

# BUSINESS IN A BOX

Ditch your average  
job and start an epic  
business adventure.

**Franchise Opportunity**



# WHAT IS LONCHE?

It's a fresh new franchise opportunity with a big growth potential, serving high quality fresh and tasty Tex-Mex food to costumers on their way wherever they go.

## FROM FAMILY BUSINESS TO FRANCHISE

Lonche is a family owned brand today driven by Ivan Dobaj.

Story goes back to 1995 when Mexican restaurant called Takos opened their doors for the first time.

As one of the first Mexican restaurants in the Balkan region, they overcame the competition with authentic food and original drinks from Mexico. They quickly became a local favourite.

It wasn't long after that the second Takos opened their doors.

Throughout the history when Takos was evolving and family business was growing, it was finally Ivan's turn to take over the company.

His passion for great food set the stage for perfecting the restaurant and improving the costumer experience.

Once that was done he still had one thing going on in his mind. It was an idea he was dreaming about for a long time.

Because of his business background he knew he can make it real. It was an idea of a Tex-Mex street food franchise.

He gathered the team together and Lonche was brought to life to bring the best food inspired by American and Mexican cuisine.



**Ivan Dobaj**

Founder | Lonche Brand

**| Our unique  
dining experience  
includes serving  
fresh and tasty  
food right in to  
customers hands.**



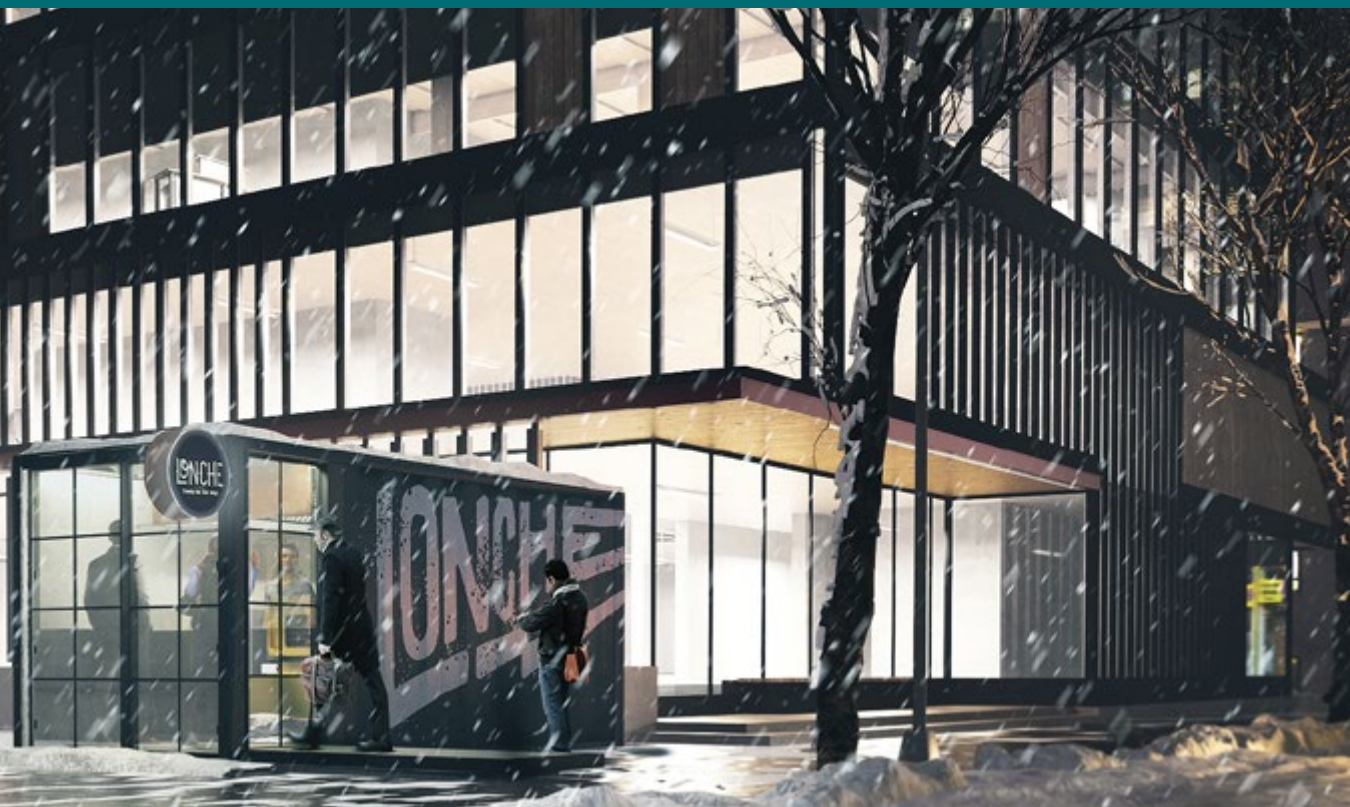




# MODERN MODULAR CONSTRUCTION

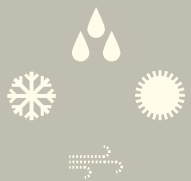
Lonche restaurant concept is made from specially designed 20 ft cargo shipping containers. Because of their convenience they are significantly easier to transport and manoeuvre.

An alternative to mortar and brick restaurant, this type of modular construction takes less time, allowing the franchisee to focus on the sales and brand image.



# LONCHE





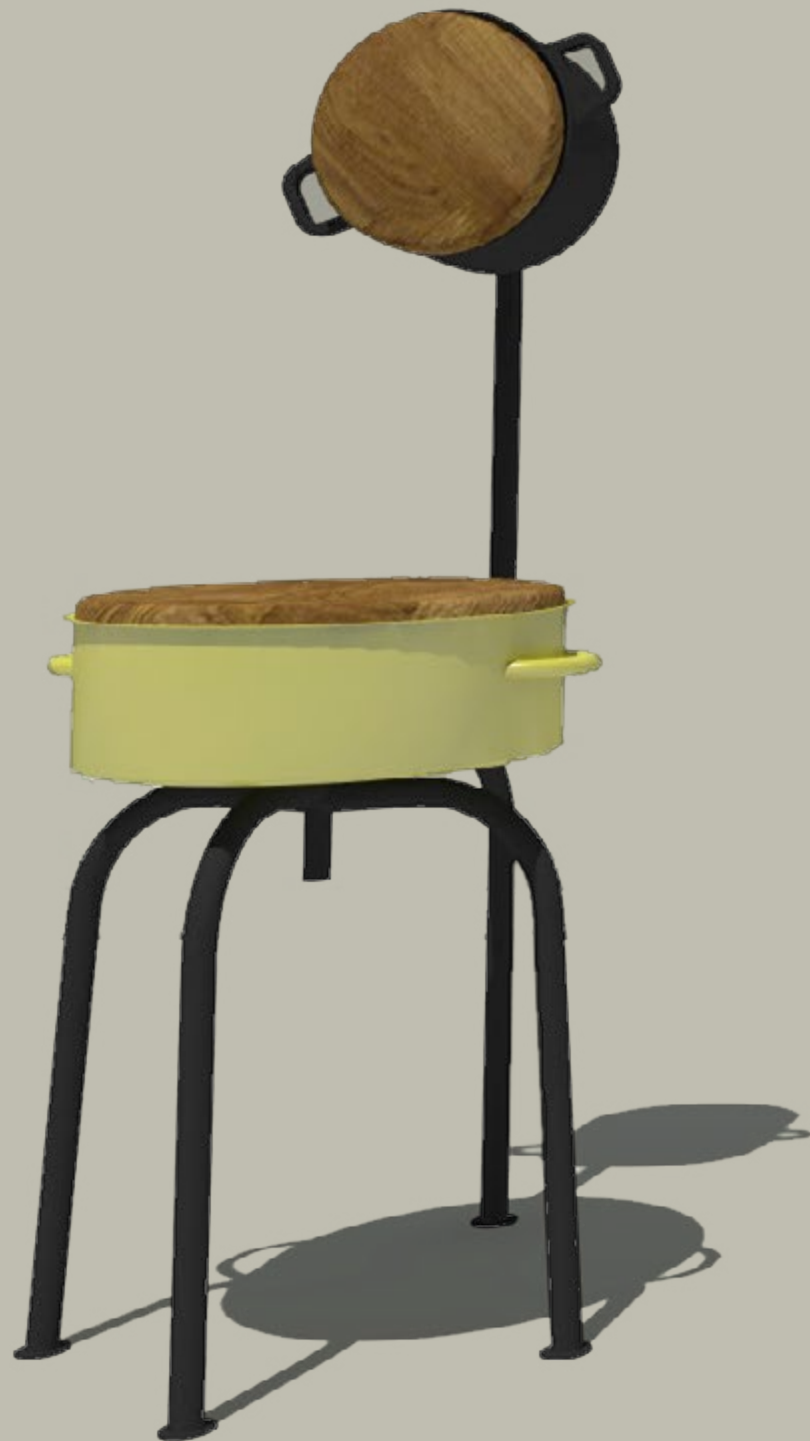
## ALL YEAR ROUND SOLUTION

»It was relatively easy to build Lonche unit only for the summer. But why people couldn't come for a tasty burrito, fresh salad or classic margarita when there is a bad weather outside? So we designed all year round solution.« **Katja Keržan, architect & designer of Lonche restaurant**

## LONCHE CUSTOM INTERIOR

We are growing our business while reducing environmental footprint, that is why we believe that you should mainly reuse and rearrange the things that already exist. Most of our furniture is made from existing materials, that previously had completely different purpose and use. This combination of original elements gave old materials a fresh and appealing look.





LONCHE CHAIR



The basis for custom made chairs are indispensable and recognizable pots in lively colors.



# COMPETITIVE ADVANTAGE

As a brand that strives to operate on a global market we want to strengthen our role in social awareness. We want Lonche to be a workplace where people are inspired, happy and motivated to be the best they can be.

## FRESH AND NATURAL FOOD

We can all agree that costumers now more than ever are looking for a fresh and natural meals.

To outcome the competition and to create healthy future for all of us, we are focused to offer a wide variety of fresh and natural food from breakfast to dessert in convenient settings.

## SERVING THE COMMUNITY

Making a positive impact in the communities we serve, that's what it's all about.

- With creating business opportunities and sourcing most of our products and services from local businesses we want to improve the quality of life around the areas we operate.
- Giving back it's a great way to promote our business, but it is also a great way to give back to those who have helped support our business.
- As part of a community we want to make a difference by helping build and support sustainable communities.



We were shocked about the fact that a third of the food produced in the world is thrown away needlessly every year. To cut down food waste we decided not to throw away the food if it still looks and smells good, but is no longer acceptable due to its expiration date or any other given reason. This food will be placed in the small baskets on the shelves inside or outside the Lonche and will be offered to people who can't afford to buy food.

# TIMELESS DESIGN

- We merched our trendy design with stylish architecture to create a buzz and attract the right crowd.

We have implemented design that is modern and sophisticated. Its uniquely formed combination of Aztec patterns captures the feel and tone of Tex-Mex.

This design when combined with our superior food and service provides our guests with a unique and memorable experience.





# BEST OF BOTH WORLDS

Our menu is developed with a clear understanding of our customers. We pulled out the best of Tex and the finest of Mex. At Lonche we are committed to serve handcrafted freshly prepared food only.

## WHAT INSPIRES OUR MENU

### **Fresh ingredients**

Our menu consists only of fresh and delicious ingredients, mainly from local farms. We know that fresh food tastes better and we are proud of every single ingredient we use in our products.

### **Healthy food**

Healthy food is the result of fresh ingredients. They retain a lot more nutritious value compared to processed foods that have been adulterated.

### **Better flavour**

When we were creating our menu we used the highest quality ingredients and improved some traditional Tex-Mex dishes to provide our customers with a flavourful experience they won't forget.

### **Refreshing drinks**

There is even a wide range of refreshing drinks to complement customers favorite dishes. From mexican coffee to refreshing margaritas, high quality tequilas and flavored lemonades made from fresh citrus.



During the  
training course,  
Lonche will cover all  
the accommodation  
expenses for  
franchisee and  
chef.



# OPPORTUNITY IS WAITING

Have you ever dreamed of becoming your own boss? We've got something better. You run the show, but you are not alone. We are always there for you if you hit a rough spot or want to share new ideas for growing the business.

## WE PROVIDE

Our franchise development team guides you through becoming a successful franchisee by offering support with site selection, training and marketing. We are constantly developing new ideas and **unique** flavours so your business can grow and develop to its full potential.

### Site Selection

There are many things that must be considered as you look for a location. That is why we are here to assist you in locating a site for your Lonche. You **will work closely** with our Site Selection team, when you'll be searching for the best spot for your Lonche. We will review your site choices and help you make an evaluation based on site characteristics, market area and access.

### Training

We understand the value of consistent and comprehensive training standards. We have developed a training system that provides our franchisees with the knowledge and skills to operate a profitable business.

We also have developed training programs for your employees that cover all aspects of operating your restaurant from food preparation techniques to service standards.

### Marketing support

Our mission is to create top-of-mind awareness while building the brand image and increasing sales in each of the communities we serve.

Our franchisees will be provided with support in local marketing, with the aim of developing good will in the local market.

You will be able to take advantage of our support and our expertise in these domains:

- Digital marketing,
- table cards and promotional materials,
- local store marketing programs,
- print programs,
- promotions and point of purchase merchandising,
- social media guidelines,
- professional food photography.









## ADDED VALUE

Given that we want to grow our business while reducing environmental footprint, your team will receive three branded foldable bikes. This is a great way for encouraging health of your employees and for promoting the Lonche franchise in your community.







# DO YOU HAVE WHAT IT TAKES?

We are looking for franchisees that places great importance on building partnerships and possess the following:

- Passion for and commitment to exceptional customer service,
- sales focused individuals wanting to be a part of the successful Tex-Mex food chain,
- approach to customers, partners and suppliers with integrity,
- positive leadership and motivational skills,
- team-oriented attitude,
- great communication skills,
- marketing, sales and advertising ability,
- financial and cost control ability,
- the ability to create a defined business model for restaurant expansion within your region,
- the willingness and ability to work as an entrepreneur and at the same time to be a part of a larger system.

In addition, a Lonche partner must be up to the demands for financial performance required by the investment of substantial equity and debt capital in establishing a Lonche franchise.

“As a committed partner, it will be our mission to bring you full support and enable your business to excel in your local market.” **Ivan Dobaj, Founder | Lonche Brand**

# INVESTMENT

Starting a business can be expensive, and most people don't have a million dollars to invest to get their business up and running. With a low initial investment, Lonche is the great opportunity for new and experienced entrepreneurs alike to bring the premier Tex Mex food to their communities who want their food served fast without sacrificing quality, freshness and taste.

## Initial investment

Estimated range of initial investment of Lonche is 79.900\*.

## Royalty Fee

The continuing royalty fee is 5% of gross sales.

## Advertising Fee

The continuing advertising fee is 1% of gross sales.

\*All prices are excluding VAT, unless indicated otherwise.

\*If you choose to develop multiple units in an exclusive geographic area the fee is individually negotiated for each geographic area based on a variety of factors, including the number and location of Lonche Restaurants to be developed.

\*For a much more detailed look at the costs and fees of the Lonche franchise opportunity, please contact us.







# TOP 5 REASONS TO INVEST IN LONCHE FRANCHISE

Here are top 5 reasons why investing in Lonche franchise is an outstanding opportunity, especially for those who are looking for a great life-changing experience.

## 1. LOW INITIAL INVESTMENT

With a low initial investment, Lonche is a great opportunity for new and experienced entrepreneurs alike to bring the premier Tex-Mex food to their communities who want their food served fast without sacrificing quality, freshness and taste.

## 2. MODULAR CONSTRUCTION

As our franchisee you get a physical movable business that can be easily moved somewhere else in case you need to relocate. You don't have to deal with long-term binding lease contracts, expensive rentals and pitiless shopping centre landlords. It can be easily upgraded and expanded with additional cargo shipping container if you see demand much higher than initially planned for.

## 3. QUICK START

At Lonche we understand your time is valuable. That is why we built our concept to make everything easier for you. We offer a complete business in a box, so you have the time and energy to focus on your business.

## 4. PURCHASING POWER

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. This applies to the supplies and everything else you'll need on an ongoing basis.

## 5. POTENTIAL TO GROW

As part of a Lonche team you have more opportunities to grow within the system. Once you have become a successful single-unit franchise owner, you have the opportunity to become a multi-unit franchise owner.

# TAKE THE NEXT STEP

Don't wait! The time will never be just right. Take these steps and join our team.

## ONLINE INQUIRY

Complete our franchise application form on our web page. We will review your information and contact you within 3 working days.

## TELEPHONE CALL

Once we receive your online inquiry form, one of our franchise team members will schedule a phone call with you to further discuss your interest in franchising, qualifications and markets desired. During this call we will answer in as much detail as possible all of your questions and inquiries.

## MEETING

Once we determine that you're financially qualified and that you're a good fit for our team, we will set up a meeting. You will learn more about our business by meeting with our team and visiting a Lonche restaurant.

## APPROVAL

Upon receiving approval from our team, and once you are satisfied that this is the right franchise business for you, you will be asked to complete our full franchise application.

## SITE SELECTION

You will identify a site for your Lonche restaurant and submit a location application for final approval. Keep in mind we will be on hand to guide you through the entire process of site selection.

## TRAINING

When all the above is done, you will now begin the training program and start a preparations for the opening of your Lonche. Successful completion of the 3-week training program is the final element to approval as a franchisee.

## JOIN THE TEAM

We are pleased to welcome you to the team. You are now well prepared to officially launch your business.











“We will work alongside with you to ensure that you develop a successful Lonche restaurant and set the strong foundation for your future success.”  
**Ivan Dobaj, Founder | Lonche Brand**

## HUNGRY FOR MORE?

**Visit**

**[www.lonchefranchising.com](http://www.lonchefranchising.com)**

**or contact Ivan Dobaj (CEO):**

**[ivan.dobaj@lonche.co](mailto:ivan.dobaj@lonche.co)**

**[ivan.dobaj@takos.si](mailto:ivan.dobaj@takos.si)**

**Thank you for taking  
the time to go through  
our info booklet.**

**If there are any questions  
or comments, please feel  
free to contact us.  
We are just an email away.**



