



**AWESOME  
★ CHIPS ★**

**YOUR JOURNEY TO SUCCESS**



# BACKGROUND AND HISTORY

Hi and welcome to Awesome Chips. We are super excited to give you a insight into our world. As you well know, we sell chips. A lot of chips! Our hard working team, work day and night in producing the best chips to feed our ever growing loyal fan base. We've experienced our ups and downs, but 8 years later, we are still here. Stronger, wiser and smarter. We are so excited by our success, that we want to share it with you. We are offering a unique franchise model, with low set up costs, very strong return on investment and sociable trading hours. Sounds too good to be true right? Wrong! If your looking for a franchise, with a potential return on your investment within 2 years, then you have knocked on the right door. Let us enlighten you...



# THE MARKET

The quick restaurant market is set to grow at an annual rate of 5.1% year on year. Potato chips represent one of the most popular snack foods across the globe. Chips are amongst the cheapest and most convenient food options available for people on the go. Awesome chips is perfectly positioned to take advantage of this growing market, with its unique range of fresh hand cut chips, signature house-made sauces and plenty of plant based options. Chips appeal to almost **100%** of the population, coupled with the fact that you, the prospective franchisee has a tremendous opportunity, to open in key locations across UK.

**Welcome to Awesome Chips.**

# THE CONCEPT

We offer one of the most unique concepts in the fast food space.

- Fresh hand cut chips, cut and fried to perfection, tossed in our signature house-made sauces and rubs.
- Affordable low ticket item, which makes it a attractive option for the masses, and a recession-proof business. As history tells us, the potato is one of the go to foods in tough times.
- Low start up capital investment.
- Quick return on investment. Average site pay back-2 years.
- Clear simple and uncomplicated menu.
- Happy and bright colours with a strong brand identity.



WE ARE  
FORK'IN  
AWESOME

## THE MISSION

Chips have predominantly been an afterthought, rather than a stand-alone dish. We have put our beloved chips on a pedestal. Judging by the feedback from our loyal customers, we are clearly doing something right. The vision for Awesome Chips, is to become a household name. When you think of fresh hand cut chips, you think of Awesome Chips.



# TRAINING AND SUPPORT

- Franchisees will receive four weeks training at a dedicated store prior to opening.
- Each store will be supported by an additional two weeks pre and post site training.
- Key topics will cover inventory, Staff recruitment, staff training, supply chain management, and financial management.
- Regular audits to improve your business.
- Access to all online marketing material



# AWESOME ★ CHIPS ★



# FRANCHISE INFORMATION

Territories available throughout the country

Multi site development licences available for approved franchisees

5-10 year licence agreements

£10,000 licence fee

5% management fee on net sales

2% marketing for on net sales

## NEW STORE OPENING COSTS (INCLUDING UPFRONT FRYER PURCHASE)

500- square feet unit (Approximate cost)  
(ALL AMOUNTS ARE EXCLUSIVE OF VAT)

### Brand fees

(Rent deposits, business rates  
and all utility bills excluded)

Legals £4,000

Planning drawings £7,000

Marketing budget £5,000

Licence fee £10,000

**Total £26,000**

### Equipment

Fryer £55,000 (can be leased)

Other equipment £20,000.

**Total £75,000**

### Construction/fit out

Store fit out £20,000

Gas £6000

Electrics £10,000

Signage £5,000

Plumbing £7,000

Other costs £3,000

**Total £51,000**

## TOTAL PROJECT COST £152,000

Outlet development costs exclude rent deposits, working capital, staff costs, training costs, building condition and VAT.

## NEW STORE OPENING COSTS (EXCLUDING UPFRONT FRYER PURCHASE)

500- square feet unit (Approximate cost)  
(ALL AMOUNTS ARE EXCLUSIVE OF VAT)

### Brand fees

(Rent deposits,  
business rates and all utility bills excluded)

Legals £4,000

Planning drawings £7,000

Marketing budget £5,000

Licence fee £10,000

**Total £26,000**

### Equipment

Fryer £11,000 (20% upfront deposit (leased equipment )

Other equipment £20,000

**Total £31,000**

### Construction/fit out

Store fit out £20,000

Gas £6000

Electrics £10,000

Signage £5,000

Plumbing £7,000

Other costs £3,000

**Total £51,000**

## TOTAL PROJECT COST £108,000

Outlet development costs exclude rent deposits, working capital, staff costs, training costs, building condition and VAT.





**AWESOME  
CHIPS**

**FRESH  
HAND  
CUT**

**OPENING SOON...**

## **PROPERTY**

- 1, Assistance in sourcing suitable locations
- 2, Access to our retained property agents to assist in rent negotiations with a view to securing a deal
- 3, Introduction to our architects who will coordinate with us and the building contractors to offer you a full pre and post tender turn-key package.

# P&L REPORT

Awesome Chips Blended P&L for period ending December 2023

Gross sales:	£572,000.00
Net Sales:	£ 477,620.00
Food costs: ( 30%)	£ 143,286.00
Gross Profit:	£ 334,334.00
Overheads:	
Wages: (31%)	£148,062.00
Franchise Fee (5%)	£ 23,881.00
Marketing Fee (2%)	£9,552.00
Rent	£25,000.00
Rates	£10,000.00
Bank charges/ card processing	£2,479.00
Cleaning products	£4,562.00
Utilities	£ 13,023.00
Internet, phone, till	£871.00
Insurance:	£1,162.00
Repairs and maintenance	£ 5,601.00
Accountant	£ 1,500.00
Sundry expenses	£2,500.00
Total overheads:	£248,193.00

**Net Profit: Before EBITDA      £86,141.00**

## Notes to the P&L

- PROPERTY COSTS ARE AN INDICATION OF TYPICAL COSTS OF EACH SITE WILL VARY IN RENT AND RATEABLE VALUE PAYMENTS.
- THESE FINANCIAL PROJECTIONS ARE BASED ON THIS SPECIFIC STORE AND THE ASSUMPTIONS DETAILED ABOVE. THESE FIGURES ARE PROVIDED FOR ILLUSTRATION PURPOSES ONLY.
- THESE PROJECTIONS DO NOT CONSTITUTE ANY ASSURANCE, GUARANTEE, REPRESENTATION OR WARRANTY THAT THE FIGURES WILL BE ACHIEVED BY YOU IN YOUR OPERATION OF A FRANCHISE IN YOUR AREA.
- THE SUCCESS OF YOUR FRANCHISE WILL BE DIRECTLY AFFECTED BY YOUR OWN BUSINESS ABILITY, EXPERIENCE, COMMITMENT, VARIABLE COSTS & OVERHEADS & LOCAL MARKET FORCES.
- WE STRONGLY ADVISE YOU TO TAKE INDEPENDENT FINANCIAL ADVICE ON THESE PROJECTIONS & PREPARE YOUR OWN FINANCIAL FORECASTS BASED ON YOUR OWN LOCAL MARKET RESEARCH & RATIONALE.

# PRIVATE AND CONFIDENTIAL

## Initial expression of interest



The information requested in this form is to be used to evaluate your suitability to become an Awesome Chips franchisee.

All information which you provide to Awesome Chips shall be processed by us strictly in accordance with the data protection act of 1998.

For more information about what we will do with your personal data, please request a copy our privacy policy.

Should you progress through to the next stage Awesome Chips will be using a credit agency to verify details.

Submission of this form does not oblige either party in any way. In completing this initial application form you are confirming that you are either; a private individual, or the principal shareholder of a Ltd company, and that there is no reference to Awesome Chips in said Ltd company in any way

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What location (s) are you initially interested in ?

Mr / Mrs / Miss / Other

First Name

Surname

Date Of Birth

Nationality

Home Address

Post code

Owner / Tenant / Other

How long have you lived at your current address?

Landline Telephone No.

Mobile Telephone No.

Email Address

Why do you want to be a Awesome Chips franchisee?

Marital status

Spouse's name

No. of children & ages if under 18:

Any other dependants? Please give details

Your native language is:

Other languages?

Will your spouse/ partner be active in this business?

Have you ever been declared bankrupt? If so, please give brief details

Briefly describe what you think makes for a successful Awesome Chips franchise store.