



Fajita Kings

**FRANCHISE
WEBINAR**

01- FRANCHISE FACTS

- The word franchise comes from the French verb *franchir*, meaning “to free,” itself from franc meaning “free.” -Merriam-Webster
- In the 1300's the word evolved into the right or license granted to an individual or group to market a company's goods or services in a particular territory. -Merriam-Webster
- It is estimated that the franchise industry accounts for approximately 50% of all retail sales in the US. -Azfranchises
- A new franchised business is opened every 8 minutes of every business day. -Azfranchises
- Approximately 1 out of every 7 businesses in the U.S. is a franchise business. -Franchisedirect
- Owning a franchise is one of the many ways people achieve their version of the American dream. -Franchisedirect

Resources:

<https://www.franchisedirect.com/blog/franchising-by-the-numbers>

<http://www.azfranchises.com/quick-franchise-facts>

<https://www.merriam-webster.com/words-at-play/the-history-of-franchise-voting-rights-movies>

<https://www.franchise.org/faqs/basics/what-are-the-advantages-and-disadvantages>



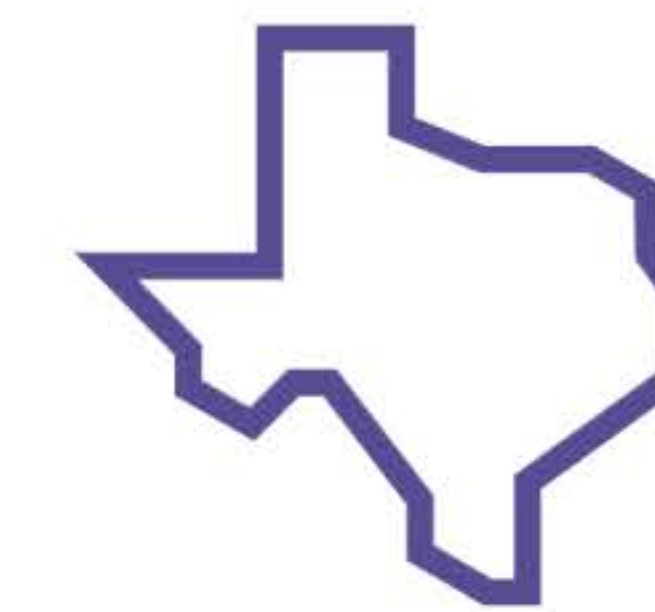
02- ABOUT US



Fernando Suarez



Latin American meets
Texas Restaurant
Franchise



Temple, Texas



Established in 2020



One company owned
location



03- CONCEPT



Diverse & unique menu



Quality service



Community centered



Full bar



Everything served with
a smile!



04- STATISTICS

- The Mexican restaurant sector in the United States was estimated at approximately 62.24 billion U.S. dollars in 2019.
- Reflecting an increase over the previous year's size of 61.33 billion U.S. dollars.
- 238.27 million Americans used Mexican food and ingredients in 2020.

(Retrieved from www.statista.com)



05- START UP COSTS

- The following is a breakdown of the prominent expenses included in your initial investment, with estimates varying depending on your location:
- This total investment also includes business licenses and permits, real-estate rent deposits, pre-paid expenses computer equipment supplies, and everything in between that will allow for a booming business.



Type of Expenditure	Amount (Low)	Amount (High)
Initial Franchise Fee	\$ 25,000.00	\$ 25,000.00
Travel and Living Expenses While Training	\$ 500.00	\$ 2,500.00
Real Estate Rent Deposits and Pre-Paid Expenses	\$ 20,000.00	\$ 30,000.00
Furniture, Fixtures, and Décor	\$ 40,000.00	\$ 55,000.00
Construction of Leasehold Improvements	\$ 50,000.00	\$ 120,000.00
Inventory and Supplies	\$ 10,000.00	\$ 15,000.00
Business Licenses and Permits	\$ 10,000.00	\$ 18,000.00
Grand Opening Advertising	\$ 5,000.00	\$ 5,000.00
Computer and Office Supplies	\$ 2,000.00	\$ 3,000.00
Insurance (3 months)	\$ 2,500.00	\$ 3,000.00
Architectural/ Engineering	\$ 5,000.00	\$ 15,000.00
Equipment, TV, Cameras, and other Supplies	\$ 90,000.00	\$ 150,000.00
Signage	\$ 5,000.00	\$ 7,000.00
Accountant and Attorney Fees	\$ 750.00	\$ 2,500.00
Additional Funds (3 Months)	\$ 25,000.00	\$ 45,000.00
Total Estimated Initial Investment	\$ 290,750.00	\$ 496,000.00

06- WHY US



Exploding Industry



Support with Equipment
and Operations



Competitive Franchising
and Royalty Fee



Flexible Hours



Proven Business Model

07- TRAINING



- It is recommended that franchisees hold previous experience in the restaurant industry to operate a Fajita Kings Franchise successfully. If you don't, it's ok!
- Our extensive franchise training program, consisting of 78 hours of hands-on and classroom training, will vet you on everything you need to know to operate your business.

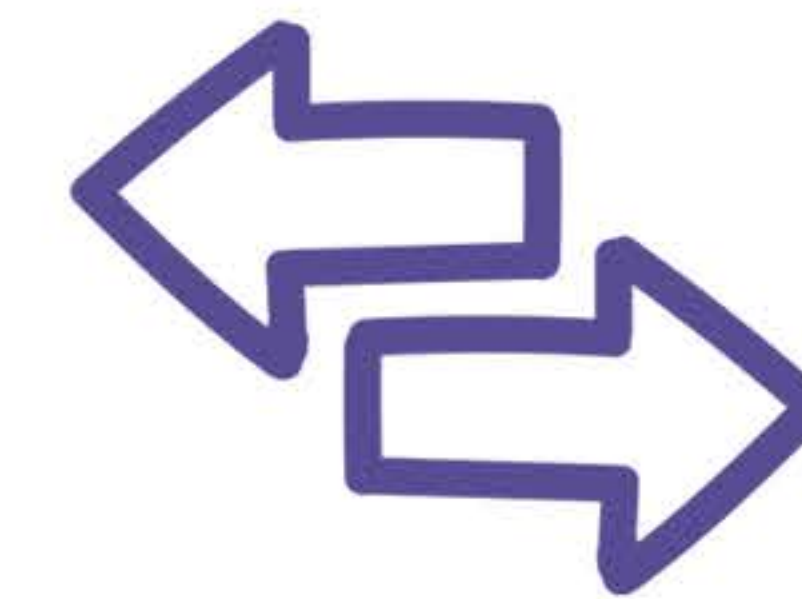


Subject	Hours of Classroom Training	Hours of On-the-Job Training
Introduction to Fajita Kings	5 hours	10 hours
Understanding Fajita Kings & its Menu preparations	5 hours	30 hours
Permits and Coding Compliance	2 hours	2 hours
Food Delivery Service	1 hours	5 hours
Customer Service	2 hours	2 hours
Bookkeeping	5 hours	0 hour
Do's and Don'ts	1 hours	5 hours
Marketing and advertising	2 hours	0 hours
Totals	24 hours	54 hours

08- ONGOING COSTS



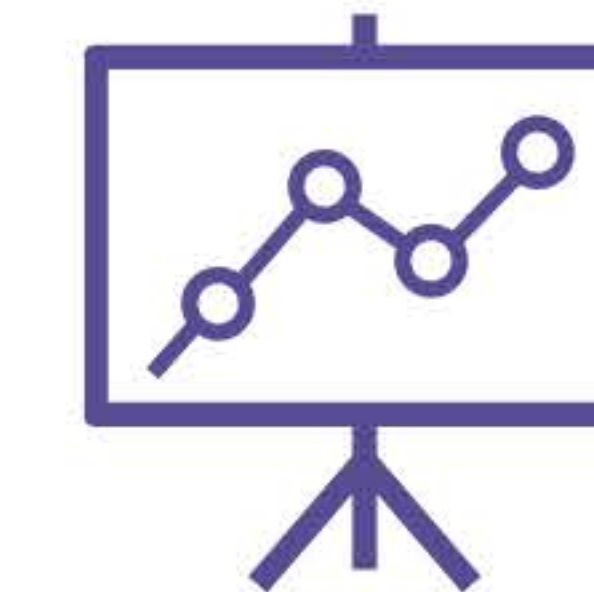
Royalty Fee:
3.5% for year 1 and 5% of gross sales thereafter.



Transfer Fee:
The greater of 25% of then current franchise fee or 5% of sale price.



Local Advertising Fee:
1% of gross sales.



National Adver. Fee:
None at this time but with a 30 day notice to franchisees, it will be 1% of gross sales.



Renewal Fee:
20% of then current franchise fee.

09- ROAD TO FRANCHISING

Franchising a business means you're investing in a proven business model that has already refined itself to bypass the common struggles of business ownership.

That's why it's highly recommended to enter the industry through franchising a proven brand like Fajita Kings.

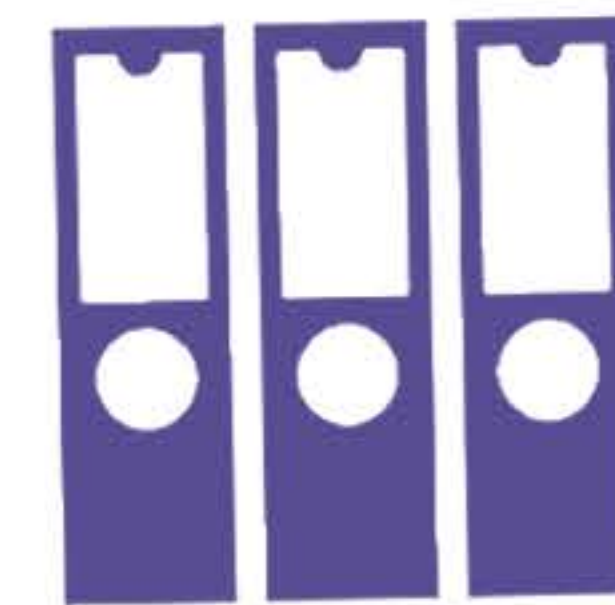
If becoming the owner of an innovative and profitable business seems appealing to you, then isn't it time for you to follow these easy steps?



Introductory
Call



Webinar
Presentation



FDD
Review



Discovery
Day



Franchise
Awarded

10- DISCOVERY DAY

Allow Fajita Kings and yourself to get a read for each other's motivations, passion, and general compatibility as business partners to ensure that you are a perfect fit for each other!



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 www.fajitakings.com



Fajita Kings

THANK YOU!

ANY QUESTIONS? (305) 592-9229