



FRANCHISE PROSPECTUS

WELCOME TO THE YOU MESUSHI FRANCHISE FAMILY

This is a really exciting time for the you me sushi brand – we have big expansion plans and we hope you can be a part of it.

Franchise territories are going quicker than planned, so we must be doing something right!

The shift in public preference for healthier, non red-meat based food is truly nationwide, and dynamic brands committed to quality ingredients, will continue to lead the way. You me sushi is flourishing and with the right franchise partners onboard, You me sushi will become the market leading brand in every UK town

75%

Gross Profit
Margins

£160K
£260K

Start Up
Cost



Full Training
Provided



QUICK FACTS ABOUT US

EST.
2008

20
STORES

VEGAN / HALAL
FRIENDLY

COMPANY HISTORY

Crafting Sushi with Passion and Precision.

Founded in 2008 in the vibrant city of London, Youmesushi has rapidly emerged as one of the fastest-growing sushi chains in the region. With a strong commitment to quality service and an unwavering dedication to creating food that people love, Youmesushi has become a beloved destination for sushi enthusiasts seeking a truly exceptional dining experience.

At the heart of Youmesushi's success lies its unique approach to sushi preparation. Unlike many other establishments that rely on pre-packaged or mass-produced sushi, Youmesushi takes pride in crafting every roll on-site, ensuring the freshest and highest quality sushi reaches the plates of its customers.

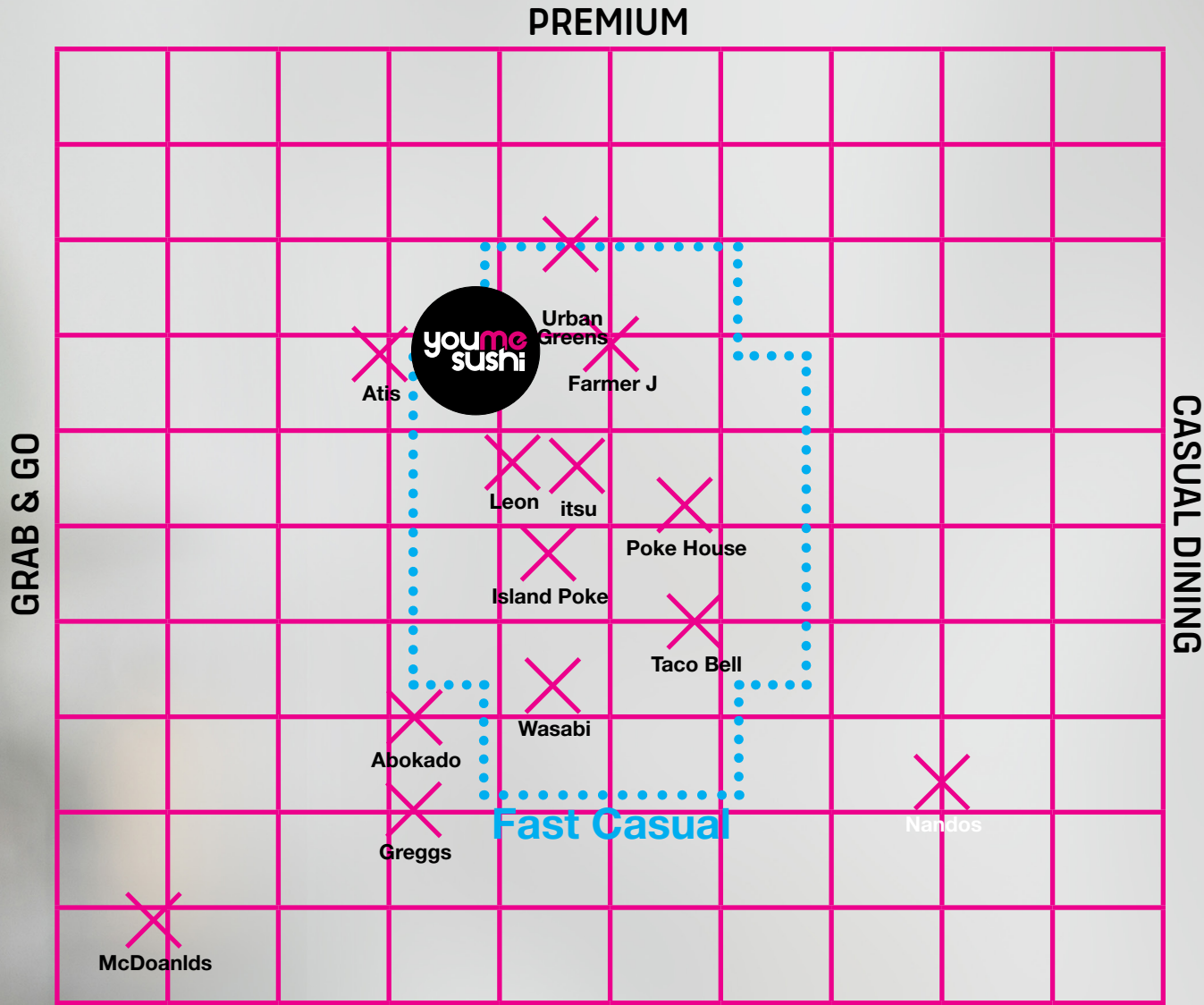
We now have sushi restaurants/takeaways across London with many more sites agreed in the South-East.

As a you me sushi franchisee, you will benefit from our beautiful branding, great reputation and over 10 years of know how and perfected systems and procedures.





BRAND POSITIONING



WE ARE
CHANGING THE
SUSHI GAME!

- VEGAN SUSHI
- VEGETARIAN
- HALAL

QUICK FACTS ABOUT THE SUSHI MARKET

**SUSHI IS NOW THE 4TH
LARGEST FOOD-TO-GO
PRODUCT IN THE UK**

**Sushi is the 4th largest “food to go” product.
No 1 is Sandwiches**

As the British population become more health conscious, sushi is now as popular as Spanish/Tapas and Thai.

Plant based eating, and veganism are on the rise, so sushi is a perfect for this increasing demographic – we offer a wide array for delicious vegetable toppings in place of fish

Statista quote post covid we will spend £60BN in restaurants and cafes, rising to £65.7BN next year.

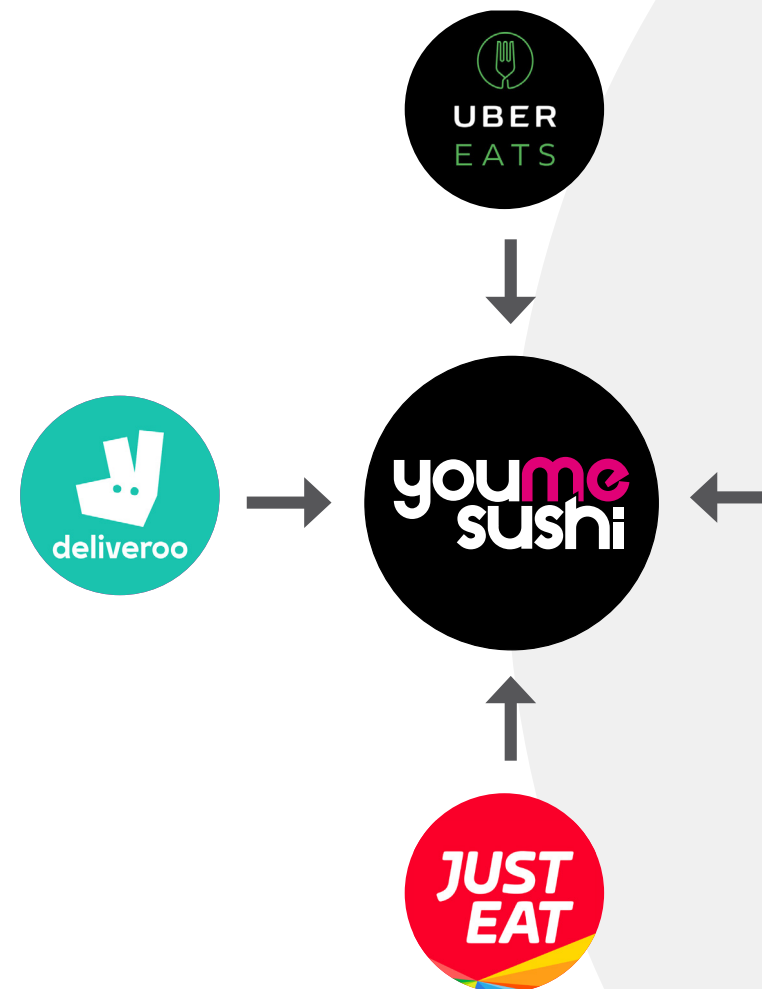


WHAT MAKES YOUMESUSHI BETTER

- We have our very own delivery app and drivers who ensure our products are in perfect condition every time when presented to the customer at home.

This gives higher margins and we are less reliant on 3rd party aggregator sales than our competitors.

- We make orders fresh on demand in store. Not in a central kitchen.
- Our food range is second to none. With fabulous cold and hot food available to customers.
- You can offer your customers:
Eat-in
Take Away
Home Delivery

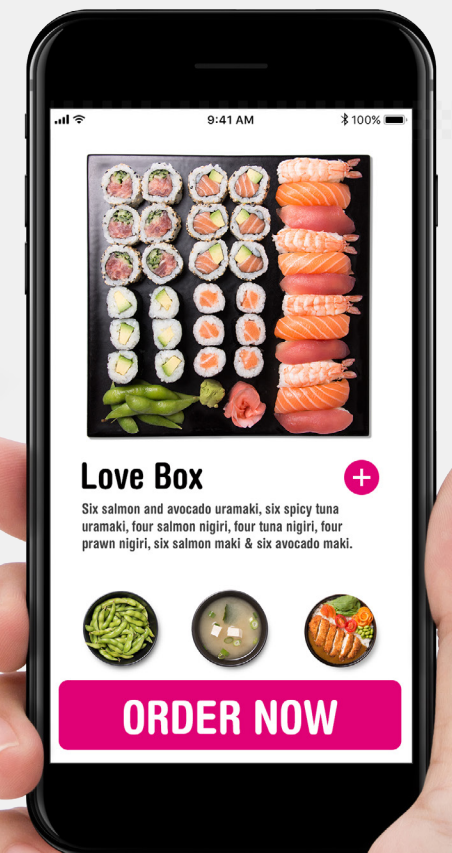


In addition to third party delivery partners
- We have our very own delivery app and drivers who ensure our products are in perfect condition every time when presented to the customer at home.

DOWNLOAD OUR APP



SCAN ME
WITH YOUR CAMERA TO
DOWNLOAD APP



YOU ME SUSHI SUPPORT

Before you can unwrap your chopsticks...

...we will help you find and acquire the right premises for your you me sushi, design and fit it out so it's ready to accommodate the hoards of hungry guests, guide you in choosing the best staff, help you market locally (in addition to the national marketing overseen at head office) and support you every step of the way to open amidst a fanfare of excitement and PR!



Territory selection



Site selection



Pre-Launch marketing
& store launch



Store fit out &
signage approval



Approved equipment
suppliers.



The Franchise
Agreement



Induction training

ONGOING YOUMESUSHI SUPPORT

Then, after you unwrap your chopsticks...

- Use of you me sushi trademark, intellectual property & operations manual
- Exclusive rights to operate the you me sushi brand within an agreed premises and within a specified marketing territory
- 10 years franchise agreement, renewable after 10 years (subject to prior approval from the Franchisor and signing a new franchise agreement)
- An initial induction training programme covering: brand values, operations manual, operating templates, use of operational software, customer service, training, sales and marketing, SEO optimization and business administration
- Centralised marketing support
- A specialised opening team to help you open and trade successfully for the first 2 weeks.
- Access to our on-going support and development programmes which have been developed to help you accelerate the growth of your business especially in the crucial early stages
- Access to nominated suppliers (food production, packaging, insurance, accountants, vehicle livery, branded merchandise etc)
- Centralised sales & marketing/PR support
- Centralised proofing service for all local PR and marketing initiatives
- Regular onsite business mentoring and support visits from Franchisor support team
- Menu & recipe creation & development...and so much more!

SUPPORT 100% OF THE WAY



WORKING WITH TOP-NOTCH SHOP FITTERS TO DELIVER BEAUTIFUL STORE DESIGNS.

We partner with renowned shop fitters and architects to ensure impeccable aesthetics and craftsmanship both inside and outside our spaces. Their expertise and attention to detail translate into stunning designs that captivate the senses. From meticulously curated interiors to eye-catching exteriors, every aspect is thoughtfully considered to deliver a seamless and visually captivating experience for our valued customers.

The level of investment for the store fit out, equipment, stock, small wares and launch marketing package will range from approximately £100k - £160k (Inc. VAT and the Initial Franchise Fee) however this will of course vary depending on the size and location of your premises and level of refurbishment required.

Each site will be subject to a full survey, design and individually costed fit-out to ensure the best possible and best value solution.

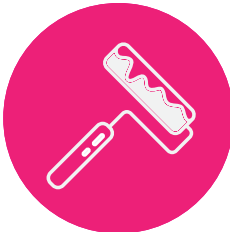
We will work with you to design, train your team and set up the store.



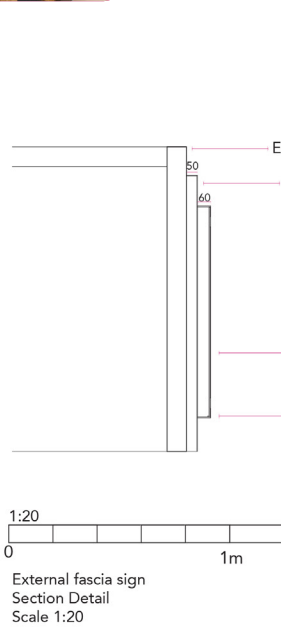
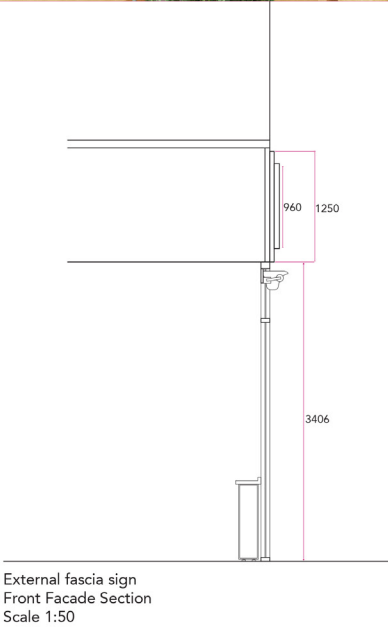
Find A Store



Design



Build



You Me Sus
1 Muswell H

Drawing 2
Detail Draw
As Built
Sheet A3

These draw
purposes

FUNDING YOUR STORE

Launch Marketing: Franchise partners will require a minimum of £5k to be spent in year 1 to get your business off to a strong start and build the brand in your local area.

Working Capital: Franchisees will need approx. £5k start up stock, as well as on-going working capital required to cover training, operational and business costs in the first 12 months.

Franchise Fee	£19,950 + VAT (we reserve the right to increase this without notice)
Management Service Fee	5%
Marketing Service Fee	2%

We are building relationships with the major franchise banks who may be able to lend you 50-70% of the total investment required (subject to your individual application). This means you may only require 30-50% of the total investment in the form of liquid capital, but however much or little you need to borrow, you will be required to present a very strong, personal business plan.

SOME KEY FIGURES TO GET INTO BUSINESS

Our gross margins are some of the best in the business and our get into business cost is typically 30%-40% of some of the larger food branded franchises in the UK.

Gross Margins (profit after cost of goods)	72% - 75%
Sales Potential	Year 1 £669,000 Year 2 £777,000 Year 3 £986,000
Store Fit Out Costs (estimated)	£160,000 to £260,000
Net Profit (after franchise fees)	7% - 15%
Number over UK locations available	60

WHAT'S NEXT?

So the next step is beautifully simple:

Think about what questions you want to ask and then contact our recruitment team below.

TIMI CIRCUS

Head of Franchising

franchise@youmesushi.com tim@youmesushi.com

07585 554 015

The figures quoted are estimates and examples and not to be relied upon. We will of course discuss the rationale behind these assumptions and show you actual store performances so you can develop your own financial models based on your own growth plans, chosen franchise model, and local variances such as rent, rates, staff costs, food wastage costs, utilities, local pricing, opening hours, local marketing expenditure, competition, sales mix, operating overheads, provision of seating within your store and the adherence of the franchisee to the you me sushifranchise system.

Neither you me sushi, its directors, shareholders, employees or third party advisors make any representations or warranties as to the actual performance of individual franchisees. In all instances, potential franchisees are required to prepare their own business plan based on their own local research, we also advise you validate your business plan with your professional advisors.





FRESHLY MADE
DAILY



Download Our App

