



## Franchise Overview

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# The Fishmonger Franchise Opportunity

## Introduction

Thank you for your continued interest in the Fishmonger Franchise opportunity. We are really passionate about brand and look forward to meeting with you to discuss how a Fishmonger Franchise may help you to achieve your dreams.

This document outlines the basic operations of the Fishmonger franchise system -what we provide our franchisees with and what you, as a franchisee, can expect to gain by being a part of the Fishmonger network. It also provides information about Franchising in general.

Enthusiastic, customer focused people are often frustrated working for someone that does not share their passion for life, but excel at running their own business. When you are your own boss, financial rewards are a direct reflection of your hard work, enthusiasm, and abilities.

After reading the Franchise Overview, if you wish to proceed with your application you will be asked to complete a Franchise Application Form, sign a Confidentiality Covenant and you will be supplied with a Disclosure Document.

The Disclosure Document that conforms to the Franchise Association of New Zealand's standards provides detailed information about the franchise opportunity, including the investment involved and the potential returns.

Please take time to consider the information in this document carefully. We believe the Fishmonger is a great opportunity for you to develop your own successful business, and welcome the chance to discuss this with you in greater detail.



## The concept

In March 2004, the first Fishmonger Seafood Delicatessen shop was established in the Upland Road Village on Remuera Road, Auckland. It was an overnight success.

Since then new Fishmonger stores have opened in Parnell, Herne Bay, St Heliers Bay and Birkenhead.

The brand that The Fishmonger has built, with an emphasis on stylish fit-outs and quality pre-prepared product, has seen outstanding returns in all stores. Average sales per store are over three times the national average.

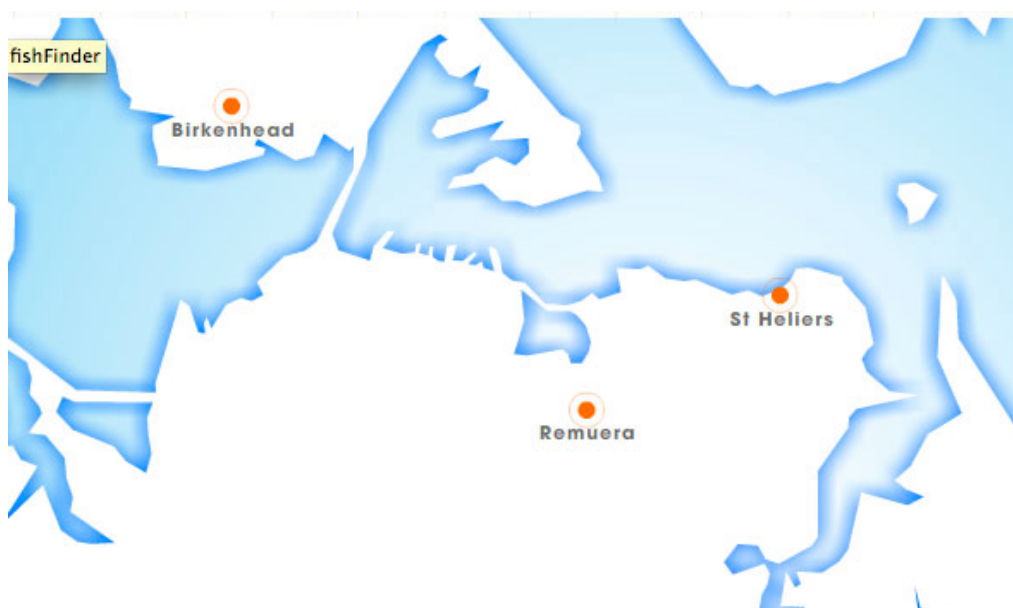
The Fishmonger has made a concentrated effort to differentiate its products from those which make up the fish n chip industry by promoting:

- ◆ superior levels of customer service
- ◆ a broader range of product
- ◆ a unique customer experience
- ◆ innovative take-home meals

By combining these ingredients The Fishmonger has already achieved excellent recognition. This is reflected in vastly superior returns relative to the industry in general.

The Fishmonger also sells a range of seafood products into supermarkets throughout the North Island. This has achieved brand awareness on a scale never before seen in the industry. It reinforces all that is 'good' regarding the brand; fresh, healthy, innovative and appealing.

The Fishmonger has won many prestigious awards within the industry, including the Crisco fish n chip "Best store for Auckland region", Metro Magazine "Best Fish and Chip shop", New Zealand Herald's Viva "best battered and crumbed fish", Crisco "best Chips" and has received rave reviews in Cuisine Magazine and other leading food publications.



With three successful outlets up and running in Auckland we are currently embarking on a strategic expansion programme that will share our success and take the Fishmonger around

## The product:



## Mission Statement

Our Mission statement is:

**"To provide restaurant quality seafood at takeaway prices"**

Many of The Fishmonger products are unique from other fish n chip outlets. We offer a far greater range of product than our competitors. The Fishmonger's product is of superior quality than most fish n chip shops with an emphasis on health, freshness, and convenience.

The Fishmonger has recently added a range of gourmet char-grilled burgers to compliment our great range of quality salads, take-home meals, and the more traditional fish n chip menu, including wet fish.

To eat from a Fishmonger Delicatessen is to experience a "taste sensation." Customers can't stay away and there is always something available they haven't tried.

## Research and Development

Food development is ongoing and there is always a new recipe around the corner.

The Fishmonger products are part of an ongoing process, where ideas are conceived, put to the test and continued or modified as is dictated by an array of influencing factors – the greatest of which has to be our clientele, from whom we seek constant feedback.

The knowledge accumulated during The Fishmonger's history has been applied at every given opportunity, be it in menu development, product costings, customer preference and system refinement. As the process is fluid and ongoing, nothing at The Fishmonger is set in concrete, we have the ability to change and adapt when and where we need to.



## **Our people**

The Fishmonger team includes:

### **Patrick Chandulal -Director Shareholder**

Patrick brings a rich variety of experience to the group, beginning his career in hospitality in 1992 when he established the Kiwi Tavern in Downtown Auckland. Subsequently, he expanded to owning and operating the Abel Tasman Tavern in Nelson and Auckland and the popular cigar bar in Parnell, Auckland, called Cuba. His knowledge of the retail

Pat is the pulse of The Fishmonger with energy to burn and a passion for excellence. His experience in the retail food industry is invaluable in the ongoing success of the franchise.

### **Richie Barnett -Director Shareholder**

Richie was a director of the Union Fish Company -an award winning seafood retailer and seafood wholesaler. He is a former rugby league great representing New Zealand 27 times -ten times as captain.

Richie has a wealth of experience and brings strong leadership skills to the Fishmonger group, playing an important role in people development and continuous improvement.

### **Andrew Kinney -Shareholder**

Andrew has over 26 years experience in local and international supply chain management. When working for EGL Eagle Global Logistics and LEP International, Andrew was responsible for driving significant supply chain management enhancements for companies such as Nike, Sara Lee, and Acer.

Andrew's analytical and reporting skills come to play reviewing store and product performance. One outcome is an offering tailored to your local customers

### **Danny Kinney -Shareholder**

Danny was also a co-owner and director of the Union Fish Company. Danny brings a wealth of FMCG experience to the group and has held senior positions with companies such as Masterfoods, Carter Holt Harvey, and Coca Cola.

Danny has achieved fantastic results in the negotiation of supply contracts for the group and the development of the grocery sector.

## Franchise Consultants (NZ) Limited

Franchise Consultants won the New Zealand Franchise Association Service Provider of the year award -2006 and were a finalist in the Vero Business Excellence Awards in 2007.

Franchise Consultants have been involved with the Fishmonger group since their inception and continue to provide advice on an ongoing basis.



## Our Benefits

The decision to go into business is not one to be taken lightly. You need to consider not only the financial benefits of owning your own business but also the lifestyle implications.

From a business investment perspective our points of difference include

### 1. Entry Price

- ◆ Competitive entry price compared with other food related franchises

### 2. Return on Investment

- ◆ Discussed in greater detail in the Franchise Disclosure Document, the Fishmonger business model has been developed to ensure a high R.O.I. and short payback period
- ◆ The Franchisor's R.O.I. is directly linked to your success

### 3. Location assistance

- ◆ With a background in retail hospitality, the Franchisor understands what makes a good retail outlet and can assist and advise on specific locations and negotiations with the landlord

### 4. Setup and design assistance

- ◆ Once a site has been secured, the Franchisor will project manage your entire fit out, saving you time and money in the process

### 5. Launch assistance

- ◆ In retail, you may only get one opportunity to impress, as a result you and your staff will need to be on your game from day one
- ◆ The Franchisor will provide experienced staff to help you, and to train your staff during the first two weeks of operation.
- ◆ We will be there to assist during peak service times

## 6. Hours of Operation

- ◆ Ideal for a husband and wife team with a young family
- ◆ Split hours provide franchisees with an opportunity to actively manage the business, or take time out when required

## 7. Franchise input

- ◆ Whilst it is important for the franchisee to be on site, a large proportion of the day to day operations can be delegated to the Kitchen Manager and other staff

## 8. Simplicity of operation

- ◆ All menu items are pre-prepared
- ◆ No dishes (well very few)
- ◆ No complicated (expensive) machines required
- ◆ Systemised processes

## 9. Emphasis on takeout rather than dine in

- ◆ By providing both takeout and pre-prepared meals, we appeal to a wider audience than a traditional takeaway – this is directly reflected in our sales and gross profit margins
- ◆ With 90% of customers ordering takeout or prepare at home meals, there is no need for additional waiting staff -as a result costs are reduced relative to other food businesses

## 10. Overall appeal with a strong brand

- ◆ Highly effective application of a strong and appealing brand
- ◆ High standard of fit out and merchandising
- ◆ A proven business model with two profitable stores already operating in Auckland

## Roles and Obligations

In comparison to starting a business from scratch, purchasing a franchise is considerably different.

As a franchisee, you are neither, a partner nor involved in a joint venture with the franchisor. You are an entirely independently owned and operated business.

It is your business, but you use the systems developed by the franchisor, gaining the benefits of a nationally promoted brand, co-ordinated marketing initiatives, and ongoing support services.

The Fishmonger franchise offers you the chance to join a focussed, profit-oriented business

The franchisor benefits when you are successful, so it is entirely in their interests to help you to establish, operate and expand your business.

In order to operate a business format franchise it is essential that both parties fully understand each other's roles and obligations.

WHAT YOU DO	WHAT WE DO
Adhere to the kitchen and FOH operating standards as defined in the Franchise Agreement and the Franchise Management Manuals	Location, design, and set up assistance
Maintain quality relationships with customers, suppliers, staff, and Franchise support staff	Provide comprehensive training in kitchen and FOH operating standards
Recruit, supervise and train competent and committed staff	Allowing the exclusive use of the brand name and logo to operate a Fishmonger Seafood Delicatessen
Adopting sound business management and financial planning methods	Provide and maintain the franchise management manual set
Undertaking approved local marketing and advertising initiatives	Providing ongoing guidance and direction to franchisees
Achieving Key Performance Indicator Targets	Maintain relationships with suppliers, media and other centres of influence

The obligations of both parties are included more fully within the Disclosure Document and the Franchise Agreement.

## The Decision

Now that you have been given an overview of the Fishmonger franchise opportunity you have to decide whether this type of business venture is suitable for you. Here are some key questions and answers that may help in your consideration of the Fishmonger opportunity.

## Questions and Answers

### Q: How can I grow the business?

**A:** The experience of the franchisor has clearly demonstrated that if you open an outlet, the people will come. You (and your team) need to give them every reason to come back again and none to leave.

Every customer encounter must more than meet their expectations. That means not only providing quality product, but also quality customer service.

In addition, the Franchisor has developed proven methods to attract new customers through a variety of local marketing initiatives. (These are covered in the Franchise Manuals.)

Always remember, it is in the franchisor's interests to help you grow your business. We will provide you with guidance and advice throughout your franchise term including ongoing training as required in order to achieve that aim.

### Q: Am I up to the challenges of working in this type of business?

**A:** A key requirement lies in your ability to manage internal people and processes.

Financial rewards follow personal commitment and hard work. We are looking for self-motivated people who are willing to embrace our vision and make it their own.

*Are you up to the challenge?*

## **Q: Is the franchisor responsible for my success?**

**A:** Although you will receive a great deal of guidance and professional expertise from the franchisor, ultimately your commitment and energy determines your financial success. But remember – our success is directly linked to yours.

## **Q: I have heard that Franchise Agreements favour the franchisor, and are often too tough on the franchisee. Is this true?**

**A:** The Fishmonger Franchise Agreement has been prepared by one of New Zealand's leading Franchise Lawyers and complies with the New Zealand Franchise Association Code of Practice. It is in everyone's interests to protect the brand and intellectual property from abuse by any wayward franchisee.

You can take comfort in the fact that the Franchise Agreement allows the franchisor to take appropriate action if required, thereby protecting everyone's investment.

## **Q: How can the franchisor help me to successfully launch and operate the business?**

**A:** We will assist you in developing a pre-commencement plan that will provide guidelines on the steps that need to be undertaken prior to the launch of your business.

You are fully trained before you open your doors for business and franchise support staff will work with you and your staff during peak times in your first two weeks of operation.

## Q: What do I get for the initial franchise fee?

**A:** The initial franchise fee covers:

- ◆ The granting of the franchise for the duration of the term
- ◆ The right to use the franchisor's corporate identity, systems and procedures that have been specifically developed for the Fishmonger franchise
- ◆ Initial training
- ◆ Site selection and design assistance
- ◆ Help with negotiating with the landlord
- ◆ Project managing the fit out
- ◆ Launch assistance

## Q :If I am thinking about going into business why should I consider with a franchise?

**A:** Research has indicated that a franchised business has a greater chance of success (survival) than a non-franchised equivalent.

The Fishmonger has developed the systems and profile to help you build your own successful business so there is no need to “reinvent the wheel.”



With the buying power and brand awareness that comes with being part of an established group you will be well placed to achieve your financial goals.

## How to Become a Fishmonger Franchisee

The development of the Fishmonger franchise system has meant that the opportunity is now available to purchase your own independently operated Fishmonger Seafood Delicatessen.

We recommend that you carefully consider the factors outlined and reflect on the implications they may have for you.

If you would like to proceed without any obligation to the next step you should complete the following enclosed forms

- ◆ Confidentiality Agreement
- ◆ Applicant Background Questionnaire

Once we have received these completed forms we would like to meet to discuss this opportunity more fully and to assess whether, and in what form, a franchise is viable in your area.

Following these discussions if you are still interested and we have determined your suitability as franchisee, we will provide you with a copy of the Disclosure Document and Franchise Agreement.

Upon receiving these documents, we require that you gain independent professional advice from your accountant and lawyer to ensure you fully understand the proposition.

Purchasing your own business is not something you should undertake without full and thorough consideration.

We want you to be sure, and we want you to be successful.

In the meantime, if you would like to find out more about the Fishmonger, please contact Patrick on (021) 588 880, or [info@thefishmonger.co.nz](mailto:info@thefishmonger.co.nz)

The **Fishmonger.**  
Seafood Delicatessen

