

UNCOMPLICATED FRANCHISING



CHARGER

Gourmet Burgers • Broasted Chicken • Poutine



Naji Fine Foods Limited, Charger Gourmet Burger, has been operating in Atlantic Canada since 2010 with a network for businesses which includes restaurants, health and beauty, catering, and food importing.

Charger Gourmet Burger restaurant locations infuse a blend of quality ingredients with courteous service at an affordable prices to deliver a pleasurable food event.

Our passion for freshness, natural ingredients and quality is driven by our commitment to the health of our communities. We believe in farm to table freshness and many of our suppliers are local to our markets.

Charger Gourmet Burger consistently work with culinary experts to ensure our menu items are current to the market trends. The Charger Gourmet Burger guests can expect a variety of vegan, vegetarian, halal and traditional menu items.

The gourmet burger is a rapidly growing industry and Charger Gourmet Burger Franchise offers remarkable investment value, incomparable operational support and training to achieve success.



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VISION STATEMENT:

To be a recognized restaurant chain of franchise owners offering exceptional food service, consistently delicious gourmet burgers, broasted chicken and poutine delivering an awesome food experience to our guests in Canada.

MISSION STATEMENT:

Be a leaders in the food franchising industry by providing opportunities to engaged owners and their employees to maintain quality standards, exceed guest service expectations and achieve a consistent return on their investments.

OUR GOAL IS TO MAKE YOUR BUSINESS SUCCESSFUL

**Canadian
Owned**

**Operational
Support**

**Supplier
Network**

**Marketing
Programs**

**On-going
Training**

**Professional
Team**

THE TURN KEY APPROACH TO BUSINESS



Starting a new business can be a overwhelming experience, but the Charger Gourmet Burger franchise owner is never alone. From inception to launch they have the support of an experienced, knowledgeable team to assist along the way. Layout design, menus, supplies, professional operational support, staffing assistance and training is available to take the stress off the new owner.

The Charger Gourmet Burger team has developed restaurants from a simple idea to a financially strong operating entity. This knowledge is transferred to our new franchise owner generating financial growth within a short period of time.

Charger Gourmet Burger restaurant environment guidelines and color palette creates an inviting and welcoming ambience for our guests. With a variety of support elements provided, new restaurant owners are able to customize their locations based on market research for their locations.

To ensure our franchise owners are fully branded and compliant with best practices new restaurant owners will be sent a Franchisee Welcome Kit.

Charger Gourmet Burger Franchisee Welcome Kit includes:

- Charger Gourmet Burger mission statement
- 2 Charger Gourmet Burger wall logos
- Charger Gourmet Burger supplier discount listing
- A Charger Gourmet Burger welcome mat with logo
- Charger Gourmet Burger restaurant hours decal
- Charger Gourmet Burger support services listing

BUILDING YOUR BUSINESS

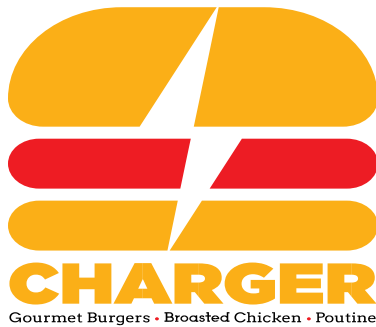
- Use our business expertise
- Dedicated supplier discounts
- Marketing to build the bottom-line
- Site layout
- Single or multi-units available
- Hiring support
- Staff training
- Menu and pricing guidelines
- Professional services assistance
- Culinary expertise for menu development

EXPERTISE

EXPERIENCE

DEDICATION

PASSION



BECOMING A FRANCHISE OWNER

What are the commitments to becoming an Owner?

A franchise owner agrees to operate within the Charger Gourmet Burger License Franchise Agreement to brand the premises and carry out any advertising under the Charger Gourmet Burger name and trademark.

All signage must be installed within the timeframe outlined in the license franchise agreement. Owners must also agree to utilize the approved supplier lists. Owners are required to attend the training and ensure staff are compliant with the License Franchise Agreement.

Total investment requirements will vary from location to location. Single unit and/or multi-unit operations are available across Eastern Canada. The scale below should cover most locations that may become available.

Equipment	\$80,000.00	to	\$140,000.00
Inventory	\$15,000.00	to	\$30,000.00
Leasehold Improvements	\$50,000.00	to	\$110,000.00
Total	\$145,000.00	to	\$280,000.00

Franchise Fee \$35,000.00

Royalty Fee 5%

National Marketing 1%

Minimum Cash Investment \$100,000.00



Quality, service and freshness are cornerstones of every Charger Gourmet Burger operations. To enable consistency and compliance in operational standards, food quality and service standards all franchise owners and their staff are required to take the Charger Gourmet Burger training offered.

Charger Gourmet Burger consistently upgrade the training to ensure new and existing staff of our franchise owners remain current with market trends.

Charger Gourmet Burger believes training assist in business growth and sustainability.

Training includes:





Frequently asked questions

How long does it take to become a Charger Gourmet Burger Restaurant?

The amount of time between signing a license franchise agreement and opening day will depend on whether or not you are opening a new location, purchasing an existing locations or simply converting an existing restaurant to a Charger Gourmet Burger franchise.

Does Charger Gourmet Burger provide direct financing?

No, Charger Gourmet Burger do not extend direct financing. However, through our relationship network with approved suppliers multiple financing resource options are available.

What type of support will I receive?

Our professional assistance team includes lawyers, accountants, business consultants and human resources professionals to assist a new franchise owner.

Training starts during set-up period with in-house training for all restaurant staff and is on-going to ensure franchise owners stay current with trends and industry changes.

Dedicated supplier listing for ingredients purchases, supplies, equipment and services allows for quick reliable response, quality in service delivery and corporate discounts.

All franchise owners receive an operational standard guide and service standard guide to assist with smooth daily operations.