

FISHDELISH

just fish, fries & fun

FRANCHISE BROCHURE

www.fish-delish.com

info@fish-delish.com



FAST, HEALTHY & DELICIOUS

In the last few decades, people have been more inclined to eat healthier foods. A healthy diet is based on eating a variety of different foods, and according to the World Health Organization, we should be eating fish once to twice a week.

Fish belongs to a food group rich in proteins and unsaturated omega-3 fatty acids, and regular consumption has been proven to have many benefits on human health.

Street food is no longer synonymous with fast and unhealthy food, but rather unique cuisine found in urban spaces.

In recent years, the demand for healthy food and food of high nutritional value that is still exciting and innovative and that you can enjoy without regret has grown.

On the other hand, the pace of life is faster, we spend more and more time at work sitting at our desks and often eat “on the go”. The last three decades have been characterized by the opening of fast-food chains which offer affordable quick meals.

But is there a healthier version of these “on the go” meals? One that reconciles these two trends - to eat **healthy & delicious** food, that is also quick and available to everyone?

FISHDELISH is the fast, healthy & delicious solution. And it's the right franchise opportunity for you.





FISH DELISH:

Street food based on innovative fish-based dishes

Strong focus is on quality of ingredients.

Fish in focus - prepared simply, quickly, creatively, and innovatively - is the best description of FISH DELISH.

Founded in 2020 in Murter, we are a brand that prepares and serves innovative and creative fish-based dishes with a strong focus on quality.

Our fish-based dishes, combined with various side dishes and our special recipe sauces, make for a great combination of taste and visual appearance.

In 2021, franchising of our Fish Delish brand began, and in 2022, we have 5 branches open.

In the style of the increasingly popular street food concept, we offer 20 fish-based dishes, such as the tuna burger, salmon burger, shrimp burger, hot and cold shrimp, tuna, octopus, hake and sea bass sandwiches, shrimp tempura and salmon fish dogs, tuna and salmon poke salad, cold tuna, octopus, salmon, shrimp, burrata and olive platter, fried calamari, gavun and shrimp tempura.

Each dish has a special name and its own unique story.


We want to create fish-based dishes, using our original recipes, in a modern way - to combine tradition and modern culinary trends.

The original concept of FISH DELISH was to combine common ingredients in a completely different and original way. The final preparation of the dishes is quick and easy, as is eating them, with consumption being adapted for a casual walk or for enjoying in the pleasant atmosphere of an outdoor terrace.

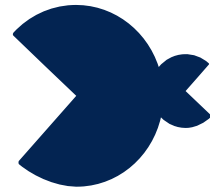
Inspired by trends in the world of gastronomy, our dishes are visually attractive and striking immediately catching your attention.

After tasting, you'll be hooked and want to visit us again.

Affordable and easy: preparation and dining



Fish + easy preparation +
easy dining = FISHDELISH



What WE OFFER

We created 20 innovative and original fish-based street food dishes.

The food offering is complemented by an equally good drink offering.

Choice of wine, beer, original recipe alcoholic and non-alcoholic cocktails, juices, and water.





Burgers & Sandwiches



Salads & Pasta





Classic, but better.



Why is the **FISH DELISH** franchise business model **YOUR IDEAL OPPORTUNITY** ?

By purchasing our turnkey franchise business (in the case of the purchase of a fully equipped and designerly decorated container) or by taking over a franchise form of business in a business space that is adapted and arranged in accordance with the overall recognizable visual identity of the brand, you will get a well-established business model.

The duration of the franchise agreement is 10 years with possibility of extending the contract for another 10 years.

The FISH DELISH franchise provides support, staff education and training, assistance in choosing a location, procurement of a fully equipped and visually designed work unit, work manual and detailed recipe book, and comprehensive logistical support (procurement and delivery of raw materials to the site).

1

Support and expert guidance

2

Staff education and training

3

Help with choosing a location

4

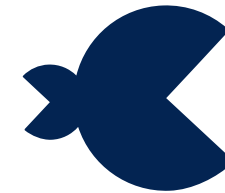
Procurement of a fully equipped and visually designed work unit or the creation of an architectural and design plan for the arrangement of business space.

5

Work manual and detailed recipe book

6

Transferring complete knowledge about all the necessary foods, selecting and approving it



Just fish, fries & fun...
and a really good business opportunity.

Find out more: +385 98 320087 / info@fish-delish.com



Are you interested in our turnkey
business opportunity?
Write us: info@fish-delish.com



Standalone unit, location: Murter, square, walkway

STANDALONE unit

Fully equipped and
designed container suitable
for squares, parks and
beaches.

STORE unit

Taking over a franchise form
of business in a business space
that is adapted and arranged
in accordance with the overall
recognizable visual identity of the
brand.

It is adapted to larger tourist
centers, towns and cities, as well
as to all-day business, and the food
offering itself has been expanded to
include a special breakfast segment.



Store unit, location: Avenue mall, shopping center



Store unit, location: Vodice, street



Store unit, location: Bol, street



Store unit, location: Makarska, square



FISHDELISH
just fish, fries & fun

FISH DELISH is an established brand with an expected quick return on investment because...

1 ————— 2 ————— 3 ————— 4 ————— 5 ————— 6 —————

PROVIDED SUPPORT AND PROFESSIONAL GUIDANCE

By purchasing the FISH DELISH franchise, you become part of our business family. You will not be heading on this journey alone - everything you will experience, we have already experienced. We will be happy to share our advice on what to look for and how to respond to individual challenges.

We have your back - we have prepared educational materials for you and guarantee personal support at every step of the way.

Upon completion of the franchise opening process, you will have a fully completed facility with the appropriate equipment, with everything necessary to start a business. Along with detailed instructions related to all the processes you will encounter (from opening the facility, preparing food, to closing and cleaning), you will also receive our recipe book which will describe in detail the procedures related to the preparation of each dish.

We'll be ready to answer all of your questions and concerns with detailed instructions and provide you with constant support in your work.

MANDATORY STAFF EDUCATION

Our franchise model offers staff training which in turn allows you to get your business started relatively quickly. All franchisors who sign a franchise agreement must successfully complete the franchise training within 14 days. Training and knowledge transfer takes place in the period after the purchase of the franchise and before the official opening of the storefront. The franchisor is required to successfully complete the training program regardless of whether they will eventually have a store manager or not.

REDUCED RISK OF BUSINESS FAILURE

Due to the education and professional support we provide and due to standardized processes and procedures, the risk of business failure is far lower than if you were to start a new business story. The advantages of entering the entrepreneurial waters by purchasing a franchise, as opposed to an independent business, are numerous: work with a well-known brand, use of the most efficient business model that has been tested, assistance in choosing a location, assistance in selecting and training employees, and in all technical and organizational aspects of the FISH DELISH business.

QUICK RETURN ON INVESTMENT

The FISH DELISH franchise has the potential for an extremely quick return on investment due to a well-designed system that guarantees education, support, and professional guidance at all times, thus reducing the risk of business failure due to standardized and proven efficient business processes.

Our franchise enables the franchisee to grow and develop the business quickly with low amounts of committed capital. A franchise also means that the franchisee gets security, defined costs, support, and a well-coordinated system which is **a great investment opportunity, with proven results and a quick return on investment.**

Interested in learning more about our franchise? Are you ready to become "your own boss"? Contact us!



BECOME YOUR OWN BOSS!

Do you have a great desire and will to work and advance in business, but perhaps lack ideas and experience?

You don't know where to start, what products to sell or even where to get them?
No worries, FISH DELISH is here to provide you with all the support you need and share with you our tried and tested knowledge!

Contact us with confidence and let's embark on a new business adventure together!



WHAT DO YOU GET WITH A FISHDELISH FRANCHISE?

- rights to the FISH DELISH brand
- location verification
- management manual and recipe book
- brand standards book and visual communication design standards book
- staff and management training
- logistic support, i.e. transfer of complete knowledge about all necessary foodstuffs, selection and approval
- marketing support
- support during operations



**Our business model is an
ideal opportunity to feel like
a fish in water!**

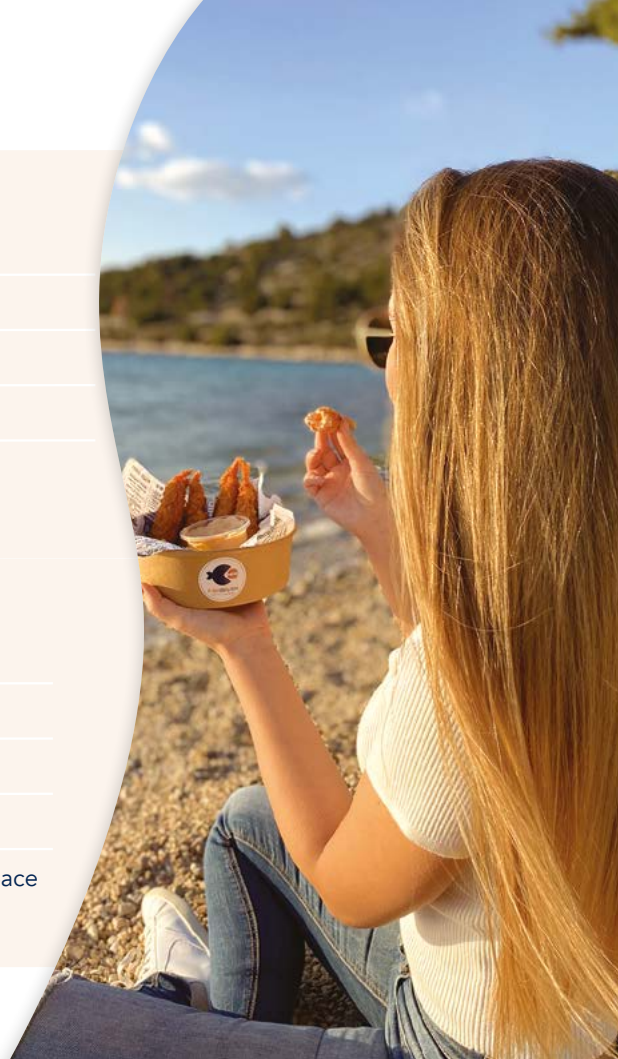
LOCATION, SPACE & CUSTOMERS

LOCATION FOR STANDALONE UNIT AND STORE UNIT

- All tourist places and cities and all inland cities with more than 50,000 inhabitants
- Ideal locations are the waterfront, city center, beaches, or airports - high-frequency locations
- Parking availability is optional
- Recommended high visibility location and direct entry/access
- It is desirable to have an ATM, bar, tourist information office, or a place where local events are held near you.

SPACE FOR STANDALONE UNIT

- The minimum land area required is 15 m2
- The recommended area for the terrace accompanying the storefront is 50 m2, ideally 80 m2
- The storefront must be designed as a stand-alone unit or a designed shipping container
- Recommended location has high visibility and direct entry/access
- The franchise manual provides instructions on landscaping and defines the final look of the space according to the architect's design



SPACE FOR STORE UNIT

- The minimum land area required is 25 m2 to 100 m2
- The recommended area for the terrace accompanying the storefront is 15 m2 to 80 m2
- Recommended place with high visibility and direct entrance / access
- The franchise manual provides instructions on landscaping and defines the final look of the space according to the architect's design

CUSTOMERS

FISH DELISH customers belong to various groups: from tourists, business people to families with children. Anyone who wants to relax in a pleasant atmosphere and eat delicious fish-based dishes without a fancy dress code. Our customers are ready to try something new, they are adventurous, they follow social media networks, and have a habit of eating something "on the go".

They are also tourists who are familiar with the street food concept and are interested in the innovative preparation of traditional foods (fish). Whether it's brunch, a romantic date, or a Sunday family lunch - our doors are open.

- Average age: 18 - 50 years
- Average customers mostly belong to the upper-middle-class

**Do you have a location
in mind?**

**Request a free evaluation
of the space.**

Contact us by phone or email.

+385 98 320087

info@fish-delish.com

INVESTMENT & SHARE

EXPECTED INITIAL INVESTMENT

	STANDALONE	STORE
Franchise entry fees	7.500 €	7.500 €
CapEx sales facility	40.000 - 70.000 €	40.000 - 100.000 €
Transportation costs	500 - 1.500 €	0.0 €
First offer costs	1.000 €	1.000 €
Promotional opening costs	1.000 €	1.000 €
Various small expenses	1.000 €	1.000 €
Reserve capital - 3 months	5.000 €	5.000 €
EXPECTED TOTAL	56.000 - 87.000 €	55.500 - 115.500 €

FRANCHISE SHARE

	STANDALONE	STORE
Royalty Fee	5,5%	5,5%
Marketing Fee	included	included

Do you have any additional questions? Contact us today!

+385 98 320087

info@fish-delish.com

Are you the IDEAL CANDIDATE for a FISHDELISH franchise?



FISHDELISH
just fish, fries & fun

The ideal FISH DELISH franchise partner is an energetic and charismatic entrepreneur with a desire to bring a new concept to the existing market in order to launch and build a successful brand.

The love of changing the world and moving things forward is a key characteristic of the ideal FISH DELISH franchisor.

It is desirable, but not necessary, to have experience in the food business, whether in catering or retail.

IF YOU ARE A PERSON WHO:

- is highly motivated
- is responsible
- is good at networking and gaining new contacts
- is motivated to create a sustainable business with long-term success
- knows how to say “no” in a given situation
- has great organizational skills
- likes to motivate their employees
- knows how to please end-users
- knows the local market
- develops ideas and thinks outside the box
- can react quickly to change by making new commercial decisions
- knows how to make strategic decisions
- knows how to manage
- has a desire to change and change things and the world for the better

...you are the ideal franchise partner of the FISHDELISH brand!

**BUILD YOUR SUCCESS
ON A PROVEN IDEA AND
AN ESTABLISHED BRAND,
WITH A QUICK RETURN
ON INVESTMENT!**

The road to a successful business is paved with numerous challenges and beginner mistakes. Take advantage of our experience and skip the wrong steps!

From making the initial decision to its realization, in a very short time, you will become your own boss and run a successful and established business.



**FOLLOW OUR TIPS AND
INSTRUCTIONS FROM THE
PURCHASE AND SET UP OF
THE STOREFRONT ITSELF
TO THE ESTABLISHMENT
AND RUNNING OF THE BUSINESS!**

With our experience and support, we offer you a fully equipped storefront that is ready to go, as well as standardized manuals and instructions on operational business processes.

Do you have an idea for the location? Give us your suggestion and we will help you with the final choice.

After choosing the perfect location, all you have to do is complete our training and you are ready to lead your very own FISH DELISH unit!

Simple, fast & safe

WHAT DOES THE PROCESS LOOK LIKE?

Step 01#	Step 02#	Step 03#	Step 04#	Step 05#
Inquiry, consultation	Submission of completed franchise questionnaire	Credit check	Phone interview	Confidentiality agreement
Step 06#	Step 07#	Step 08#	Step 09#	Step 10#
Investment plan, profitability forecast	Second phone call to address any questions, if any	Confirmation of further interest	Franchise contract, trademark license agreement, preliminary agreement	

HOW LONG DOES THE PROCESS TAKE?

The whole process from site selection and training
to job placement takes 4 to 6 months.



Your next step

If you are interested in establishing a FISH
DELISH franchise business, contact us with
confidence.

We are at your disposal to answer any
questions and provide detailed explanations.

CONTACT



+385 98 320087

info@fish-delish.com

