



A Fantastic New
FRANCHISE
OPPORTUNITY

irosushi.com

Be part of a fantastic franchise
built on growth and success.

Franchise opportunities right now
in several locations.



info@irosushi.com

Who are **IRO Sushi**?

For **IRO Sushi** all started in 2014 by it's Founder and Managing director Mr Chhong Sherpa. With an ever increasing demand for fresh seafood at an affordable price, while still maintaining the highest standard, Chhong identified a tremendous opportunity in this ever increasing market and quickly went to work.

IRO Sushi are now expanding and we have a variety of new franchise opportunities right now in several locations.

If you want to join with us as we continue our expansion across the UK, we would like to hear from you.



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What do you get as an **IRO Franchisee?**

Many people consider starting their own business - not just for the financial rewards but for the opportunity to be their own boss and run your own life. The potential downside is that although you get all the rewards, you also take the risks. Taking on a franchise with a proven system reduces those risks substantially. By joining IRO Sushi, you can reduce them even more!

Track Record of Success We have a proven method of doing business that works and produces successful results.

Strong Brand One of the biggest advantages of franchising is that we have already built a strong brand. IRO Sushi now has over 15 established locations and is highly recognisable.

Training Programme We have a training programme designed to bring you to a profitable position as quickly as possible. We have training materials to assist you in dealing with whatever comes up while you're running your business.



Ongoing Support We have a team dedicated to providing ongoing support to franchisees. You're not alone when you're building and running your business, and you can always call on our experienced team if you require assistance.

Marketing Assistance We will provide you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

Purchasing Power As a franchisee you can take advantage of the buying power to ensure you get everything you need at significantly lower levels than you could achieve as an independent operator.

Risk Mitigation The biggest reason to buy a franchise is that we have already proven our model and systems. This will help you avoid much of the risk of starting a new business.



On going **business support**

The **IRO SUSHI** team provides a tailored package designed to meet your individual goals and aspirations.

Initial training and business development assistance in sourcing the right location, preparation of sushi products and recipes.

You will receive a detailed franchise agreement and operations manual, corporate training, health and safety policies and procedures, plus ongoing on-site visits and support.



Why a Sushi Franchise might be **right for you**



A Established Market Sushi is a phenomenon, not a fad. The advantage of IRO SUSHI is that its menu goes beyond the traditional sushi rolls. Its menu allows you to try exciting and new flavour profiles. It is an affordable cuisine that is packed with healthy nutrients and returns a strong margin. For this reason, investing in a sushi franchise will undoubtedly give you a strong return.

No Experience Required Running a sushi franchise doesn't require any formal experience in preparing sushi dishes. All that it requires is a strong desire to succeed and a passion for sushi.

The franchisor will take care of the rest of your training to ensure your success.



Facts About The Sushi Business

Sushi is now a prominent feature in many supermarkets and fridges

Japan has about 45,000 sushi restaurants and the UK already has approximately 600 leaving a huge growth opportunity

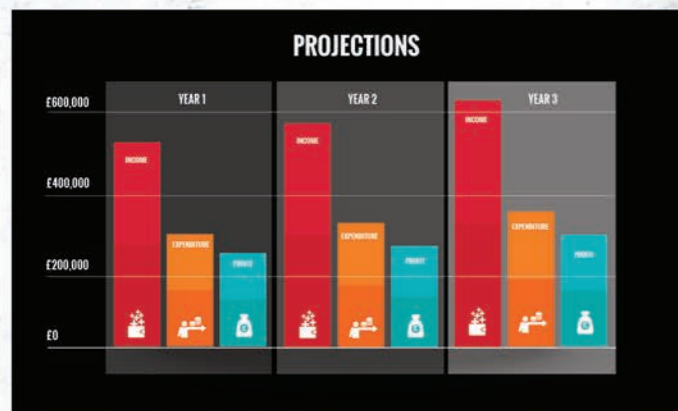
The statistics show that a sushi franchise is a lucrative investment option

Sushi restaurants can make up to 30% margin on food sales

The Financials

Upfront Franchise Fee: £15,000.00 + VAT

Estimated Fit Out Cost: £45,000.00 - £80,000.00 + VAT



What do you need?

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of owning a **IRO Sushi** franchise can be life changing. If you possess the following attributes then owning a **IRO Sushi** franchise could be just what you have been looking for.



A burning desire to succeed and the motivation to own your own successful business

A willingness to work hard, smart and continuously develop new skills

A proactive approach and willing to take a leadership role

A determination and willingness to persevere
A passion for sushi

Recognised Brand



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Eco-friendly packaging

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Our customer **Reviews**

We have 9+ years experience in refining our business operations, menu and customer offering to make IRO SUSHI into the success that it is today.



This is evidenced by our 1200+ Google reviews averaging more than 4 stars.



Came here as the doors opened with a sushi craving after staying at nearby hotel. It was amazing and staff were so friendly.

Helen Parker



Delicious sushi with amazing presentation! The staff were also very kind and friendly. I would definitely visit again when I'm next in London.

Carl Williamson



Everything was great, food was fresh and delicious and staff were very friendly and attentive, especially Mingma, who made sure we had the perfect evening celebrating a birthday.

Elika Sadeghi



Franchise **Testimonials**

After running a local coffee shop in the Reading area, as the business was not doing well specially after covid so I wanted to do something different.

I explored a number of options and decided to purchase a IRO Sushi Franchise. The speed and efficiency at which the whole conversion process took place was amazing.

We now have a great business, offering quality fresh food, at very competitive prices, with excellent support. I would encourage anyone to look at owning a IRO Sushi Franchise"

IRO Sushi Reading Franchise

I have owned and operated my IRO Sushi Franchise for 24 months. Like owning any business it has certainly been hard work, sometimes long days and in the process having to learn new skills in order to learn to run my business effectively.

It has been a very exciting journey and one that is allowing me to fulfil a dream of doing something I love, while building financial security for my family.

I have been so impressed with IRO Sushi as a business, I Now have also invented in a second iro sushi location.

IRO Sushi Welling Franchise.



Will you be our **next franchisee?**

With over 18 loations already established, IRO SUSHI franchisees are going to benefit from our outstanding reputation, existing demand and an unbeatable franchise offer. We expect demand to remain high and therefore reserve the right to alter the franchise offering at any time.



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Thank you for **reading**

This document contains some of the information you need in order to make an informed decision about whether to enter into an agreement. Entering into a franchise agreement is a serious undertaking. This is a business and, like any business, it could fail during the term. This could have consequences for the franchisee. A licence agreement is legally binding on you if you sign it. Take your time, read all the documents carefully and assess your own financial resources and capabilities to deal with the requirements of the business. You should make your own enquiries about IRO SUSHI and about franchising and licencing. You should get independent legal, accounting and business advice before signing the agreement. It is prudent to prepare a business plan and projections for profit and cash flow. The information supplied is illustrative only and is not a guarantee of revenue or profitability. While this information has been prepared in good faith, no representation or warranty, express or implied, is or will be made and no responsibility or liability is or will be accepted by IRO SUSHI in relation to the accuracy or completeness of this information.

The recipient of this information shall be solely responsible for undertaking its own due diligence and taking independent advice before entering any legally binding commitment.



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Contact us



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