



INFORMATION PACK

RASHAYS

1/9 Ferngrove Pl, Chester Hill NSW 2162

rashays.com | 13000 13000





Welcome to RASHAYS®

RASHAYS® is an Australian owned restaurant group positioned in the rapidly growing casual dining restaurant segment. We offer relaxed table service, serving modern Australian favourites.

We've been giving the people of Australia exceptional casual dining experiences for more than two decades, which means you can trust the RASHAYS® name for quality, affordability and enjoyment. We are currently operating in 32 locations feeding over 80,000 customers per week our popularity stems from our diners and their love of our unique concept.

RASHAYS® is your go to A-Z solution to satisfy the needs of your members and guests. From our world class fit outs and menus, our state-of-the-art kitchens and systems to our food quality and consistency, staffing and rewards program - we take care of it all.

This means that across NSW, ACT, QLD and VIC, you will find us serving up great food in a relaxed dining atmosphere. Our team consists of over 1,000 dedicated people. Our team spans across all business functions including Operations, Franchise Support, Training & People Development, Marketing, Product Development, IT, Customer Service, Local & International Procurement and Logistics, Project And Maintenance Management and Finance.



23 Years AND STRONG

It all started back in 1998 when a passionate foodie couple from Liverpool, NSW decided to pursue their passion for hospitality and open up a local cafe. The RASHAYS® name originated from the first few letters of the couples' names, Rami and Shannon and the first two letters of their surname.

Without any marketing, members of the community flocked to RASHAYS® every day and night to enjoy a casual coffee and home-style cafe meals. Every week the RASHAYS® brand feeds over 80,000 customers who have grown to love the unique concept.

Our MISSION

GOOD FOOD AND GOOD TIMES THAT EVERYONE WILL ENJOY.

Good food is the foundation of any dining out decision. But the ambience, atmosphere and service mustn't be overlooked. This, along with the quality of the food, is a key determinant of whether people have a good time. Importantly this promise is for every single diner - we aim and promise that everyone will enjoy themselves, no matter what they eat, when they come, or what occasion it is for.

Our VALUES

Always go above and beyond to make people happy.

Everything we do is to ensure that everyone who dines at RASHAYS® walks away with a memorable experience. No ask is too big or too small. We offer a relaxed, friendly and welcoming atmosphere.

Everyone is welcome (something for everyone).

At RASHAYS® we are an open and inclusive company. We ensure we have something for everyone through our wide menu choice of modern Australian food, table service, and great tasting dishes made to order at affordable prices.

Enjoyment focused & not too serious.

We are optimistic, cheerful, light hearted (sometimes in an irreverent way). We live in today's diverse and modern world in happy harmony, so we treat everyone the same and are friendly and helpful to all.

32 Locations AND GROWING

RASHAYS® has been a hot spot for Sydneysiders for over 23 years. The RASHAYS® passion for Aussie food, and family continues to grow. With over 32 locations across NSW, ACT, QLD and VIC. Creating a vibrant atmosphere where guests can enjoy delicious, fresh, home-style meals served quickly continues to determine the success of our brand. Today RASHAYS® feed over 80,000 guests a week and it won't stop there.

Our restaurants are very family friendly and welcoming. Open 365 days of the year for brekkie, lunch, dinner and everything in between. Modern fit outs equipped with commercial kitchens and bars relaxed & comfortable seating of 200+, creating a friendly and welcoming atmosphere.

We love making our guests feel at home, no matter what location they choose to dine in RASHAYS® is a place that can be enjoyed for any occasion, whether it be a birthday, anniversary or simply lunch or dinner.





Meet our TEAM

RASHAYS® IS PROUDLY AUSTRALIA FAMILY OWNED AND OPERATED SINCE 1998 WHEN OWNERS, RAMI & SHANNON OPENED THE VERY FIRST RESTAURANT IN LIVERPOOL, NSW. THIS IS HOW THE NAME CAME TO BE - A COMBINATION OF THE OWNER'S NAMES.

Rami & Shannon's dream was to create a place where people could come together and enjoy great food and have a good time.

Their first café was a huge hit with a warm and welcoming environment locals called home. Fresh meals were served lightning fast, although these humble beginnings couldn't

have predicted the journey they would take us on.

Times have changed and thankfully so has our hair. Still, the RASHAYS® passion for Aussie food and family continues to grow. All was made possible with CEO and lifelong friend Roman Tepes.



Left to Right Roman Tepes, CEO Shannon Ykmour, Director, Rami Ykmour, Director.

What do RASHAYS® OFFER?

RELAXED TABLE SERVICE, SERVING MODERN AUSSIE FAVES



REASONS TO BELIEVE

Wide menu choice, modern Australian food, table service, great tasting, fresh quality ingredients, dishes made to order, friendly atmosphere and affordable prices.

RASHAYS® is cool, fun, fresh and affordable and this is why it appeals to everyone. Our menu caters to a large variety of tastes and our casual environment aesthetically welcomes people of all ages.

The RASHAYS® MENU

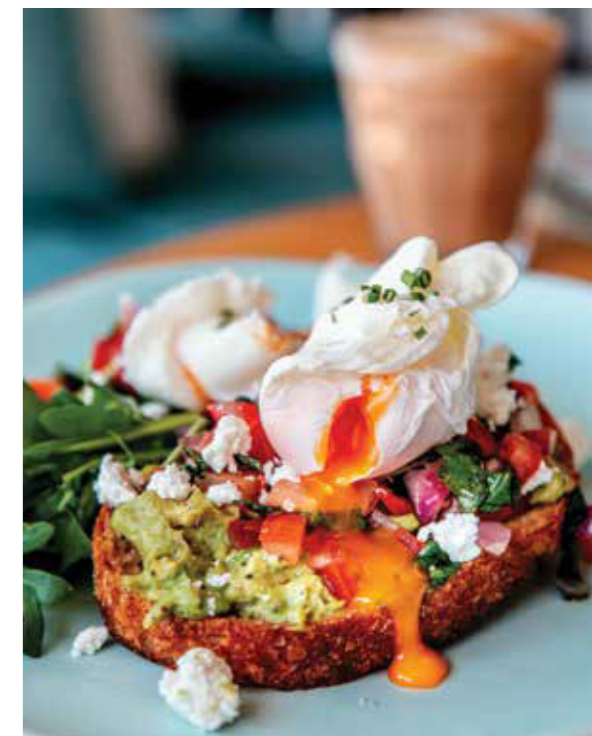
The origins of the quick casual dining category date back to the late 1990's, when RASHAYS® took the value component of fast food and combined it with a fun, vibrant atmosphere and fresh to order quality meals served straight to your table.

At RASHAYS® we are open for breakfast, lunch and dinner, 7 days a week. Our advantage comes from our extensive family friendly menu that offers something for everyone. Our selection of great tasting meals are offered through our signature creamy pastas, pizzas, delicious burgers and mouth-watering 100% Aussie Beef options from the grill. Our desserts are not something to shy away from either. Mouthwatering indulgent desserts from cheesecake, to waffles to our sticky cookie, we have something for every sweet-tooth. And let's not forget the kids; our junior meals come with a complimentary drink and a range of options for even the fussiest of kids.

Quality is EVERYTHING

Our focus on food quality and consistency is extraordinary. Food preparation and the use of high quality ingredients are our highest priority and what separates our brand from competitors.

Our healthy and nutritional options are prominently displayed in our menus and our meals are presented in a fashion to highlight the freshness of our ingredients and preparation. Having made strong connections with our food suppliers over the past 23 years coupled with our in-house development of recipes and products, we are able to pass on these significant savings to our customers and offer an extremely competitive price point on our menu.



RASHAYS® IS THE MODERN AUSTRALIAN CROWD PLEASER

Our BRAND POSITIONING

RASHAYS® main competitors are Pubs, Clubs and RSL's plus local ethnic restaurants. Our advantage vs these is that RASHAYS® is family friendly, offers something for everyone (via our extensive menu) and has great tasting food. Research shows that none of the competitors have quite the same combination - which is why we are the crowd pleaser.

Our BRAND PERSONALITY

A brand personality is a set of human characteristics that are attributed to a brand and to which the consumer can relate. It helps define how the brand behaves and its tone of voice.

MODERN AUSTRALIAN EVERYMAN

ALWAYS GOES ABOVE AND BEYOND TO MAKE PEOPLE HAPPY

ENJOYMENT FOCUSED AND NOT TOO SERIOUS (LIGHT HEARTED & FRIENDLY)



RASHAYS® REWARDS






SAVE | INDULGE | EARN | REDEEM

Everything we do is to ensure we provide the best possible experience and the best possible product for our guests. We want our guests to make "RASHAYS® part of their life" and our RASHAYS® Rewards program is our way of thanking our loyal customers for being on this journey with us.

Current Active Members

170,000+



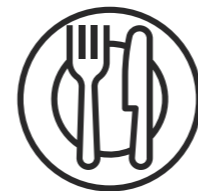
\$15 PIZZA & PASTA

Choose from a range of 3 Pizza and 4 Pasta all available for just \$15, every Monday & Tuesday!



SUNDAY FUN-DAY

Get the whole family together! KIDS EAT FREE ALL-DAY, every Sunday. Available for dine-in only!



10% OFF DINE-IN*

Save more every day! Get 10% off every time you dine. Available all day everyday!



BIRTHDAY VOUCHER

Receive a \$10 Voucher on your birthday via Email and/or SMS.



*Terms and Conditions Apply

Our MARKETING

IT IS EVIDENT THAT CONSUMER'S PREFERENCES ARE ALWAYS CHANGING AND NO DOUBT THAT IS DUE TO INFAMOUS AUSTRALIAN COOKING SHOWS AND CHEFS EDUCATING CONSUMERS ON HOW TO EXPECT THEIR FOOD; FRESH, FAST AND TASTY USING TOP QUALITY INGREDIENTS.

The RASHAYS® name is everywhere and this is a result of our strong, consistent branding over 23 years. Our strategies include ATL, BTL, digital marketing and local area partnerships, including:

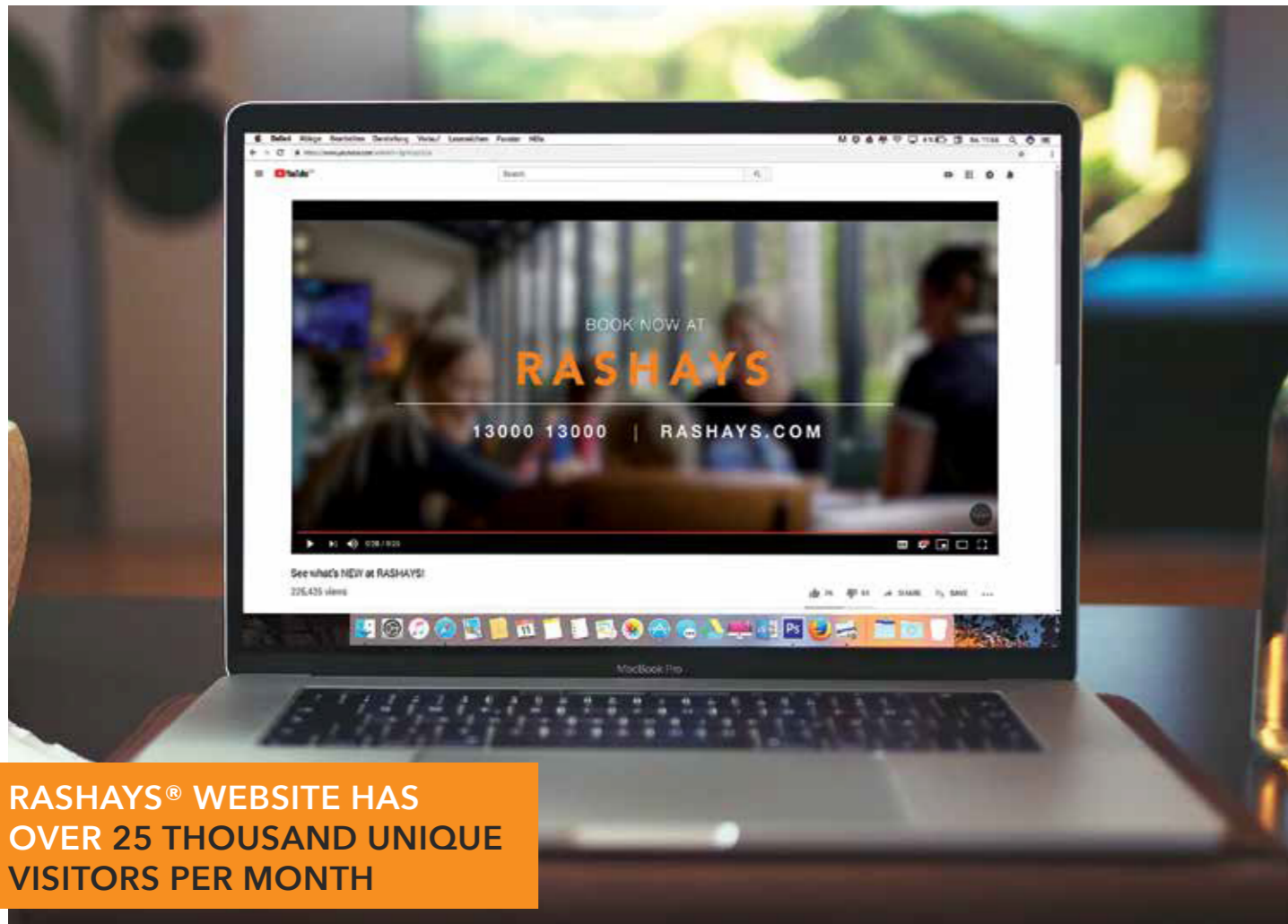
- TV Commercials
- Local Cinema Advertising
- Partnerships with local sporting clubs, organisations and schools
- Foundation and local area charities/events.
- Web & Social Media Marketing
- NRL Partnerships
- Out of home media
- And much, much more.



82,000+



25,000+



RASHAYS® WEBSITE HAS OVER 25 THOUSAND UNIQUE VISITORS PER MONTH



What does being a RASHAYS franchisee look like for you?

RASHAYS is the overnight success that has been 20 years in the making. Over that time, we have created a model that is the success you see today.

Please remember that there is always an element of risk in business however our franchise model offers you a system that will assist you to achieve success.

There are a few non-negotiables for you to be a RASHAYS Franchisee:

- Hard work- you will work hard
- Commitment to your store
- Ability to engage and connect with your guests and the community at large
- A "can do" attitude
- Respect, empower and understand of your restaurant team
- The want to do the right thing at all levels around all forms of compliance
- Being prepared to follow The RASHAYS System

If you have all these qualities, then potentially, you could be a RASHAYS Franchisee. Please remember that we do not sell franchisees we grant them; this is something we take this very seriously. Other qualities we will consider will include financial standing, past business and career achievements, great communication skills, a commitment to superb customer service, plus a willingness to have fun.

9 Steps to Becoming a Franchisee

We have outlined below the steps in order to become a Rashays Franchisee:

1. Get in Touch:

Register your interest online via our website.

2. Initial Phone Call:

We will give you a call within 24 hours so we can have a casual chat about Rashays and the processes going forward.

3. Complete the Expression of Interest Form:

We will email you our information Pack and EOI Form. Please take time to complete our EOI Form as your answers will help us to get to know you a little bit better. Once we have received it, we will invite you to an initial interview.

4. Sign the Non-Disclosure Agreement:

This is an important step of the process, and completing the NDA is a legal recruitment which permits us to discuss financial details with you. Please note that this is not a commitment, it is purely a legal requirement.

5. Go through Due Diligence:

Our Franchise Manager will give you a call once we receive your Forms. We will discuss the next steps and complete reference checks and finance pre-approval, amongst other things.

6. Meet the Team:

At Rashays we have shared vision for our business and our values support us in achieving this. It is important that you meet with our Senior Management as they are integral to our business. An interview with our Chief Development Manager will be arranged and you can submit your Business Plan for discussion.

7. Sign Offs:

During your meeting, our Chief Development Manager will assess you have the qualities we look for in a franchise partner. If they think you have what it takes to join the Rashays team, the next step is to register for our Franchise Training Program.

8. Training:

You will then commence our comprehensive ten (10) week Franchise Training Program. This will comprise of Front-of-house & Back-of-house training, learning everything you will need to know about our systems and processes.

9. Restaurant opening or Handover:

You are now fully trained, have your Business Plan in place and have the full support and backing of our Rashays team or experts. Our team is here to guide and assist you along the way and you have the skills to make your franchise a success.

FAQS

Why RASHAYS?

- We have been fine tuning our processes for over 20 years. Our menu has been designed by Australians for Australians.
- Add to that the consistency that comes from our own centralised kitchen facility where everything that is cooked in a RASHAYS Restaurant comes through our hands before yours and on to our guests.

Do I need to be a Chef to run a RASHAYS?

- The simple answer is no. You will however need a certain ability to manage people well, the discipline to follow processes and systems, the desire and willingness to constantly learn, the ability to have fun and most importantly be prepared to become part of the RASHAYS community.

What is the cost to owning my RASHAYS?

- Over the years the entry cost to a newly built RASHAYS has varied slightly based on a number of factors from size to design variables.
- The Founder of RASHAYS, Rami, has told us he wants all restaurants to be sold for the same price going forward, that price will be \$600,000 and \$1,000,000 subject to format, size and Landlord conditions.

How long does it take to become a franchisee of RASHAYS?

- Australian Franchising law is designed to protect you as a prospective Franchisee. This includes ensuring you can make informed decisions about if this is the correct opportunity for you.
- In saying this, from making your initial enquiry, through the training process to the day you take control of your own restaurant, the minimum time frame would be approximately 4 months.

Do I need to work Full-Time in the restaurant?

- At RASHAYS we are a community-based business and the only way to connect with your guests and community, at all levels, is to work in the restaurant.
- The other reason we have this expectation is that you will need to understand, implicitly, the operations of your restaurant. There is the expectation to work hard; however, you will be having fun doing it.

How long is the standard training program before I open my Restaurant?

- RASHAYS venues provide a full-service food and beverage offer. There is a great amount of detail and many different facets to learn as new franchisee.
- We take this very seriously and we want to set you up for success right from the beginning. The initial training program is 10 weeks where you will be required to work in the front and back of house plus be given an understanding of compliance requirements, financial, HR, and food safety.

Can I own multiple RASHAYS?

- We have a number of franchisees that are multi-site owners, however this not an option for everyone. Once you have proven you can run one RASHAYS restaurant effectively and efficiently, plus, exhibit that you have the ability and support network to succeed as a multi-site owner, then we can explore multi-site opportunities.

