



# Franchise information pack

Tel : +44 0333 305 9974 Email: [kr@franchisecompany.co.uk](mailto:kr@franchisecompany.co.uk)



FRANCHISE COMPANY

## Who are Fancy Fries?

In 2015, Fancy Fries was created by Sheffield based, fries obsessed James Hipkiss who had the idea for the business while at a food festival on holiday in New York City. After making a success on the Birmingham street food scene, Fancy Fries was quickly in demand to cater for weddings, corporate events and private parties.

Fancy Fries are a family run mobile catering business based in Sheffield. Using fresh ingredients to make super tasty, loaded fries, handmade burgers and fresh fish and chips. We cater for weddings, corporate events and private parties. Our clients range from celebrities to well known corporate clients and the workload gets stronger every year to the point where we now need to expand in the form of franchising. We offer a unique corporate catering experience. Cooking flavourful and hearty, homemade food.

We really do go that extra mile.



Clients can choose from a range of dishes as well as desserts, sides and dips . All designed in a way that looks visually stunning yet is super easy to learn and replicate and is highly profitable and to maximise your working day, a franchisee could do a wedding breakfast for 100 people at 09:00 and then loaded fries at another location for 150. Potentially earning over £3000 in a day.

**Fancy Fries are now expanding, and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.**



Menu 3-5 pm

Country

Godfather

Libre fries

ert

ain



# What does a Fancy Fries Franchise consist of? What do you get as a Franchisee?

We're not just passionate about fries, we love all food. So, it's no surprise that all of our dishes are prepared for customers fresh onsite, using the best local ingredients and free range meats. We love what we do, and we love knowing that we've helped our clients in creating a magical and memorable day that people will talk about for a long time.

A Fancy Fries franchisee is not just buying a proven profitable business all of their own, they are being welcomed into a strong, reputable and forever growing family business with clients, venue owners and events planners all over England who retain our services year after year. Essentially you will have your own

business and be your own boss, but with the safety net and peace of mind that we go to the effort of filling your diary for you as well as spending thousands per year on your website and marketing so you can concentrate on the daily running's of your enterprise.

As a franchisee you get a newly converted, slick and shiny horse box trailer fitted with all of the cooking gear required, layed out in a tried and tested way that maximises output with minimum movement. Making it as ergonomic as possible. The trailer comes with a gas cert and hitch lock, and you also receive branded uniforms and aprons so you can get to work ASAP.

**Track Record of Success** – we have a developed a method of doing business that works well and produces successful results.

**Strong Brand** – One of the biggest advantages of franchising is that your business isn't starting from the scratch. You have the opportunity to build a regional presence on an existing successful national brand.

**Training Programme** – we have a training programme designed to bring you up to speed on the most successful methods to run the business. We have reference materials to assist you in dealing with whatever comes up while you're running your business.



**Ongoing Operational Support** – we have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

**Marketing Assistance** – we will offer you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

**Purchasing Power** – as a franchisee you can 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.

**Risk Avoidance** – the biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.

# Business Support

The franchisee will be fully trained by the director (James Hipkiss) over the course of a month of weekends or as and when suits the franchisee, plus they will be able to contact James at any time in case of an emergency, advice or any help that may be needed. James will be there as a one to one mentor throughout your new venture to put your mind at ease and to advise you on the best way to run your Fancy Fries franchise.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees and make the Fancy Fries name synonymous with excellence.

We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Fancy Fries Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

The operations manual contains all the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It is a step by step guide on how to run and operate the business. This manual alone is worth the franchise fee. It's a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy to understand format. All the facts of the business without the fuss, and all at your fingertips from day one.

**So, if you're looking for a Franchise opportunity with some real strengths search no more.**

## The Franchise Company

[kr@franchisecompany.co.uk](mailto:kr@franchisecompany.co.uk)

**+44 0333 305 9974**



# The Earnings Potential

What you can earn out of Fancy Fries Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

	Year 1	Year 2	Year 3
Gross Income	£150,000	£180,000	£200,000
Total Overheads	£37,500	£90,000	£100,000
Net Profit	£75,500	£90,000	£100,000

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.



## Satisfied Customers



**Mike Braddock – James and his team provided us with fantastic food, nothing was too much trouble. The loaded fries were brilliant, and it made our wedding anniversary party very special. Thanks again and hope to book you again.**



**Patrick Handcock – James' food is incredible, we are so happy we chose Fancy Fries for our weddings evening food! He made the whole process so easy and was very accommodating with choices and dietary requirements etc.**



**D. Dudley – We would recommend Fancy Fries to absolutely everyone for every event! We will definitely be using them again as soon as possible! Thank you, Fancy Fries!**



# What do you need to be successful as a Fancy Fries Franchisee?

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself, and the rewards of a Fancy Fries franchise will be there for you to see from day one. To be a successful franchisee I believe that you need to be driven and have a passion to succeed. You need to be a people person because sometimes when the event planner is stressed and things are going wrong, we can often be in the line of fire. It is then our job to be as calm, collected and as supportive as possible. If you possess the following attributes, then a Fancy Fries franchise could be just what you have been looking for:

- **A willingness to work hard because there is simply no substitute for hard work.**
- **A willingness to persevere, because there will always be times when things don't go according to plan.**
- **The desire to work for yourself and take proper control of your own destiny.**
- **The desire to work with others who all share your commitment to the highest standards.**



**If everything you've read so far makes sense, and you think that a Fancy Fries Franchise is something you want to know more about, we should talk further.**

## The Franchise Company

kr@franchisecompany.co.uk

+44 0333 305 9974





**FRANCHISE COMPANY**

Tel: +44 0333 305 9974

Email: [kr@franchisecompany.co.uk](mailto:kr@franchisecompany.co.uk)

Web: [franchisecompany.co.uk](http://franchisecompany.co.uk)