6. **Marketing and Business Development:** We provide marketing strategies, promotional materials, and ongoing guidance to help you attract and retain customers, driving the growth of your Koykan. We will also give you hands-on support with set-up and promotional activities, as you prepare your Grand Opening event and launch of your new Koykan store.



Marketing and Branding

Marketing and PR are the strong points of our business philosophy and are adding significant value to our Franchise partners, giving us a competitive advantage.

Koykan is responsible for Brand Marketing and PR strategy, budget, planning and execution, and is positioning the Koykan brand in the market.

Koykan will use the budget from the Marketing fee to support all franchise partners, managing Brand Marketing and campaigns in all locations and markets in which we operate. Marketing materials for local use, such as flyers, banners or coupons, are designed and prepared as templates, available and ready for download and print.

Added value for Koykan Franchise Partners:

A strong international brand that attracts customers in premium locations

Highly efficient Brand marketing campaigns

High-standard Local Store Marketing guidelines that make Store Marketing activities as easy and efficient as possible

Intuitive and rich partner portal with all marketing guidelines and materials needed

At Koykan, we believe that your success is our success. We are committed to providing full support, resources, and expertise to help you thrive as a franchisee. Together, let's create a profitable Koykan store in the perfect location and embark on a partnership journey of success.



Choosing the Right Location: A Key Ingredient for Success

The location of your Koykan store plays a crucial role in determining its success. Here's why choosing the right type of location is essential:

- 1. Customer Accessibility:** A prime location ensures that your store is easily accessible to your target customers. Whether it's a busy shopping mall, a bustling pedestrian area, or a thriving business district, we guide you in selecting locations with high foot traffic and excellent visibility.
- 2. Co-tenants and Demand Generators:** The presence of complementary businesses and demand generators can significantly impact footfall and customer engagement. We assist you in identifying desirable co-tenants such as bars, pubs, restaurants, and powerful shopping mall anchor brands, which can create a synergistic effect for your Koykan store.
- 3. Target Demographics:** Understanding the demographics of the surrounding area is crucial for targeting your potential customers effectively. We provide guidance on selecting locations with a sufficient population, daytime employment, and a median household income that aligns with our target customer profile.
- 4. Support from the Franchisor:** As a Koykan franchisee, you can count on our unwavering support throughout the location selection process. Our experienced team offers guidance and expertise, leveraging our knowledge of market trends and industry insights to help you secure the ideal location for your store.



Choosing the Right Location: A Key Ingredient for Success

Site selection requirements:

Average store size: approx. 80 sqm + outside seating area where possible

Minimum space required for counter 4x3m

Minimum space required for kitchen production unit 25m²

Minimum storage space 15m²

Good visibility and easy accessibility

Catering license (Minimum Technical Requirements)

Technical requirements:

40 kW power connection or 25 kW power connection with natural gas connection

Grease separator

Air Exhaust

Air Ventilation

Air Conditioner



Join the Koykan Family

We are looking for franchise partners who embody our brand values and among others possess the following qualities:

- Passion for food and exploration of different cultures
- Strong commitment to delivering high-quality service and food
- Business acumen and entrepreneurial spirit
- Ability to manage a team and create a welcoming atmosphere
- Dedication to maintaining consistency and meeting customer expectations
- Strong communication and interpersonal skills

People are at the core of our business and as such, we provide proper thought to their backgrounds, previous work experience, level of expertise, and the desire to translate the business into a success story.

Do you have what it takes to be our Franchise Partner? Apply today and become a part of the Koykan franchise family. Let's embark on a flavorful and profitable partnership together! franchise@koykan.com



Building a Transparent Partnership

As a potential franchisee, it is important to have a clear understanding of the investments and fees associated with the Koykan franchise model. These fees are designed to support your successful launch and ongoing operations. Let's break down each fee to provide transparency and clarity:

- 1. The initial franchise fee** is a one-time payment made to secure your rights as a Koykan franchisee. It grants you access to our established brand, proven systems, and comprehensive support. The Entry fee is set at 20,000 Euros.
- 2. Store equipment Capital Expenditure**, or store CapEx, refers to the investment required to set up your Koykan store. This includes costs such as leasehold improvements, equipment, furniture, and signage. The Low estimate for Unit CapEx is 135,000 Euro, while the High estimate is 185,000 Euro, depending on factors like location and size. This amount could be financed through leasing or a bank loan.
- 3. Shipping costs** cover the transportation of necessary equipment, supplies, and inventory to your store location. The Low estimate for shipping costs is 1,000 Euro, while the High estimate is 3,000 Euro, depending on the distance and volume of items being shipped.
- 4. The opening inventory** fee covers the cost of initial food and beverage inventory to stock your store upon opening. The Low estimate for opening inventory is 4,000 Euro, while the High estimate is 7,000 Euro, depending on the size and anticipated demand of your location.
- 5. Supplies** encompass various operational items needed for day-to-day operations, such as packaging materials, cleaning supplies, and utensils. The Low estimate for supplies is 1,000 Euro, while the High estimate is 2,000 Euro, depending on the scale and specific requirements of your store.



Building a Transparent Partnership

6. The opening marketing fee covers marketing and promotional activities to generate buzz and attract customers during the initial launch phase. The Low estimate for opening marketing is 2,000 Euro, while the High estimate is 9,000 Euro, depending on the marketing strategies employed.

7. Miscellaneous expenses include costs such as business license fees, utility deposits, and small equipment purchases. These expenses may vary depending on local regulations and specific needs. The Low estimate for miscellaneous expenses is 2,000 Euro, while the High estimate is 4,000 Euro.

8. Additional Funds – Three Months: It is essential to have sufficient funds to cover operating expenses, including employee wages, rent, utilities, and other overhead costs, during the initial months of your business. The Low estimate for additional funds for three months is 15,000 Euro, while the High estimate is 25,000 Euro, depending on the anticipated financial requirements of your store.

Please note that these estimates are provided as a guide and can vary based on factors such as location, size, and local market conditions. It is important to conduct a thorough financial analysis and consult with our team to determine the precise investment required for your specific situation.



Franchise Fee Structure

- Royalty Fee: 6% of your gross sales that is paid to the franchisor on an ongoing basis. This fee allows you to continue benefiting from the Koykan brand, ongoing support, and access to our systems and resources.
- Marketing Fee: 2% of your gross sales that is paid to the franchisor on an ongoing basis. Marketing fee is used to promote brand awareness and drive customer engagement.
- Digital Store Support Fee: 1% of your gross sales that is paid to the franchisor on an ongoing basis. Digital Support Fee is used for maintenance and assistance of your usage of our in-house cloud-based digital tools, hardware and software solutions for restaurant business management.

At Koykan, we believe in transparency and building a strong partnership with our franchisees. We are committed to providing you with the necessary information and support to make informed financial decisions and help you thrive as a Koykan franchisee.



Investment and Fee Tables

Estimated Initial Investment		
Name of Investment or Fee	Low	High
Initial Franchise Fee	20,000€	20,000€
Store equipment CapEx*	135,000€	185,000€
Shipping Cost	1,000€	3,000€
Store renovation & assembly	15,000€	40,000€
Opening Inventory	4,000€	7,000€
Supplies	1,000€	2,000€
Opening Marketing**	2,000€	9,000€
Additional Funds - three months	15,000€	25,000€
Miscellaneous Expenses	2,000€	4,000€
Estimated Total	195,000€	295,000€

Franchise Fees	
Name of Franchise Fee	
Royalty Fee	6% of total gross sales
Marketing fee	2% of total gross sales
Digital Store Support Fee	1% of total gross sales
Local Store Marketing	Established by franchisees
Initial Training fee	No fee
Taxes and Other Fees	Varies by country

* could be financed through leasing or a bank loan
** can vary based on factors such as location, local market conditions and marketing strategy



Franchise Model Highlights

- With its internationally recognized product categories that are ideally suited for the fast-casual market, Koykan is perfectly positioned to capitalize on the rising demand for diverse food options, convenience, and unique dining experiences
- Koykan is a technology-focused company that achieves success by utilizing a wide variety of the latest restaurant standards and technologies, in-house cloud-based digital tools, and leading hardware and software solutions for restaurant business management
- Our Koykan Culinary Centre caters around quality and productivity of our food production and drives continuous in-house R&D to introduce new flavours and concepts



Franchise Model Highlights

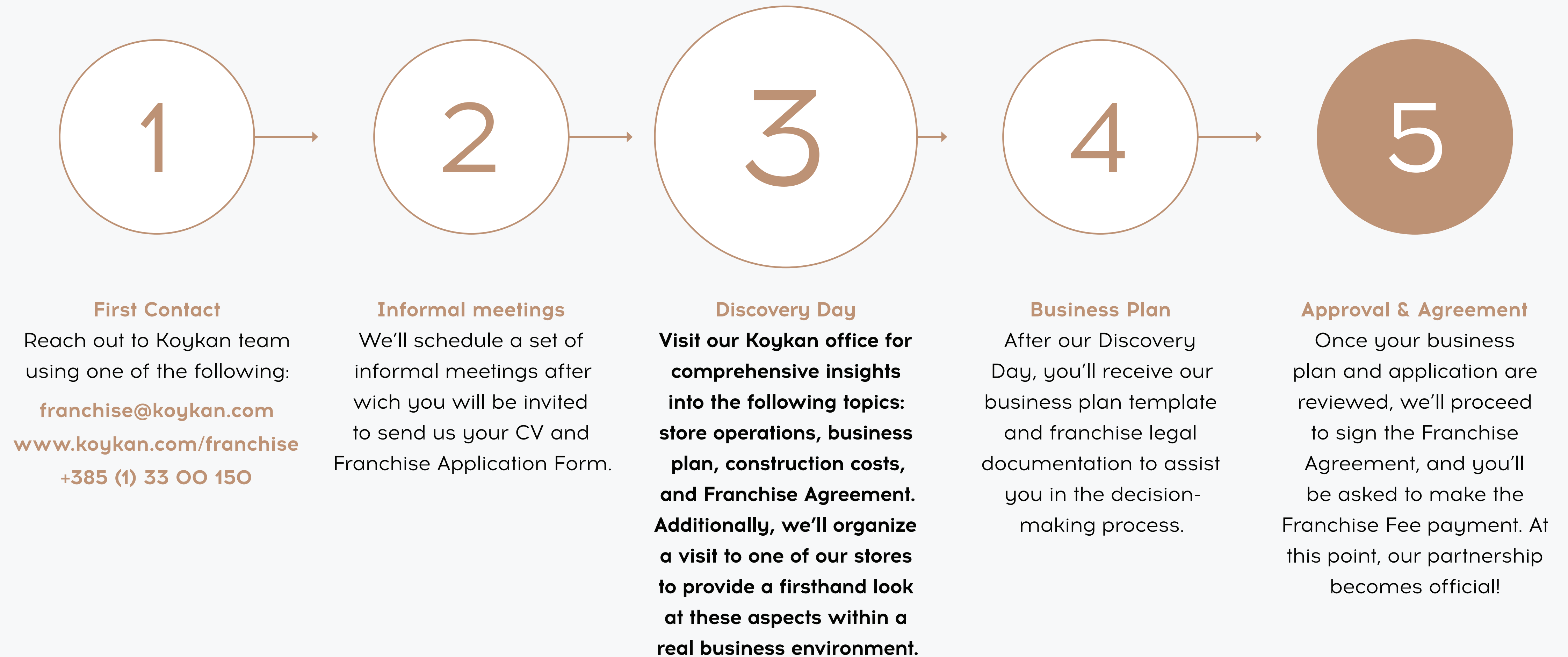
- Our strategic partner, StarDev, well known in the EU for opening over 300 QSR stores, helps us open our first stores in Germany and Austria which will mark the start of our strong brand expansion in other EU countries
- Access to our network of authorized vendors, ensuring consistent quality and timely deliveries together with negotiated purchasing discounts
- A proven Franchise-ready business model with track record of success with a strong store-level EBITDA and cash-on-cash return ratio
- Virtual Koykan sub-brands
- Assistance in site selection and store setup and easy-to-replicate store model that can enable expansion
- Comprehensive training program
- Ongoing support in operations, marketing, and business development



Koykan Management Team



Franchise Partnership in 5 Steps



Now, after reading this brochure, the only question is: Do you feel hungry for more?

Contact us today and become a part of the Koykan franchise family. Let's embark on a flavorful and profitable partnership together!

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