

# Welcome

**TERIYAKI**  
**EXPERIENCE**



## Franchise Seminar





## History

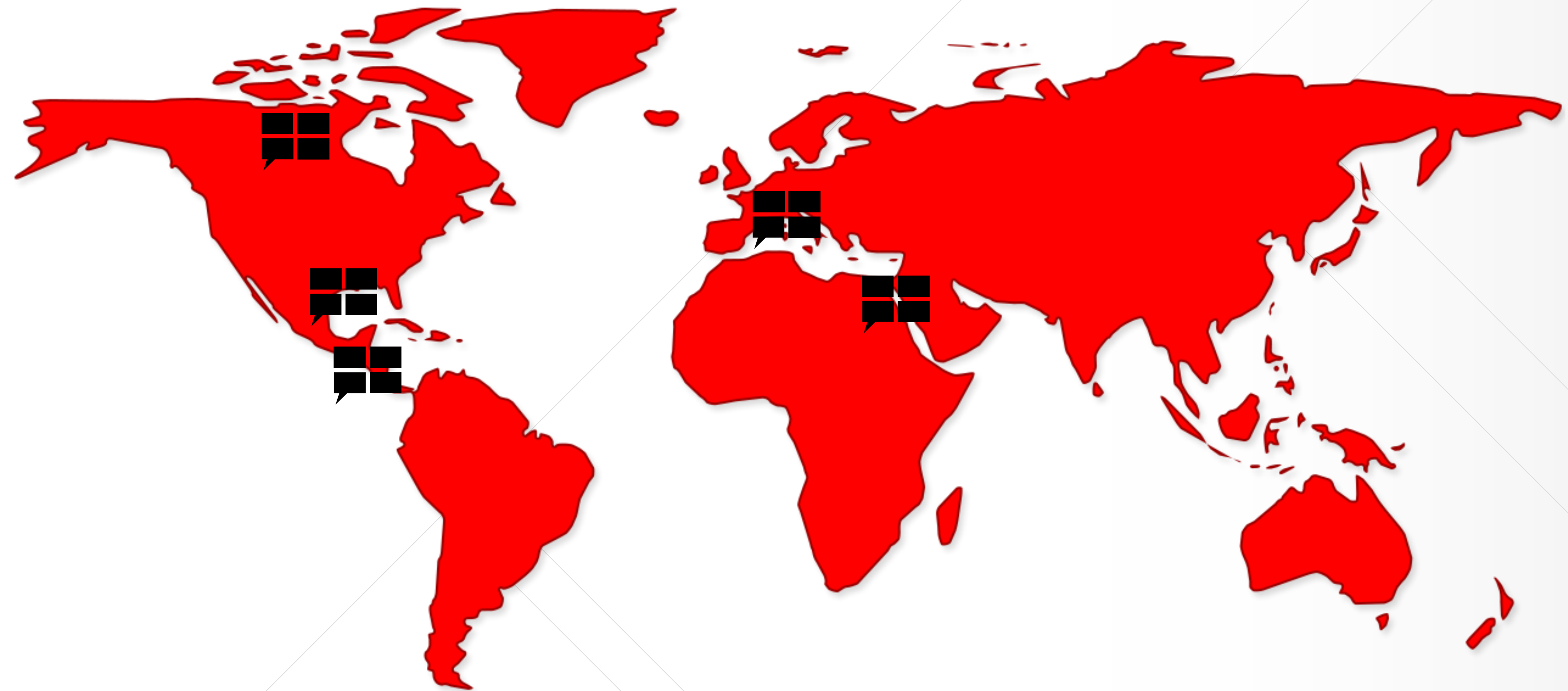
Founders envisioned the Teppanyaki-style of cooking:

A healthy and great tasting alternative to traditional “fast food”

First location opens in 1986



A world-wide **Leader**



**Our Success** 106 Japanese QSR Canadian locations  
140 locations worldwide

# Success

Food Courts • Street Fronts • Strip Plazas • Airports • Hospitals  
Universities • Colleges • Theme Park






**Worldwide Support Headquarters**  
Oakville Ontario





# Questions



The company  
does not provide  
any earning  
claims or  
indication of  
revenue

- 
- Franchisee Fee
  - Royalty Fee
  - Ad Fund Fee
  - Training
  - Investment
  - Marketing
  - Earnings
  - System Compliance

# Franchise Agreement

Promise = Commitment

Creates expectations and obligations

YOUR FRANCHISE BRAND



# ROYALTY FEE

A  
Percentage  
of GROSS  
SALES

Dedicated  
FSR

Onsite  
Training &  
Support

Use of  
Trademarks &  
Operating System

Ongoing R&D  
on new menu  
items, packaging  
& improvements

Conventions  
& Regional  
Meetings



**National Advertising Program** A Percentage of Gross sales separately managed.



**National  
Brand  
Marketing**

**Instore  
Marketing  
Programs**

**Local Store  
Marketing  
Tools**

**Cooperative  
Fund**



# Powerful Promo Material



+ Local Store Marketing Ideas



# State of the Art Training Facility



93 Hours / 10 days

We train for success.



# Your Training

Food Preparation & cooking • Merchandising • Food cost control  
Hiring / Managing staff • Inventory • Local store marketing  
& Accounting

Your Training Fee  
Training for two people  
(travel costs extra)





# Field Support Representative

**Compliance  
with the  
selling  
process**

**POS &  
Credit  
Debit  
Systems**

**Easy to read  
and refer to  
manuals**

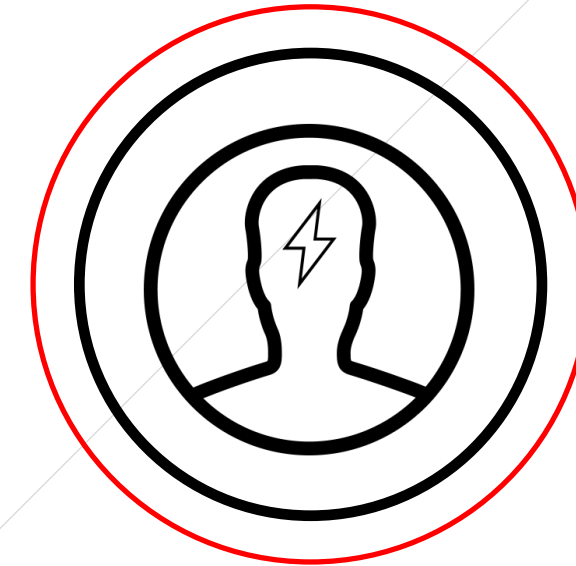
**Vendor  
Agreements**

**FSR's ensure  
compliance  
with frequent  
visits**

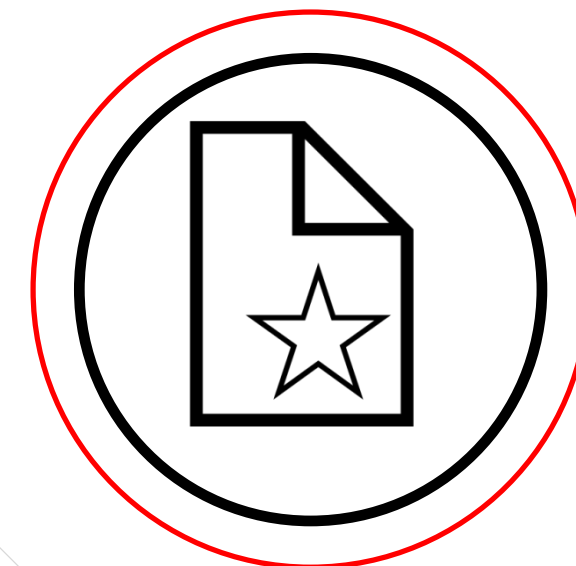
**Ongoing  
support and  
training  
quarterly**



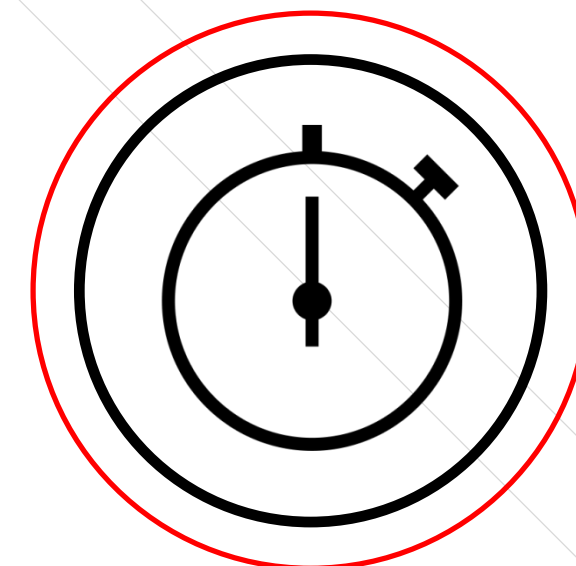
# We solve your Electronic and Digital concerns



**1. Information Technology**



**2. Data Central**



**3. Real Time Online Video**



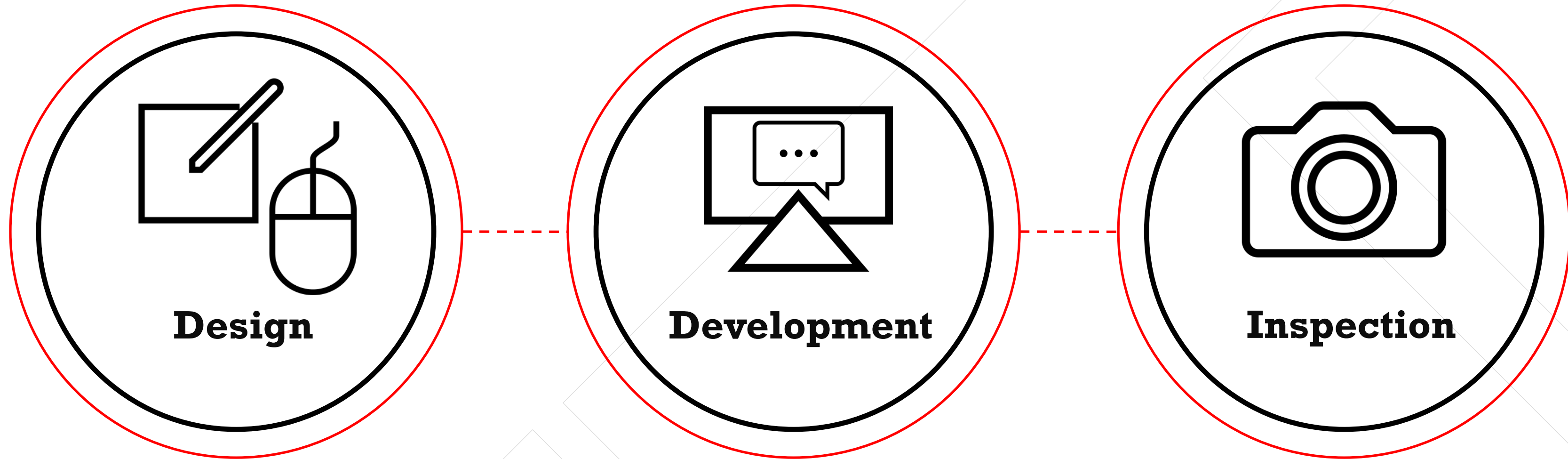
# Site Selection Team



We're Location Experts



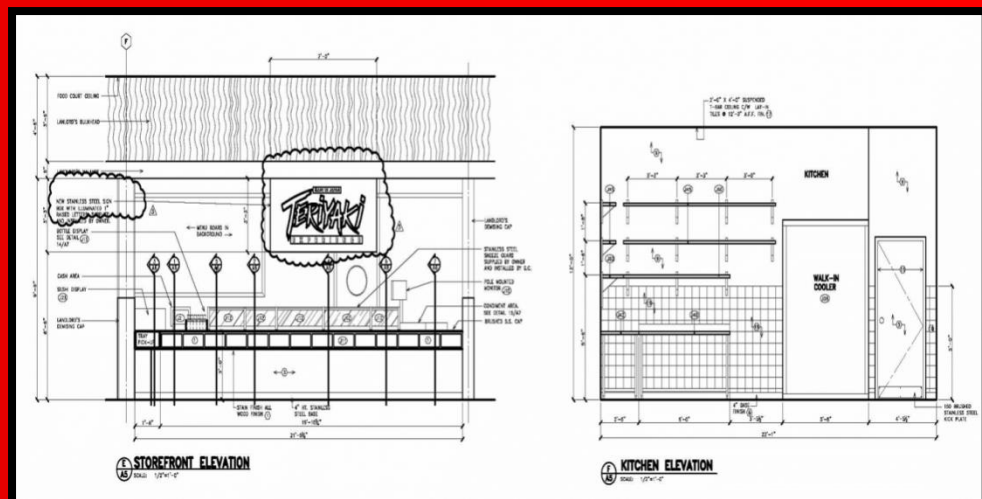
# Construction & Design



## Design & Construction

Food court from 300 to 600 sq. ft.

Street Front from 1100 to 1500 sq. ft.





**Application**

**FDD- Disclosure**

**Site Selection**

**Meeting**

**Franchise  
Checklist**

**Disclosure**





**Deposit or Franchise Agreement**

**Training**

**Construction**

**GRAND OPENING**

**Process**





# Thank You

END OF  
PRESENTATION

**TERIYAKI**<sup>®</sup>  
**EXPERIENCE**

