

Franchise with us!

MAKI & RAMEN
FRANCHISE DOCUMENT



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Your Journey, Our Bowl.

OUR JOURNEY

Our journey at Maki & Ramen is driven by a deep passion for Japanese cuisine, merged seamlessly with Western culinary traditions. As leaders of this vibrant establishment, we bring a dynamic blend of expertise in areas such as business development, marketing, and customer engagement. This unique combination of skills has been pivotal in shaping the success and distinct character of Maki & Ramen.

OUR PASSION

Our passion lies in Japanese cuisine, and we pride ourselves on being specialists in blending the traditional flavours of Japanese food with a touch of Western culture. Maki & Ramen stands as a testament to our dedication to culinary excellence and innovation.

YOUR BOWL

At the heart of our menu is our ramen, a dish we approach with utmost seriousness and respect. Every noodle served is crafted in our Edinburgh factory, ensuring quality and authenticity in every bowl. Our broth, a core element of our ramen, is meticulously prepared over 8 hours, capturing the essence of authentic Japanese ramen.

Be your own boss!



**FINANCIAL
FREEDOM**



**ESTABLISHED
BRAND NAME**



**PROVEN
BUSINESS
METHODS**

We have invested significant time, energy and resources to build a robust business model with proven potential for returns well above just financial gain.

We offer an established brand name and market presence that we are confident will help our franchisee's get the best results possible. With ongoing training and support to ensure success, our simplified process ensures we are working towards common goals.

In times of economic uncertainty, building off an already proven and effective franchise model is less risk and a safer option for many aspiring business owners.

Franchise Potential.

Authentic Culinary Experience	Unique Interior Design	Customer-Centric Philosophy	Founders Expertise	Social Media Presence	High Reviews across the brand
<p>Maki & Ramen stands out by offering an authentic and immersive culinary journey, bringing the true taste of Japan to its customers. The commitment to traditional preparation methods and the use of high-quality ingredients sets the brand apart in the market.</p>	<p>Maki & Ramen sets the stage for a unique dining experience with its exclusive interior design. Crafted to transport customers on an adventure to Japan, the ambiance complements the culinary offerings, creating a holistic and memorable experience.</p>	<p>Maki & Ramen's "Your journey, Our bowl!" philosophy emphasises the importance of shared experiences. By putting customers at the centre, Maki & Ramen creates a friendly community vibe!</p>	<p>Founded by Chef Teddy Lee, who honed his skills in a prestigious sushi academy in Tokyo. Maki & Ramen benefits from the founder's culinary expertise. This background ensures a commitment to authenticity and a deep understanding of Japanese culinary traditions.</p>	<p>With a substantial Instagram following of over 40,000 and over 2.8Million views on Tik Tok, Maki & Ramen harnesses the power of social media to enhance its brand presence and engage with a wider audience. Strong marketing tactics ensure success within the brand.</p>	<p>Maki & Ramen consistently receives high praise from satisfied customers. This exceptional rating is a testament to the brand's commitment to quality, service, and the overall dining experience. With a standard of 4.75* across all of our branches we continue to excel.</p>

Industry Statistics.

The UK's Japanese restaurant sector reached £1.2 billion in 2024

Sushi and Japanese restaurants in the UK grew at 7% per year from 2021 to 2024

69% of UK diners now prefer takeaway or delivery for Japanese cuisine in 2024

The UK sushi market expanded by 6.5% from 2022 to 2024 due to growing popularity

Consumer spending at Japanese restaurants grew by 6.8% in 2023

Ramen's popularity surged by 12% in UK restaurants over the past two years (2022-2024)

**RAMEN AND SUSHI
ARE AMONG THE
FASTEST-GROWING
FOOD TRENDS IN
THE UK**

Supply Chain.



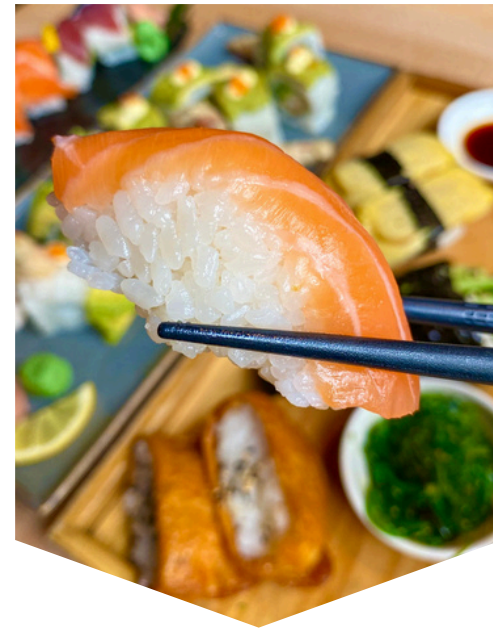
OUR FACTORY

Our own factory is our essential supplier for our signature 8-hour cooking broth, pivotal for the depth of flavour in our ramen.



SAIL BRAND

Our dedicated fish supplier, delivering the freshest salmon and fish directly to our kitchens. This partnership ensures our menu features only the finest seafood, crucial for our authentic and high-quality offerings.



JFC

JFC handles half of our Japanese product line-up, enhancing our authentic cuisine offerings and ensuring reliable, quality supply. This partnership strengthens our market presence in Japanese dining.



HARRO

Harro manages the other half, completing our Japanese product sourcing and solidifying our authentic cuisine range.



LYNAS

Lynas plays a key role in our supply chain, serving as the primary distributor for our non-Japanese products across Ireland and Scotland.



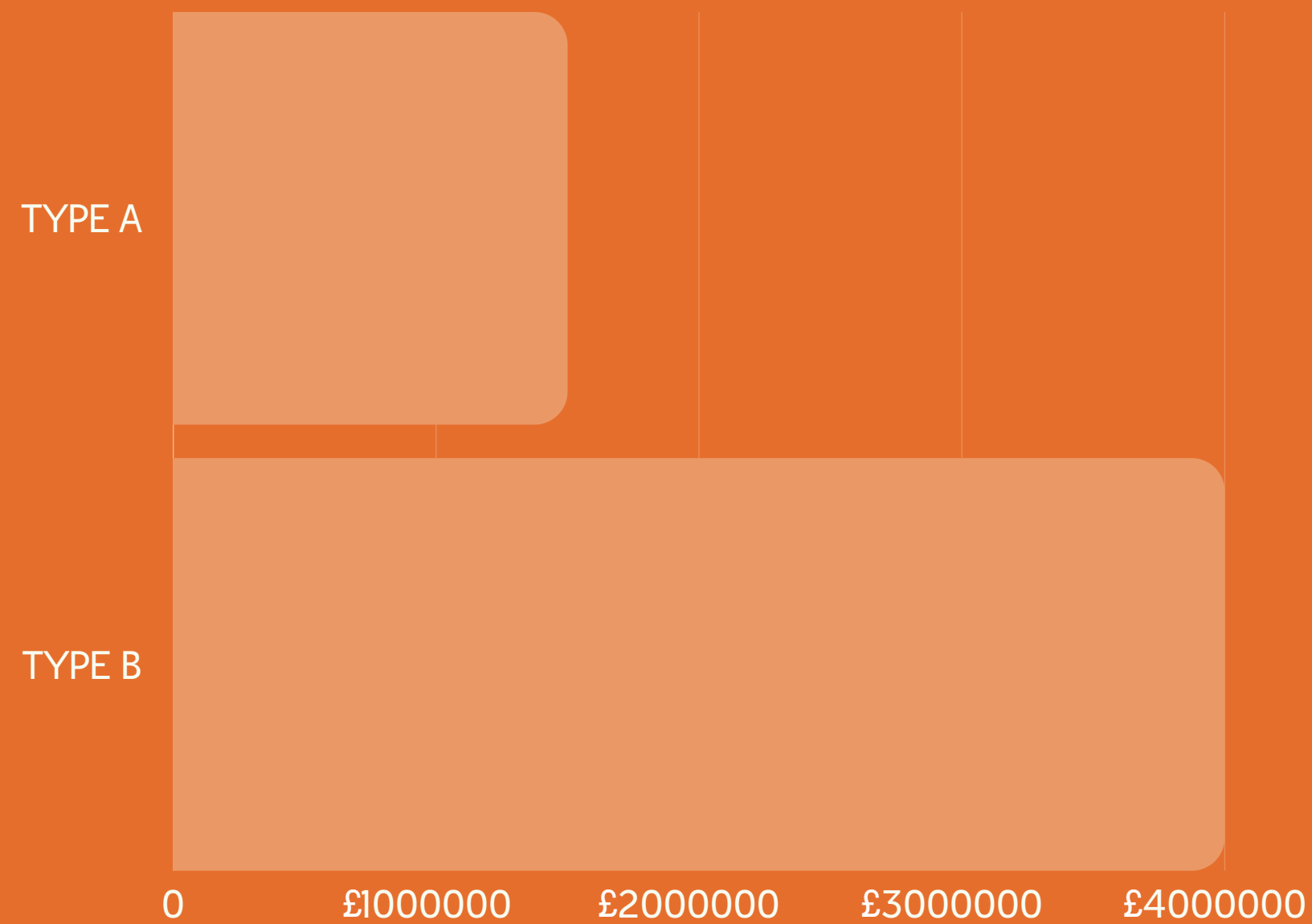
DUNSTERS FARM

Mirroring Lynas as our pivotal English counterpart, efficiently secures our non-Japanese product needs, streamlining procurement for our operations in England and ensuring consistency across our network.

ESG.

SUSTAINABILITY INIATIVE	DETAILS
ELIMINATION OF SINGLE USE PLASTIC	<ul style="list-style-type: none">- Achieved compliance with UK laws banning single-use plastics.- Conduct regular audits and compliance checks to ensure ongoing alignment.- Separate recycling bins for glass, food waste, paper, and plastic in each restaurant.- Staff training on waste management and recycling.
UTILISATION OF LOCAL SUPPLIERS	<ul style="list-style-type: none">- Partner with local suppliers (e.g., Eddies Fish, Global Fruits) to reduce transportation emissions and support local businesses.- Track the percentage of locally sourced ingredients and reduction in transportation-related emissions.
ENERGY EFFICIENT LIGHTING	<ul style="list-style-type: none">- Neon lighting powered by LED technology installed in all locations.- LED lights reduce electricity usage and last longer.- Monitor and compare energy usage to pre-implementation levels to measure electricity savings.
PARTNER WITH SUSTAINABLE SUPPLIERS	<ul style="list-style-type: none">- Partner with sustainability-focused suppliers, including Lynas, Changeworks, and Olleco.- Lynas has invested £100 million into sustainable sourcing.- Regular assessment of suppliers' sustainability credentials to ensure alignment with Maki & Ramen's environmental goals.

Total Revenue.



Our Type A franchise model is projected to generate £750,000 to £1.5 million in gross sales in the first year, with steady growth year on year.

Our larger Type B franchise model is projected to generate £1.5 to £4 million in gross sales annually with steady growth year on year.

TYPE A

Limited assistance on Franchise handles.
Franchisees may propose their own site for approval.
Franchisees may need to develop their own contracts.
Access based on market availability.

£750,000 - £1.5M

TYPE B

Full negotiation assistance.
Access to franchisor-selected pre-approved sites.
Higher startup incentives such as reduced initial fees.
Direct access to our established network.

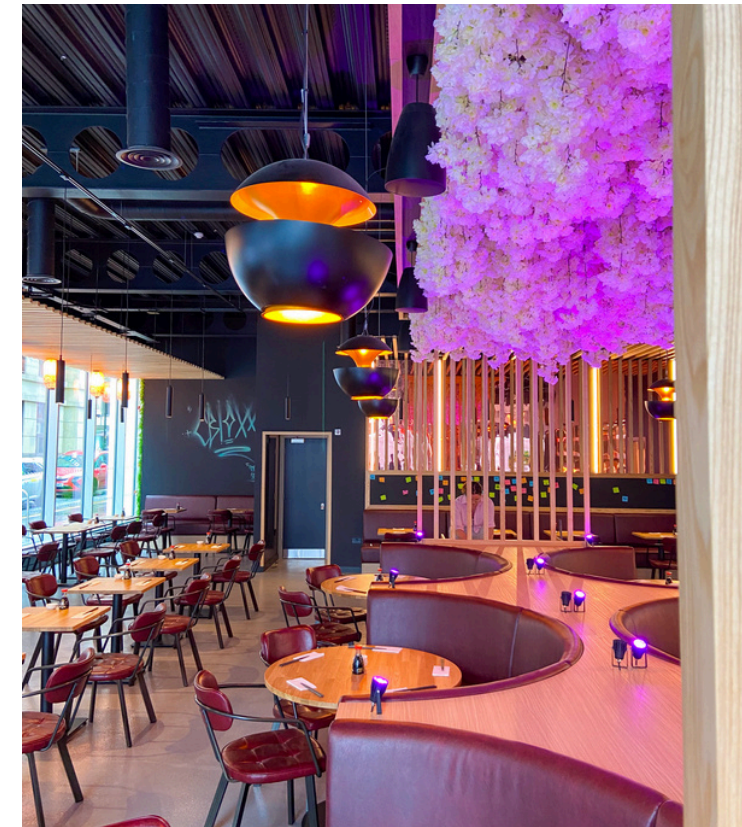
£1.5M - £4M

Fit Out Costs.



TYPE A:

With an investment range of £150,000 to £300,000, this model offers a substantial return on investment, ensuring steady and sustainable growth year after year.



TYPE B:

With an investment range of £300,000 to £800,000, this model offers a substantial return on investment, ensuring steady and sustainable growth year after year.



How we will help you.

Your Journey,
Our Bowl

Training & Support.

Comprehensive training programs and ongoing support.

Marketing & Advertising.

Unified marketing strategies and advertising campaigns.

Supply Chain & Inventory.

Centralised supply chain management and inventory control .

Financial Assistance.

Guidance in obtaining funding through the franchisors' proposed fitter.

Staff Management.

Provided with tools for recruitment, retention and training.

Business Planning.

Guidance to obtain personal goals and projections to ensure a clear path to success.

Franchise Requirements.



- Shared Values
- Exceeding Expectations



- Passion for business
- Proactive team attitude

Like any new business, there will be set up costs that you are expected to cover in addition to the Franchise Fee. These costs include costs to setup the premises from where you will operate and the purchase of initial stock etc. You will need to cover your own set-up costs and ensure that you have the sufficient working capital and funds to cover your costs in the first weeks of you starting as a Maki & Ramen franchisee.

We can help you find all the start-up equipment, training, and materials you need at cost. In our first meeting, we'll review what you already have and what you still need.

Get in touch.

FRANCHISE.MAKIRAMEN.COM