



FRANCHISE
PROSPECTUS

www.fshshop.com



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Welcome to the Grosvenor Fish Bar franchise

If you're ready to grab a piece of the action we have all the ingredients you need to run a great business.

For over 90 YEARS we have been serving the people of Norwich with delicious fish & chips. We are passionate about Fish & Chips and as we aim to take the national stage by storm, we're looking for equally passionate people to join the Grosvenor family.

If you are looking for a food franchise in a booming industry we have the opportunity for you.



ABOUT US

A fish & chip shop steeped in history

The Grosvenor Fish Bar is a long-standing fish & chip shop, for over 90 years we have been serving exceptional chip shop fare to our loyal customers in the heart of Norwich.

Whilst traditional chip shop fare is still highly prominent on our menu since refurbishing we updated our menu to include a selection of wraps, sandwiches, burgers and favourites which include sea bass, mackerel, tuna, squid and rock salmon.

Our fish bar boasts a unique seating area for up to 70 people and is fully licensed.





F'SH

AT THE GROSVENOR



WHY CHOOSE THE GROSVENOR FRANCHISE?

A lot of thought and consideration goes into becoming a franchisee. It is a major change in anyone's life and a big decision. When it comes to fish and chip franchise opportunities Grosvenor's is one of the best choices you can make.

The advantages of franchising include combining your drive and passion with the support of a motivated management team and a high level of customer loyalty.

Simply put our franchise offers you the best recipe for success, with excellent training, ongoing support and of course great food.

The Grosvenor franchise model is simple yet successful, and we are strongly committed to business success. It offers you the opportunity to work for yourself while driving your own business and enjoying the rewards. We are a secure and stable business with franchise opportunities open to determined individuals with a passion for food and a great customer experience.



OUR FOOD

A menu with all the usual favourites and so much more...

All our food is responsibly sourced and cooked fresh every day!





FISH & CHIPS

SOME FACTS

Fish and chips are the undisputed National dish of Great Britain, becoming a cultural and culinary symbol of our country, instantly recognised as British the world over.



British consumers eat some
**382 MILLION MEALS
FROM FISH AND CHIP
SHOPS EVERY YEAR**



A staggering annual spend of
**£1.2 BILLION ON FISH
AND CHIPS IN THE UK**



In the UK alone
**22% OF PEOPLE VISIT
FISH AND CHIP SHOPS
EVERY WEEK**

WHAT YOU GET

A BUSINESS MODEL THAT WORKS

We have developed successful operating systems so you can have the confidence you are working with a tried-and-tested business formula. With decades of trading, we know it works!



BRAND IDENTITY

You will trade under the Grosvenor Fish Bar respected brand name. There is already a clear brand identity, a loyal customer following and a set of easy to follow systems and processes in place.

TRAINING

We will teach you how to effectively manage your business to be profitable and successful without the struggle of starting from scratch or maintaining everything on your own. You will receive comprehensive training that covers everything from our brand values, service delivery, sales, marketing, operational excellence and everything in-between.

OPERATIONAL SUPPORT

We know how to run a successful business, and are here to support you along the way. Independent business owners have no one to turn to when they have questions or run into obstacles. As our franchisee, you never need to worry about figuring problems out on your own! Our team of experts is here to provide you with guidance at every stage.

EXCLUSIVE TERRITORY

Your business will operate in an exclusive territory. Our generous territories have been designed using very specific criteria with complete fairness and scale-ability. This will enable you to maximise the opportunity for revenue as your business grows.

THE FRANCHISE PACKAGE

Owning one of our franchises comes with many perks and benefits, from our initial and ongoing support to being part of a brand that puts a smile on customers' faces. We know the industry and we know how to operate a successful and profitable business. You can rest assured that we are with you every step of the way.

- Rights to trade under the Grosvenor Fish Bar brand name
- Exclusive territory
- A central website
- Full training in all areas of the business
- Assistance with the sourcing of your premises
- Assistance with the kit out of your premises
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Operations manual which covers all areas of running your business



FRANCHISE COST

£14,995 (+VAT)



SETUP COSTS

Between £50k and £70k depending on the size and location of your premises

MANAGEMENT FEE

5% of Turnover

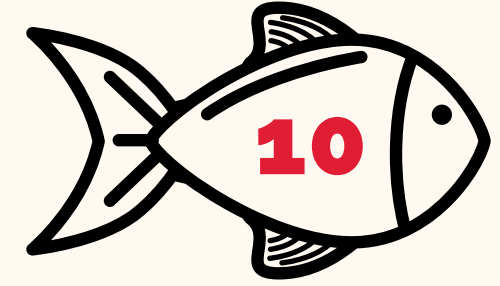
EARNING POTENTIAL

These are the potential PROFITS we would expect you to achieve in the first three years. We will provide you with a full breakdown of the figures at your franchise meeting.





THE 6 STEPS TO OWNERSHIP



We're excited about your interest in the Grosvenor Fish Bar! Our franchise is both financially and personally rewarding and will allow you to build the future you desire.



- 01 Complete the Further Enquiry Form you received with this prospectus and return it to fshshop@gmail.com.
- 02 A member of the team will contact you to set up a phone appointment. During our first phone appointment, we'll explore who you are and what you're looking for.
- 03 We will review your completed franchise application and all relevant data. If successful we will contact you to arrange an appointment to meet the team.
- 04 At your meeting we will take you through the franchise offer, answer any questions you have and provide all the relevant financial information.
- 05 Once you receive approval to join the Grosvenor franchise team we will confirm your territory and provide you with a copy of the Franchise Agreement. You will return the signed agreement along with the franchise fee.
- 06 Congratulations! You are now the proud owner of the Grosvenor Fish Bar franchise, now the Fun Really Begins!

BURGERS

FISH

CHIPS

SAUSAGES

**CONTACT
US
NOW!**



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