

INTRODUCING FRANKS

FAMOUS HOT DOGS

Franks is the brainchild of two food enthusiasts, Benjamin and Jonathan, who set out to revolutionize the hot dog scene in France. With a shared passion for good food, they noticed a lack of quality hot dog options and decided to change that. Leveraging their extensive experience in the restaurant industry, they embarked on the challenge to elevate the traditional hot dog.

Led by Jonathan Sellam, co-founder of the renowned Traqfood app, and Benjamin Attal, co-founder of Sushi Gourmet, Franks is dedicated to crafting the perfect hot dog experience. Using top-quality ingredients and innovative recipes developed by a Michelin-starred chef, Franks offers a unique twist on classic hot dogs, including options for both meat lovers and vegetarians.

EXPANSION DRIVE

With a coverage of the national territory in over 3 years with 11 company owned and 40+ franchise owned outlets, we are strategic to expand across India by offering **Area Franchise / Unit Franchise Opportunities**. Our expansion is planned through the **FOFO (Franchise Owned Franchise Operated)** model.

FINANCIAL SNAPSHOT FOR UNIT

Key Parameters	Bifcuration
Area	200 - 500 Sq Ft
Total Investment*	USD 45,000/-
Brand Fee	USD 15,000/-
Royalty	6% or USD 600/- which ever is higher
Payback Period	15-18 Months
Agreement Period	5 Years

MASTER FRANCHISE/AREA DEVELOPER ARE AVAILABLE
USD 75,000/-

AGREEMENT PERIOD
5 Years

* Total Investment includes Setup, Equipment and Franchise Fee cost | Tax as applicable

IDEAL PARTNER PARTNER

Experienced in F&B and customer service

Franchise owners with financial bandwidth and sizeable property

Young investors with operational bandwidth

F&B operators with strong market knowledge

Individuals with experience in business unit management

Can contribute towards our values & objectives and have the capacity to adapt and innovate

FOR FRANCHISE QUERIES, PLEASE CONTACT

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FranGlobal™
Thailand

UNIT FRANCHISE
OPPORTUNITIES IN THAILAND

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FRENCH BASED LEADING HOT DOGS BRAND



Successfully Operating with 50+ Outlets

Attractive Returns on Investment

End-to-End Operational Support by the Brand

Frank's Famous Hot Dogs

Selling 450 hot dogs per second in the United States

A brief history

In Quebec, the hot dog is called a "dog". In Spanish, it's called "Perro Caliente". In French, it's called "Chien Chaud". The Chinese prefer to call "Re Gou" "dog".

No matter what the hot dog is called, and thanks to early 19th century German immigrants, the hot dog has become incredibly popular and successful. We can safely say that the hot dog is known and respected all over the world. More popular than the hamburger, the hot dog is an iconic New York City sandwich, and has appeared in every American movie.

Frank's Famous Hot Dogs

TODAY, when we think Hot Dog, we think FRANKS!

Think Hotdog, Think Frank

- National coverage in 3 years: 11 company-owned restaurants

6 franchised restaurants

- Strong branding with a recognizable identity
- Projected revenue in 2024: around €7 million
- New franchise projects in progress: 15
- Signed new master franchise agreements: Switzerland, Belgium, India
- Hotdogs served in 2023: over 1 million

- Our pride: We have become a major player in the French market in a short period of time

Keys to success

- Strong, attractive and recognizable design concept
- Standard design, easy to install
- Easy to prepare and handle the product, no need for skilled labor
- Limited preparation time, only a few minutes
- Limited number of suppliers, making it easier to manage and control costs
- Products with a long shelf life, little or no wastage
- High-quality products, made to order Quality and freshness guaranteed
- Open kitchen, efficient cost control and reporting
- Use high quality ingredients, better taste, better health, better reputation

• **Franchise Packages**

- **Package** : Single Unit Franchise

Franchise Fee Price : 15,000 USD / ~ 525,000 Baht (Exc.Vat)

Total Investment : 45,000 USD/ ~1,575,000 Baht

Area size : 9 – 28 sq.m.

- **Package** : Master Franchise

Franchise Fee Price : 75,000 USD/ ~2,625,000 Baht (Exc.Vat)

- Trademark rights
- Personnel training courses in both theory and practice
- SET UP team takes care of the work site to ensure smooth operation on the opening day.
- The Complete Franchise Operations Manual
- The team provides assistance and advice in various matters throughout the contract period.
- Contract duration 5 years
- Collect 8% royalty



