



# NEW YORK DELI

## THE CONCEPT

New York Deli is modeled after the famed specialty delicatessens of New York City, New York Deli aims to serve a vast range of high quality sandwiches, salads, soups, coffees, and pizzas. It also enable customers to create "their own" fresh salads and sandwiches. New Your Deli offers a variety of healthy, fresh, and quick meals for customers to enjoy Store sizes range from 50sq. m to 150sq. m. Store's interiors feature modern, practical, and elegant designs.



## THE MISSION

Continuously innovate to increase customer satisfaction by offering a quick service format that provides a high-quality range of delicious sandwiches and salads using fresh ingredients while also enabling customers to customize their own creations.

# THE FRANCHISE SYSTEM

## GFA Fees and Investment Requirements

GFA uses a standard international franchise fee structure by charging an upfront franchise fee based on the number of stores a franchisee is considering opening, monthly royalty payments equal to a percentage of net sales, and marketing fees as a percentage of sales that are either managed by the franchisee or by the corporate office for countries where GFA has a corporate presence.

**FRANCHISE FEES:** The franchise fee is a one time payment made by the franchisee when the franchise is granted. The initial franchise fee covers the cost of approving a location, designing the store, supporting with supply chain management and import requirements, and training the management of the franchisee.

**ROYALTY FEES:** Royalty fees, a percentage of net monthly sales, are paid monthly by the Franchisee during the entire term of the agreement.

**MARKETING FEES:** Marketing fees are used to market and advertise the franchise system. An advertising fee is based upon a percentage of net sales. Under a Master Franchise agreement the Franchisee is responsible for managing the national advertising fund.

### FEE STRUCTURE:

|                                      |                                                                       |
|--------------------------------------|-----------------------------------------------------------------------|
| Franchise Fees                       | US\$ 20,000 per store                                                 |
| Equipment                            | US\$ 15,000 per store                                                 |
| Construction, furniture and fixtures | US\$ 30,000 to US\$ 75,000 depending on size of store                 |
| Total Investment                     | US\$ 65,000 to to US\$ 110,000                                        |
| Royalty Fees                         | 6% of net sales paid monthly                                          |
| Marketing Fees                       | 2% of net sales for National Marketing. 2% for local store marketing. |

The above costs will vary based on specific site location and the country of operation.



## A Global Franchise Architects Brand

Based in Geneva (Switzerland), Global Franchise Architects (GFA) specializes in building, operating, and franchising a select portfolio of specialty food service brands.

Over the past decade, GFA has built a proven track record in successfully developing brands and adapting them to local markets in several countries.

GFA brands are built to have a universal appeal, offer quality at value, and cater to a wide range of customers with different cultures, ages, and/or background.

GFA is fanatical about the customer experience, and has a highly developed Quality Management System that focuses on innovation to constantly improve the customer experience at any of its stores.

GFA has a world class infrastructure to support its international franchisees, as it clearly understands its success is based on the success of its partners.



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