

2023



FRANCHISE PROSPECTUS

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HELLO MY NAME IS OLIVER JOHNSON

Dope Burger was originally established in 2011 by Oliver Johnson, and the business has grown substantially over the last decade and now includes multiple brands. We operate outlets in Hull, Doncaster and Leeds.

As a gourmet street food business, we provide customers with a selection of high-quality fast foods for pickup and delivery.

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01.

WELCOME TO THE DOPE BURGER FRANCHISE

Many thanks for your interest in the Dope Burger franchise. The Dope Burger franchise is a fantastic business opportunity, and we're proud that even in the midst of a worldwide pandemic, we still grew and continued to serve our exciting menu range to our customers. It shows that our model is extremely robust, and our menu is highly attractive. Customers simply can't get enough!

Our recent success in BBC's Britains Top Takeaway has brought us national recognition as Britains best burger joint! Boosting our popularity throughout the UK!

Our investment in our menu, our technology and staff mean we will continue to grow over the coming years, and we want franchisees to join us to share in this success. We need motivated franchisees who want to work in the food sector, who with our help and support will be very successful.

We hope that you enjoy reading this franchise brochure and learning more about our business. If the franchise is of interest, then the next stage is to complete a questionnaire and return it to us (along with a copy of your CV). In the meantime, if you have any questions, simply get in touch.

02.



ABOUT DOPE BURGER

Dope Burger is known for its innovative approach to fast-casual dining with a commitment to quality and creativity. Over the past 10 years, Dope Burger has become a beloved brand known for its high-quality ingredients, innovative recipes, and trendy atmosphere. Despite our growth, the brand has remained true to its roots, continuing to offer the same great food and friendly service that made us a success in the first place. we understand that our customers have busy lives, which is why we offer takeaway, collection and delivery options.

Further information can be found at our website:
www.dopeburger.co.uk.

03.

THE UK FOOD SECTOR

Whether you're looking to start a new business or expand your existing portfolio, the UK food sector offers plenty of opportunities for growth and success. And with the support of Dope Burger's proven business model and established brand, you'll be well-positioned to take advantage of these opportunities and build a thriving business of your own. The UK food and beverage industry was valued at over £104 billion in 2023 and it is expected to continue to grow in the coming years.

04.



DOPE BURGER FRANCHISE

With the Dope Burger franchise, you'll receive comprehensive training and support to help you successfully operate your own location. We'll provide you with everything you need to get started, including site selection, restaurant design, equipment purchasing, and marketing strategies. As a franchisee of Dope Burger, you'll have the opportunity to be part of this exciting journey and benefit from the brand's established reputation and loyal customer base. We're committed to providing our franchisees with the support and resources they need to succeed, and we're excited to help you achieve your business goals.

05.

DOPE BURGER CUSTOMERS

Dope Burger customers come from all walks of life and represent a wide range of ages, ethnicities, and backgrounds. Our menu is designed to appeal to a broad range of tastes, with something for everyone to enjoy.

06.

DARK KITCHEN MODEL

Dark kitchens (also known as 'virtual kitchens' or 'ghost kitchens') enable a franchisee to operate from low cost premises, while still providing a great Dope Burger experience. Dark kitchen models are increasingly popular throughout the UK. In the vast majority of cases, the business is built around the 'delivery only' model and are extensively integrated with major food portals (such as JustEat etc). Our franchise model will work just as effectively off an industrial estate as it would off the high street.

07.

OUR BUSINESS PHILOSOPHY

We're looking for franchisees that want to work in a busy fresh food takeaway environment, which offers limited seating. Working in the food industry means paying attention to detail including the quality of the ingredients you use, the orders that you make and pack and of course the customer service that you provide. We are committed to building a successful franchise network and are looking for franchisees who can commit 100% to the Dope Burger franchise.

08.

WHY ARE WE SUCCESSFUL?

In the food business the secret to success is very simple - more customers mean more turnover. You need to ensure you get as many customers as possible and use all the tools we have provided at your disposal. Our digital setup means you will get orders from numerous sources, and then it's your responsibility to give the customer a great Dope Burger experience. We'll continue to invest in our marketing and our technology, and with our help we expect every one of our franchisees to be successful and profitable.

09.

"DOPE" DEFINITION.

"The undeniable swagger that sets you apart from the rest. An unbeatable edge that leaves everyone else in awe. It's the essence of coolness, the currency of the coolest cats, and the ultimate expression of your style and personality. Simply put, dope is the coolest thing you can be"



DOPE BURGER FRANCHISE

START-UP COSTS

Dope Burger Projected Franchise Start-up Costs

Franchise Package

Pre-Opening Support - 4 days
Initial Franchise Training - up to 12 days
Onsite Post Opening Support - up to 5 days
Offsite Post Opening Support - up to 5 days
Business Advertising & Promotional Launch Activity
Marketing & Promotional Materials
Legal Expenses (to issue Franchise Agreement)
Franchise Operations Manual

Total	£15,000
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Premises Budget

Estimate

Franchise Package

Initial Deposit & Rent (initial 3 months deposit)	£5,000
Planning/Application Fees	£1,000
Shop Front Fascia & Entrance	£5,000
Kitchen Design & Installation	£10,000
Kitchen Canopy	£10,000
Kitchen Flooring	£4,000
Graffiti Design (Front of House)	£3,000
Booth Seating	£5,000
EPOS System	£2,000
Telephone & Broadband	£300
Kitchen Equipment/Utensils	£28,000
Initial Stock	£2,500

Total	£75,800
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Other Costs

Training Expenses (franchisee and staff members)	£1,200
Legal Fees for Lease - franchisee	£7,50
Legal Fees for Franchise Agreement - franchisee	£7,50
Sundry Expenses	£500

Total	£3,200
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Total Start Up costs (excluding VAT and working capital)	£94,000
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Creative Works

The first twelve months of any businesses are crucial, and our comprehensive franchise support means that we help you at every stage of development.

This includes:

- The rights to use the Dope Burger brand name and our trademarks.
- A comprehensive support package to help you into business.
- Assistance with identifying premises for your outlet.
- Assistance with the fitting out of your unit.
- Assistance with website and food portal ordering setup.
- Franchise training covering all areas of the business for you and key staff members.
- Full onsite post opening support that ensures that things go well in the early days.
- Initial supply of stock and help with identifying local suppliers.
- A wide range of marketing materials and collateral.
- A detailed listing within the Dope Burger website as well as access to our social media profiles.
- Assistance with producing a business plan and help raising finance (if it is required).
- Fully exclusive franchise territory.
- Access to our comprehensive franchise operations manual and SOP's.
- A 5-year franchise agreement with a right to renew at the end of the term.

We've thought of everything because as our role as the franchisor, we intend to make your journey as a franchisee both exciting and problem free. By the time you've opened your doors, you'll be an expert on the Dope Burger way of life!



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you'll be an expert on the
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Business Support from Head Office Pre-Opening Support

Business Support from Head Office Pre-Opening Support

- Assistance with site selection, design, and setup
- Access to our equipment list and suppliers
- Access to our stock suppliers
- Assistance with the business plan
- Pre and Post opening training
- Detailed operations manuals that cover all aspects of the business
- Marketing tools and collateral
- Full business launch campaign

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ONGOING SUPPORT

Franchises are only success when the franchisor supports its franchise network and helps each individual franchisee develop their local business. Our ongoing support includes:

- Annual franchisee review – to help and assist your business development
- Field visits and business audits
- Ongoing development of the Dope Burger menu
- Ongoing marketing support
- Business training
- Operational advice and guidance
- National and regional promotional activities
- Ongoing integration of all high-profile food portals
- Website development and maintenance
- General problem solving with our franchisees



FRANCHISE INCOME POTENTIAL

We have developed a set of detailed franchise forecasts that illustrate the financial potential of a Dope Burger franchise. We will share more information with you as part of our recruitment process. These franchise projections can be used as part of a business plan, for you to access additional business funding if it's required.

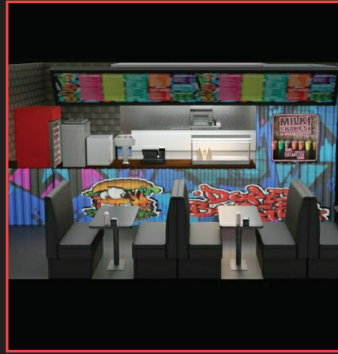
FRANCHISE TERRITORY

Each Shop has an exclusivity zone of 2 miles- I.E no shop can open within 2 miles from the next shop

ONGOING STOCK SUPPLY

Our franchisees will use a combination of nominated suppliers and local suppliers. We expect certain products to be ordered from nominated suppliers who we have checked and approved in terms of quality. However, some stock will be bought from local suppliers to maintain freshness. We will help you in terms of advice and guidance on how to identify good quality local suppliers. Remember your end product is only as good as the ingredients that you use so it's critical that only agreed suppliers are used at all times. And Key @ingredients are ordered Directly from us"

**WE LOOK FORWARD TO
HEARING FROM YOU SOON!**



ONGOING FRANCHISE FEES

- Marketing and advertising
 - Ongoing support
- £1000 +VAT per month
No additional fees

ARE YOU CUT OUT TO BE A DOPE BURGER FRANCHISEE?

Being a DopeBurger franchisee requires a high level of commitment and dedication. You will need to have high standards for the quality of food and service that you provide, as well as a willingness to work hard to ensure the success of your business. You will also need to be comfortable managing staff and interacting with customers on a regular basis. This means having strong leadership skills, the ability to communicate effectively with a friendly and approachable demeanor.





YOUR NEXT STEP

Love what you have read so far? Well, a brochure can only provide so much information and if you believe that you have what it takes to succeed as a Dope Burger franchisee, then why not complete our franchise questionnaire and email it back to franchise@dopeburger.co.uk. Once we receive your questionnaire, we will review the information and contact you to take you to the next stage of recruitment. We can also answer any questions you may have.

We're very selective about who we take on board, simply because not everyone is cut out to be a Dope Burger franchisee. However, if you meet our profile, we will do everything to help you come on board and build a wonderful long-term business. **That's our promise to you.**

THAT'S OUR PROMISE TO YOU!

Q&A



FRANCHISEE

Do I get help in identifying premises?

Yes. Once you have identified potential premises, we will help you make a decision on which unit will work for the business. The great thing is, our model can work in an industrial unit, which means that the rental costs should be lower.

Will you help in the fitting out of the kitchen?

Once premises have been identified, we will help with equipment and layout. You can use your own builders for any construction work, but you will have access to all our suppliers during this setup phase.

Do I buy all future equipment and stock from the franchisor company?

We will provide most of the ongoing equipment that you need to run your business. This is important, as it maintains the quality of the equipment and stock you use. We also get the best possible prices, so it's in your best financial interest too.

Will you assist with the food portal setup?

Yes, we will. In addition to this, we will also set you up on our own website systems so that customers can order via the Dope Burger website and the Dope Eat app.

What about the Franchise Agreement?

Every Dope Burger franchisee is granted a 5-year franchise agreement. The franchise agreement contains a right of renewal (subject to compliance with the terms of the initial agreement by the franchisee). Our franchise agreement will give you the confidence you need to build the long-term development of your Dope Burger business.

What training will I receive?

All our franchisees will receive up to 22 days training and support. This includes a franchise induction training programme that gives them an insight into every aspect of the business. By the time we finish with you, you'll be an expert!

Is training included in the initial franchise fee?

Yes, it is. The induction training is part of the initial fee and will be provided by us. Franchisees are responsible for their own travel, accommodation etc.

Who can attend the training?

Both you and your key staff can attend the franchise training.

Will you give me a copy of the operations manual?

Yes. We will use it to train you as well as provide a hard and electronic copy for you to use on a day to day basis. Remember, it's an important document so you must ensure it remains confidential.

Will the franchisor provide ongoing support with marketing?

We will be heavily promoting the Dope Burger brand through our digital channels on an ongoing basis. Our marketing support is extensive and includes comprehensive digital marketing campaigns for all franchisees through our website and social media platforms.

Are franchisees OK to carry out their own local marketing?

Franchisees are expected to carry out some local marketing within their franchise area to promote the brand and the services. These local marketing activities are managed by the franchisee using a marketing plan and marketing collateral developed by Dope Burger.

Does this business have any insurance requirements?

Insurance is a critical part of any business, and we'll support our franchisees to ensure you have the right cover in place for both public liability insurance and employer's liability insurance.

Will I need a vehicle?

The short answer is yes. Having a small vehicle will enable you to have your own transport for delivery. On top of this, you will also use 3rd party drivers to deliver your food to customers.

Will you advise franchisees on pricing?

We provide all of our franchisees with a local pricing strategy, and we will work with you on an ongoing basis to ensure that your pricing works locally.

Can I sell my franchise in the future?

We envisage that as the franchise network matures some of our franchisees will want to sell their business and our franchise agreement offers this opportunity subject to our approval of the incoming franchisee. Subject to the success and profitability of your individual business it is normally possible to sell a franchise for a significantly increased capital value for the benefit of the outgoing franchisee. On business sale we charge a fee to cover our costs in managing the sale and training the new franchisee. We will discuss this in more detail when we meet.



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