



franchise opportunity



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Who are IRO Sushi?

IRO Sushi began in 2014 by its 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.



What does a IRO Sushi Franchise consist of?

What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining IRO Sushi, you can reduce them even more!



Track Record of Success

We have developed a method of doing business that works well and produces successful results.

Strong Brand

One of the biggest advantages of franchising is that the company is building a brand on a regional or national basis that should have value in the eyes of customers you're trying to attract.

Training Programme

We have a training programme designed to bring you up to speed on the most successful methods to run the business. We have reference materials to assist you in dealing with whatever comes up while you're running your business.

Ongoing Operational Support

We have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

Marketing Assistance

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

Purchasing Power

As a franchise you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

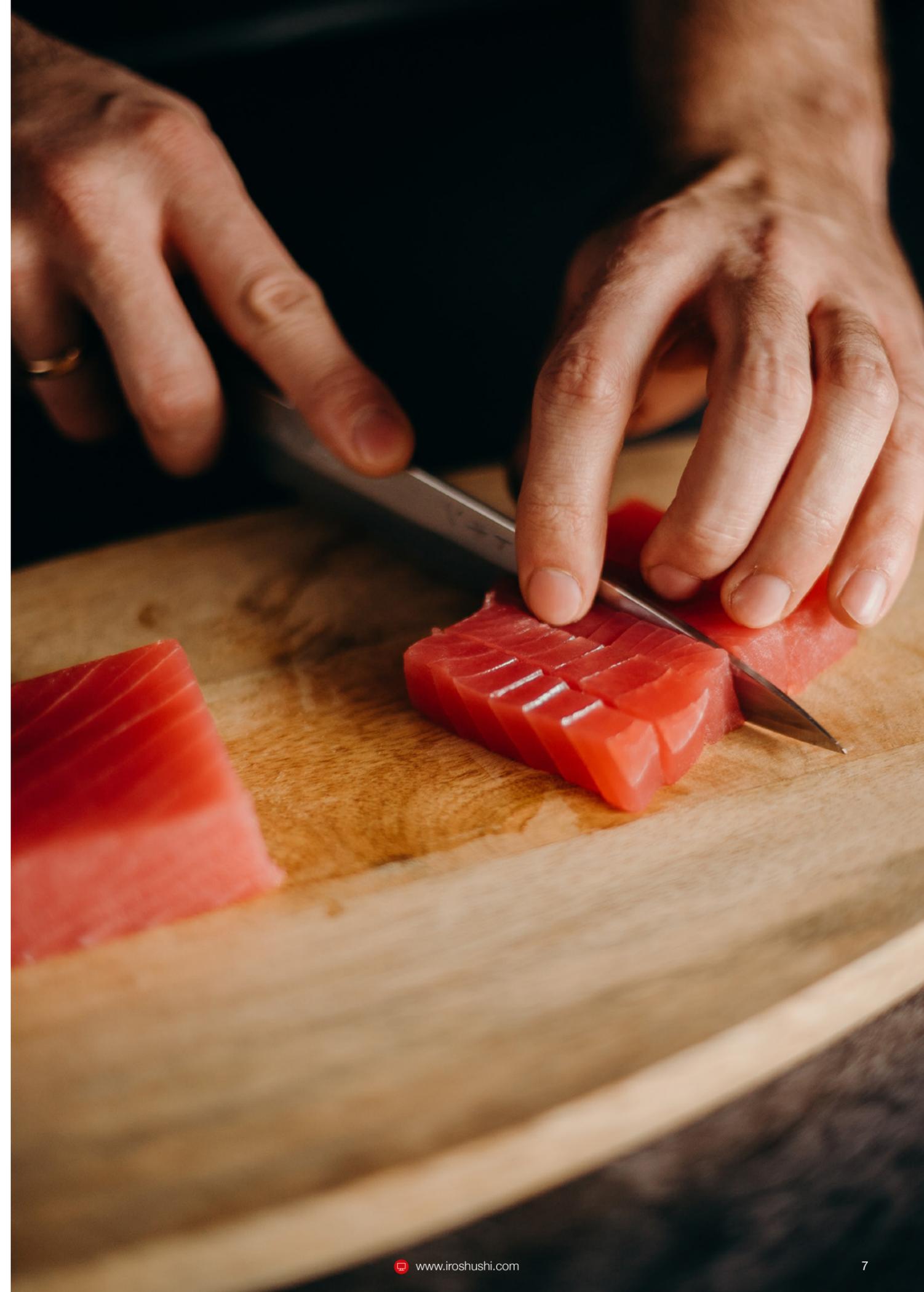
Risk Avoidance

The biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.



Business Support

The Iro Sushi team provides a tailored package designed to meet your individual goals and aspirations. Initial training and development, including assistance in finding the right location, preparation of sushi products and recipes, franchise agreement and operations manual, corporate training, health and safety policies and procedures, plus ongoing personal visits and support.



Why a Sushi Franchise Might Be Right for You

The rate at which the popularity of sushi franchises are growing is changing the way we are now thinking about sushi. Some reasons you need to consider investing into a sushi franchise include:

Sushi Has A Big Market

Sushi is a phenomenon, not a fad. The advantage of sushi is that its menu goes beyond the traditional sushi rolls. It allows you to try exciting and new flavour profiles.

It is an affordable dish that is packed with a lot of healthy nutrients. For this reason, investing in a sushi franchise will bring you a good return on investment.

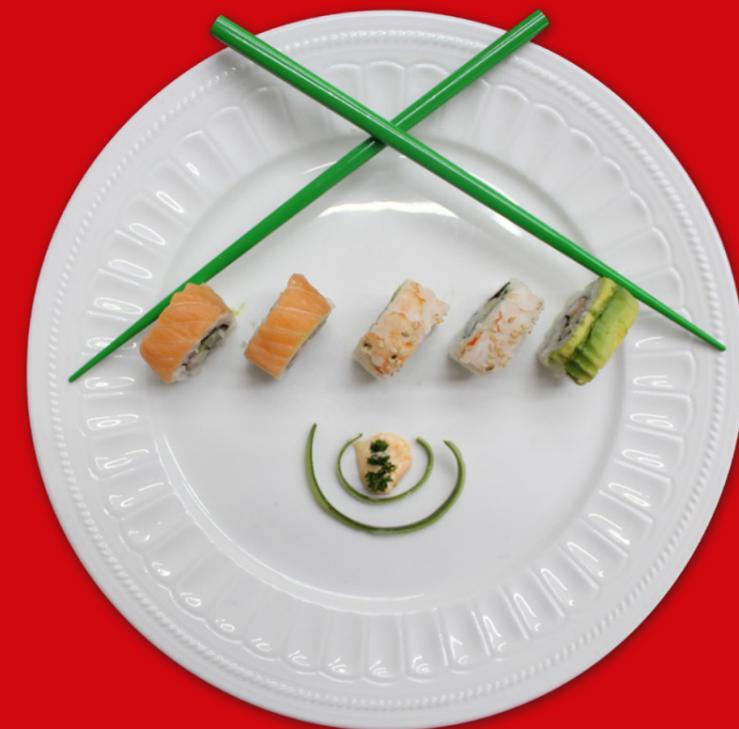
You Require No Experience To Succeed With a Sushi Shop

Running a sushi franchise doesn't need any 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.

The franchisor will provide you with training on how to prepare and operate a sushi restaurant. There are many things you will learn, including how to lead your employees, how to welcome customers, and how to take inventory.

Interesting Facts About Sushi And The Sushi Industry

1. Sushi is now a standard feature in many supermarkets and fridges.
2. The sushi market will increase by a significant margin in the coming years.
3. The statistics show that the sushi franchise is a lucrative investment option.
4. Japan has about 45,000 sushi restaurants.
5. You are supposed to eat sushi by hand and not use chopsticks.



IRO Sushi Franchisees

We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The IRO Sushi Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

Everyone working for IRO Sushi is an important player on the team. We believe in building personal professional relationships with our customers and being polite and helpful at all times. We must make it easy for people to do business with us.



As a Franchisee you buy the right to develop your business in a defined geographical area, with a guarantee from IRO Sushi of no IRO Sushi competitor in that area. Franchisees can offer their Clients the full breadth of IRO Sushi expertise, all supported by the full span of our capabilities.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the IRO Sushi name synonymous with excellence.

**So if you're looking for a Franchise opportunity with some real strengths
search no more.**

Sushi franchises are on a roll

Having the backing – and successful business model – of an existing food service brand can make a big difference to your profitability and longevity. British consumers are loyal to their favourite food brands – and will seek out names they trust. Plus, it is a massively price-conscious sector. A sushi franchise can pack a punch compared to stand alone ventures, offering branding, marketing spend and favourable rates for equipment and supplies.

You also get training and help with stringent food hygiene laws. Mistakes in the sushi market can be costly!



The earnings potential

What you can earn out of IRO Sushi Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

	year 1	year 2	year 3
income	£480,000	£528,000	£580,800
expenditure	£264,000	£290,400	£319,440
profit	£216,000	£237,600	£261,360

Satisfied Customers

Don't just take our word for it – read what our satisfied customers have to say...

“

Very fresh and tasty Sushi. Will definitely order again.
Bri, London, 28th July 2020.

“

Really enjoyed the party platter, think it's good value for money and cheaper to go direct than order through Deliveroo. Will certainly go back. Thanks.
Alex, Southfields, 4th Sept 2020.

“

I have heard a lot of good things about this place and was not disappointed. Will definitely order again and try different things on the menu. Many Thanks.
Lucy, London, 23rd May 2020.

“

I discovered this place recently and have ordered so many times already, the food is always fresh and tastes amazing! Great service too.
Mirela, London, 9th October 2019.

“

I have already recommended this place to friends around the area.
Javier, Southwark, 19th April 2019.

“

I love this Sushi place. It's delicious and the people who work there are super nice!
Charlotte, Wandsworth, 28th October 2017.

“

For me this is the best place to have Asian food..thank you guys!
Alexsandar, 12th June 2017.



What 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 a IRO Sushi franchise will be there for you to see from day one. If you possess the following attributes then a

IRO Sushi franchise could be just what you have been looking for:

- A willingness to work smart and continuously develop new skills.
- Proactive in your approach and willing to take a leadership role.
- A determination and willingness to persevere.
- A burning desire to succeed and the motivation to own your own successful business.



If everything you've read so far makes sense, and you think that a IRO Sushi Franchise is something you want to know more about, we should talk further.

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