

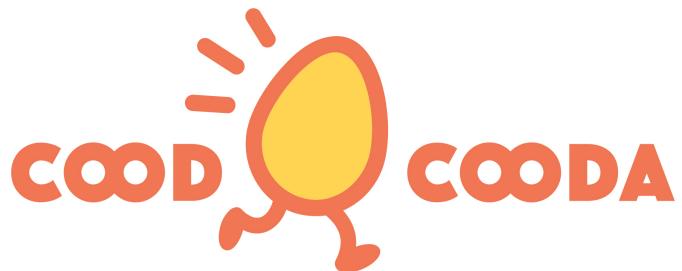




This business plan is submitted on a confidential basis to the exclusive decision on the possibility of financial support for the project and cannot be used for copying or any other purposes and also can not be betrayed to third parties.

Taking this business plan into consideration, the recipient it assumes responsibility for compliance with these conditions.

All data. Evaluation of proposal plans and conclusions contained in this document relating to costs. The volumes of implementation of the sources of financing and the profitability of the project. Are actual in the absence of force majeure circumstances and are based on the agreed opinions of the participants.



PS:

In a non-disclosure memorandum. All rights and intellectual property belong to the parent company "COOD COODA". Including trademark rights and work registered in egg adaptation, as well as a patent for the original rack.



COOD COODA – Healthy food!

COOD COODA – is a business based on eggs!

We decided to create in the world - an international, creative and vibrant fast food chain based on the constructor of blocks with fillings (KUD is a base of eggs, spices and various ingredients).

COOD COODA is a new healthy food trend, an open kitchen theater, a new step in the development of fast food, based on farm products. Each client assembles his invention according to the constructor principle, choosing the basis, changing the fillings. Be it breakfast, lunch or dinner. As a basis take not only KUD, but also a side dish or a flatbread. There is always a choice between hot and cold fillings, which are prepared from fresh ingredients.

Life in the rhythm of a big city forces students, office workers - those who do not want to cook at home and those who are in a hurry somewhere due to constant shortages time, snacking on junk food on the run.

Our logo - "running egg" - changes stereotypes and broadcasts to people that proper nutrition is possible on the run.

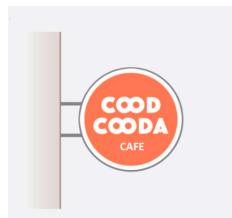
Especially for them, we have prepared drinking soups, second courses according to the constructor principle and salads to take away. Even burger lovers will be able to discover original rolls baked in foil with meat fillings. And for those who come in pairs or want to retire, delicious teas and coffees with pastries and sweets. We are focused on customers who love homemade food and share Fast food, but are demanding on the quality of the products offered.

All products are served in disposable, minimalistic, stylish, branded dishes, which emphasize the naturalness and usefulness of products made from which you can eat both in the restaurant itself, sitting on comfortable sofas and armchairs, or take it with you. The packaging retains heat for a sufficient amount of time, which allows you to take food hot anywhere and carry out delivery.

The design of COOD COODA is bright and positive, which distinguishes the concept from all representatives of the fast food industry.

And if we talk about food courts in shopping centers, then the marketing of our company begins with the counter itself, which is made as an advertising art object, which willy-unwittingly attracts the eyes of buyers, favorably highlighting against the background of competitors.

The relatively low level of prices for our dishes is also an undoubted plus in terms of the attractiveness of the concept for customers.









**Company's mission:**

We charge good mood from sunrise and until sunset.
We cook healthy food for you because we understand how difficult eat well outside the home.
We care about your health snacks on the run are replaced with food. We are with you everywhere when there are thoughts about food.

Company Goal:

The world of COOD COODA is a huge family in which each employee lives on one idea. Our common goal is unified quality standards, striving constantly improve the taste of the product, increase the speed of service give a good mood, create comfortable atmosphere for a pleasant pastime for guests. Our vector is aimed at personal development and development of the entire network as a whole. We strive to diversify the market catering completely new unique products.

Company principles:

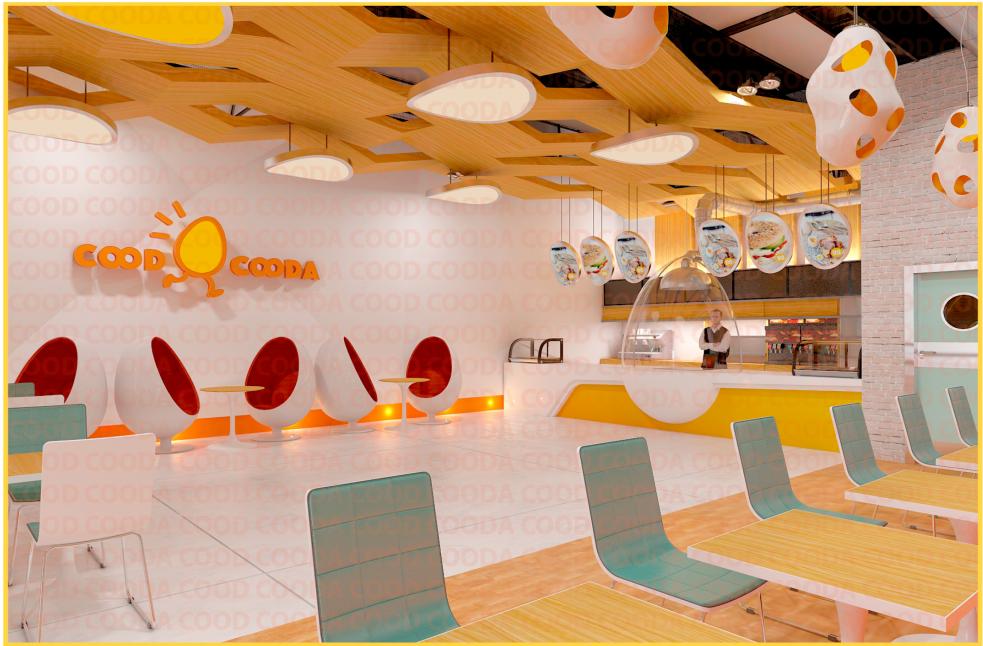
Honesty
Openness
Benevolence
Industriousness
Perseverance
Striving to be the best
Quality
Availability
Creativity
Positivity
Health care
Team spirit



It's no secret that the Fast Casual segment has been gaining momentum lately popularity all over the world. For now consumer behavior in the market of cafes and restaurants is changing. There is a huge decline in the restaurant segment, but there is significant growth in fast food establishments.

This is due to the fact that people still need to eat out, but at the same time, the price / quality ratio translates into a much lower average check. The fast food sector is mainly chain projects, which occupy only 13% of the total share in the restaurant industry. The rest is represented by separate, small establishments of private business, which cannot be competitive with a low business culture, low recognition and various internal standards of establishments.

The development of the COOD COODA project on the network form of doing business gives advantage in terms of brand recognition, uniform standards and quality control, which allows you to have significant points of growth.







One restaurant	In the month at 100% load	In year
Revenue, total	\$120 060	\$1 308 654
Operating expenses, total	\$94 021	\$1 064 076
Profit after liabilities	\$23 781	\$206 771
Profitability from net profit	18%	15%

*Calculations were made with the traffic of 600 people a day, with an average check of \$10.





The period of the project in question (years)	2,5		
The format of the points is	45 sq.m.	90 sq.m.	120 sq.m.
Amount of capital investment (CAPEX)	\$246 043	\$317 271	\$351 651
Amount of investment operating (OPEX)	\$162 608	\$158 322	\$166 894
Payback period (months)	16	18	19
NPV (discount rate 20%)	\$108 565	\$49 208	\$20 558
IRR	141%	55%	33%



**COOD COODA – these are points of different format:**

- Point 120 sq.m with a landing area of 80 sq.m.
- Point 90 sq.m with a landing area of 50 sq.m.
- Point 45 sq.m. without hall. Placed directly on the food courts of the shopping center.

All food outlets should be opened in settlements with a population of 500,000 or more.

The priority of opening the first point is the places of business activity. In the business center itself or near several business centers.

Potokovaya street in the metro area, where there are offices and educational institutions within a radius of 800 meters.

In the future, it is also planned to master street food with compact dots (a minimum set of equipment area staff) with a reduced menu for take-out (kudy rolls sandwiches purchased bakery and coffee) accommodation near the railway stations of the metro markets of lively hiking routes.



Thank you for being with us. We hope to see You in our team!