



LARANA, INC.



# **FRESHLINE UNSUCCESSFUL FRANCISING**



# FRANCHISE CONDITIONS



**01**

INVESTMENT 30K\$+

**02**

ENTRY FEE - 5K\$

**03**

ROYALTY - 4%

**04**

AREA - 25-80

**05**

STAFF - 10-15

**06**

PAYBACK - 18-30 MONTH

**07**

ADS FEE - 0

# WHY CLOSED?



Not enough cash flow from a franchise as a result - the restaurant has to be closed.  
As many restaurants was closed - business become unsuccessful



As many businesses were closed, there is only one existing restaurant in Ukraine and they don't plan to do something with business model





# WHY FRANCHISEES CLOSED RESTAURANTS

## Objective n° 1

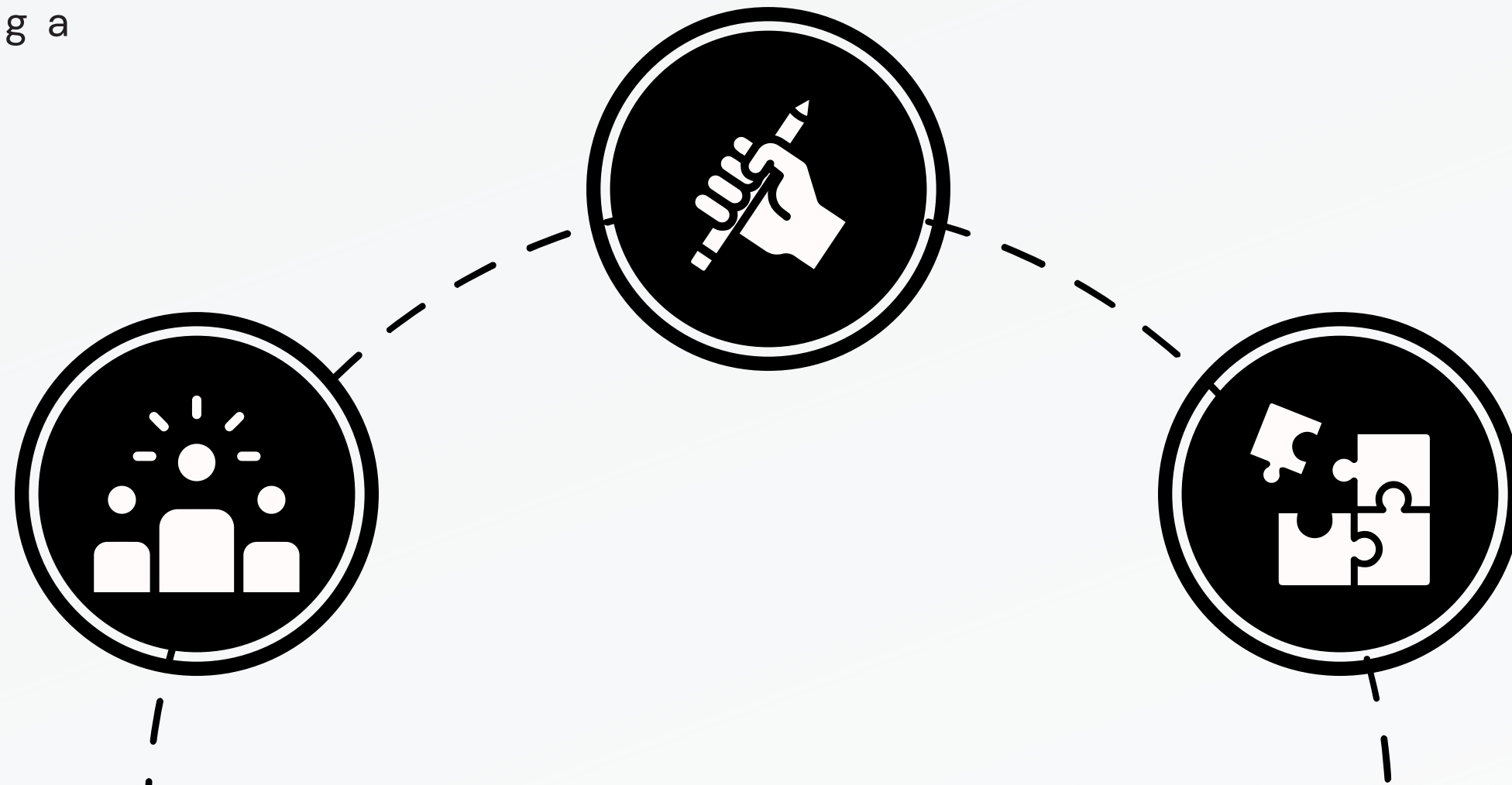
As restaurant become unprofitable – there was easier to create sub rent of place instead of having a restaurant

## Objective n° 2

There needed 30k\$+ of investment, however it's possible to create such type of business with 15k-25k\$

## Objective n° 3

However, restaurant were placed in high traffic place, it didn't help to solve cashflow problems



# FRANCHISE PROBLEMS

## *Ads*



- In one point, there was ads of franchise instead of ads about the product, service and so on

- They didn't create new types of food or ways to create service/product better, they just tried to sell franchise to get more money from entry fee

## *Service*





# AS A RESULT

As a result right now there is only one restaurant in  
Ukraine

**THANK'S FOR  
WATCHING**



**LARANA, INC.**

