



**Franchise Instructions 2021 or Become a Partner**



# CONTENT



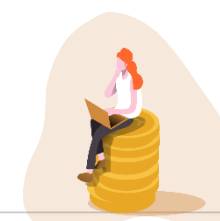
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## Brand Story



**It all started with a promise: Bring Asian Food Culture to the world.**

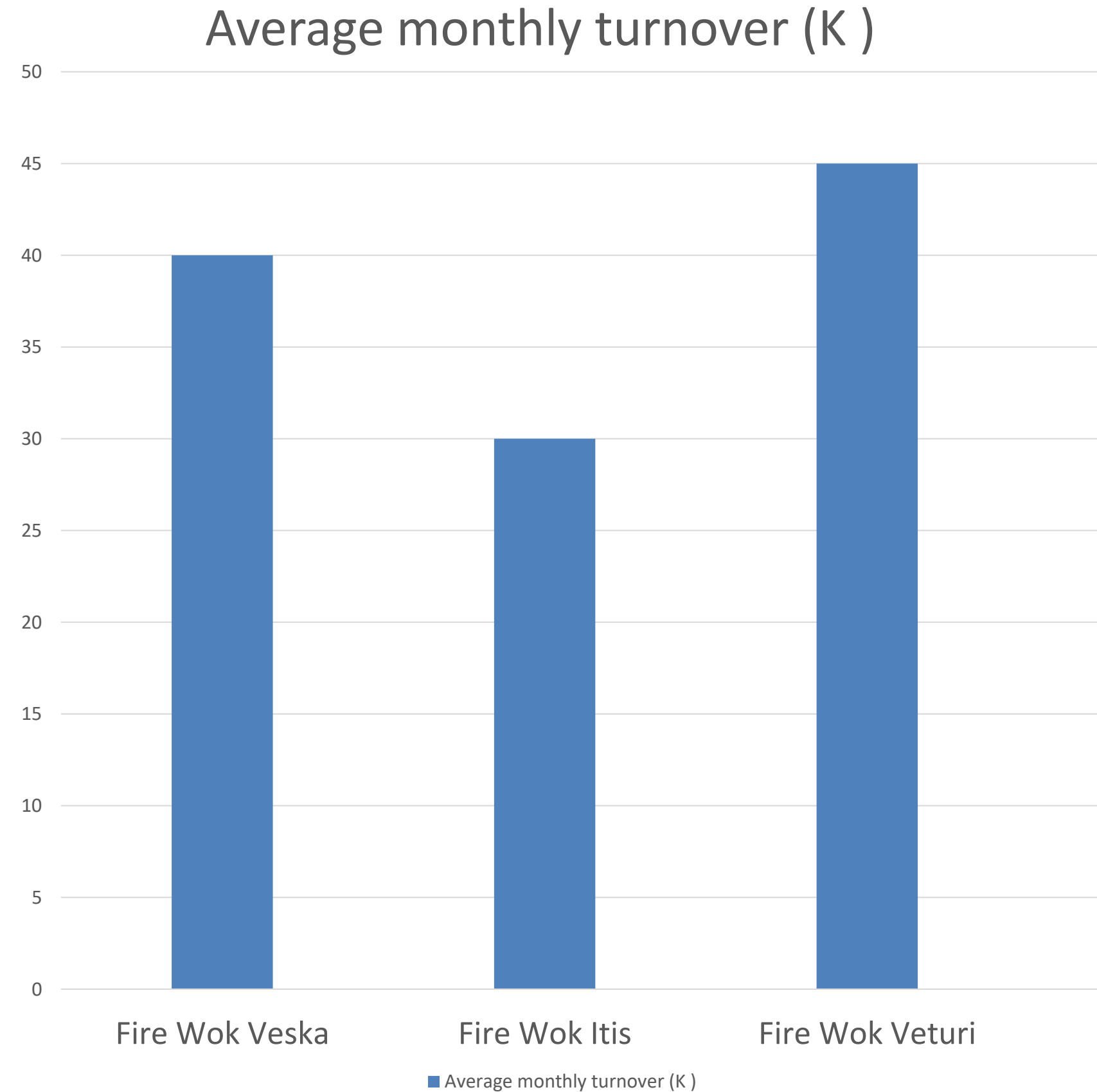
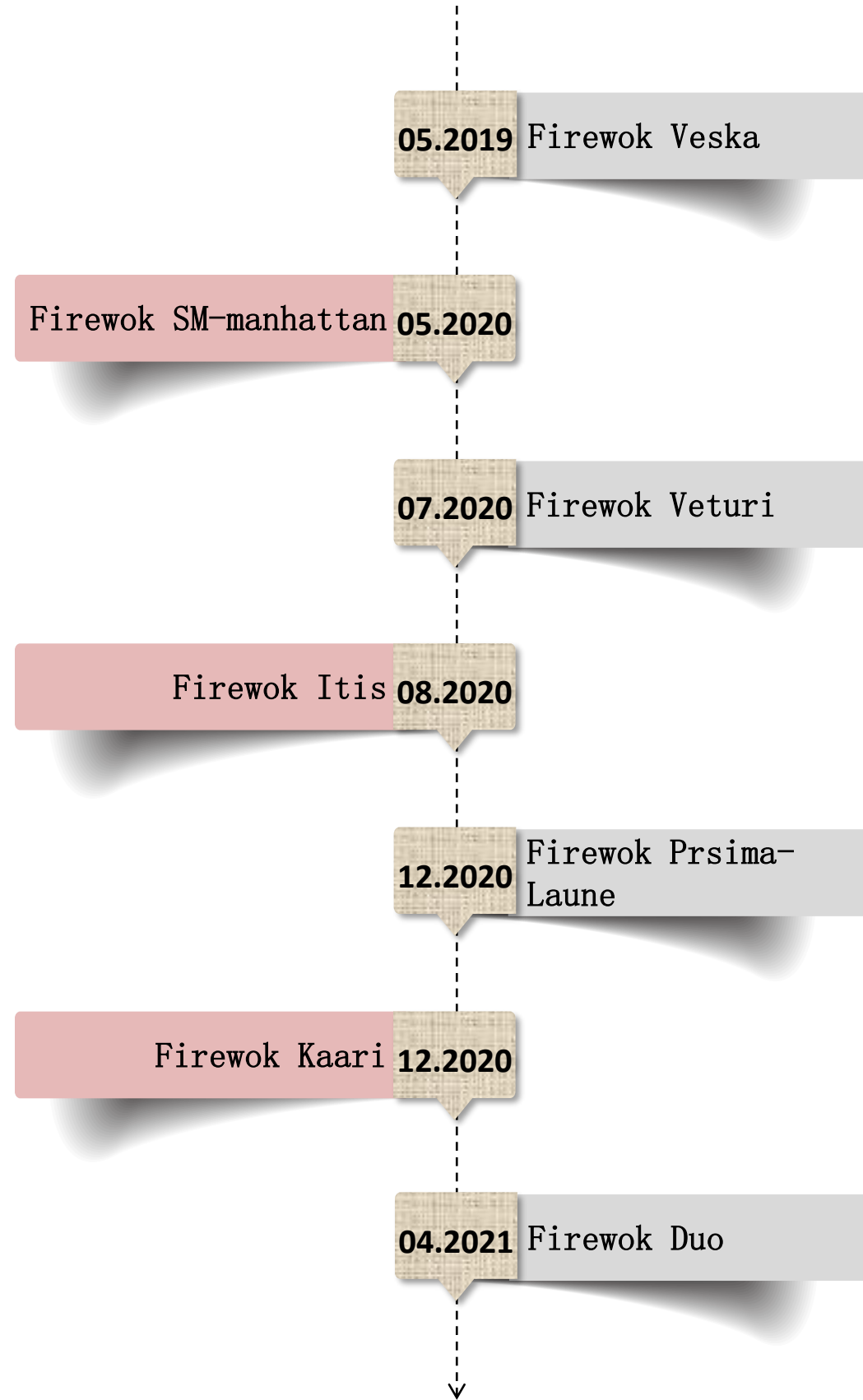
**A group of young people started to prepare food with love and care. They hope to share the home taste with people in other countries.**

**Using only the freshest ingredients and training the most passionate chefs, Firewok begins its business with the origin promise.**

For more information

 **[www.firewok.fi](http://www.firewok.fi)**

# Store Performance







ABOUT US

# GALLERY







ABOUT US

# Our Teams



10 nations



2 weeks  
training





# FOOD

Fire wok

CHOOSE A READY MEAL

1



9,90€

**SWEET CHILI CHICKEN**  
Egg noodles, chicken, paprika, tomato, HONGKONG sauce

2



9,90€

**BLACK PEPPER BEEF**  
Instant noodles, beef, onion, broccoli, SAIGON sauce

3



9,90€

**FIREWOK PORK**  
Udon noodles, pork, bok choy, chili, FIREWOK SPECIAL sauce

4



10,90€

**CURRY SHRIMP**  
Rice noodles (wide), shrimp, mushroom, bamboo, BANGKOK sauce

5



9,90€

**FIREWOK CHICKEN**  
Whole grain noodles, chicken, chinese cabbage, chili, FIREWOK SPECIAL sauce

6



9,90€

**FRIED RICE WITH CHICKEN**  
Jasmine rice, chicken, corn, Chinese cabbage and soy sauce

DOSAGE FOR CHILDREN

Half of any dose

7,90€

Fire wok

SAUCES



**FIREWOK SPECIAL**  
Chili sauce (L, VE)



**BANGKOK**  
Yellow curry sauce (G, L, VE)



**TOKYO**  
Teriyaki sauce (L)



**HONGKONG**  
Sweet chili sauce (G, L, VE)



**SAIGON**  
Black pepper sauce (L)



**HAPPY KIDS**  
Tomato sauce (G, L, VE)

Fire wok

BUILD YOUR OWN DOSE

A. NOODLE/ RICE +2VEGETABLES + SAUCE

8,90€

B. NOODLE/ RICE +CHICKEN/ PORK/ BEEF/ TOFU +2VEGETABLES +SAUCE

9,90€

C. NOODLE/ RICE +SHRIMP/ DUCK +2VEGETABLES +SAUCE

10,90€

DO YOU WANT EXTRA?

Noodle / Rice

2,00€

Chicken/ Pork/ Beef/ Tofu

2,00€

Shrimp / Duck

3,00€

Vegetables

1,00€

Sauce

0,50€

\* Noodle portion is added to egg, carrot and cabbage

All servings contain 0,33L of beverage

fresh ingredients

free combinations



# LOCATIONS



**1** SHOPPING MALL



**2** SUPERMARKET



**3** RESIDENTIAL AREA

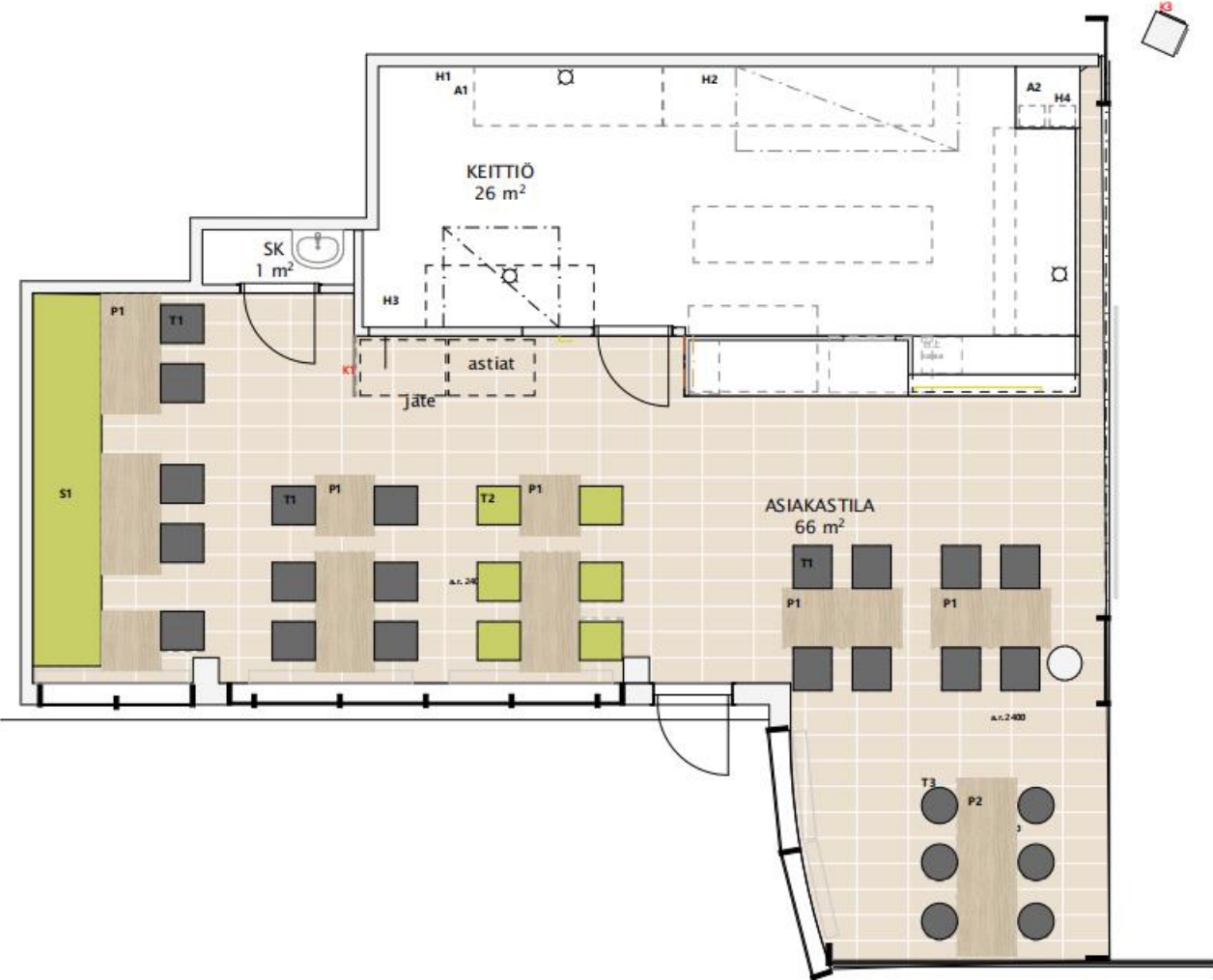
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# Interior design



- WOOD  
light oak
- LAMINATE  
Orange Formica Clementine F2962  
Red Formica Blaze Red F2824  
Wood Formica Bio Oak F7603
- PAINT  
Black Tikkurila Symphony I X499  
Orange Tikkurila Symphony I S316
- PLANT  
Kirjovehka
- LAMPS  
Wicker and seagrass
- FURNITURE  
olive green, dark grey, black, wicker





## 1. Strictly Quality Control

- Adhere to high-quality fried noodle products;
- High hygiene standard;
- Improve the taste and research the sauce

## 4. Customer Service

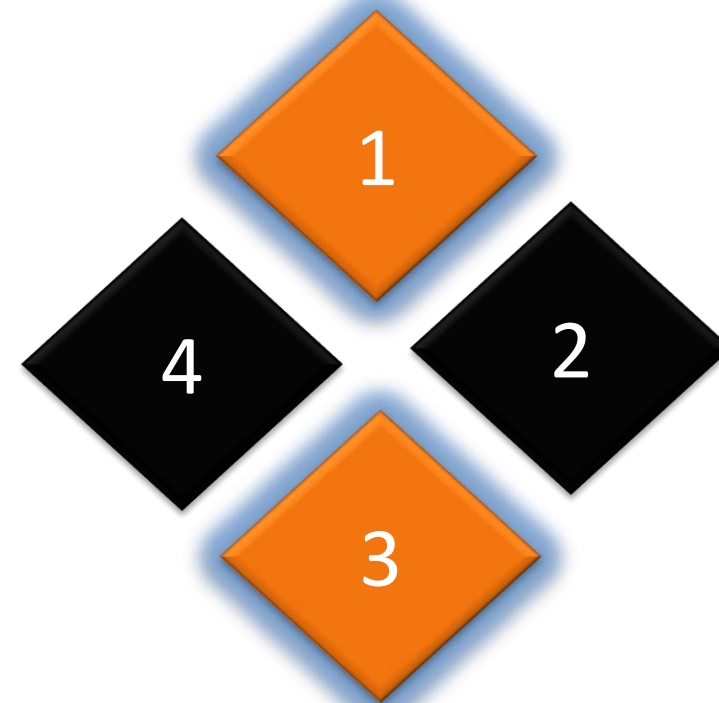
- Receive feedback timely, and make corresponding adjustments;
- Research customer needs and characteristics;
- Develop product plans and marketing plans based on customer needs

## 2. Specialized Operation

- Targeted management and operation;
- Committed to the refined operation of the store;
- Train staff team Effectively

## 3. Business Growth

- Enhance our brand awareness through a variety of social media;
- Constantly launch promotional activities with different themes







Monthly Turnover 30000e

(the actual data will be in compliance with different situation)



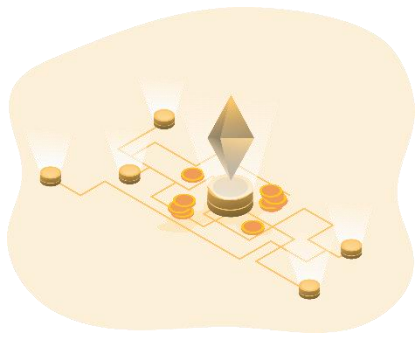
Labor Cost

4 full-time employees  
560h-600h  
7644e-8190e  
25.5%-27.3%



Raw Material

Golden crop, Hartwall, Kesko etc.  
7500e-9000e  
25%-30%



Rent

Promised rent  
5070e  
16.9%



Others

Machine maintenance, water and electirc, etc.  
500e-1000e  
1.7%-3.3%



Commission

2100e  
5%(branding fee)+2%(marketin g) = 7%



Profit

4640e-7186e  
15.5%-24%





Monthly Turnover 40000e

(the actual data will be in compliance with different situation)



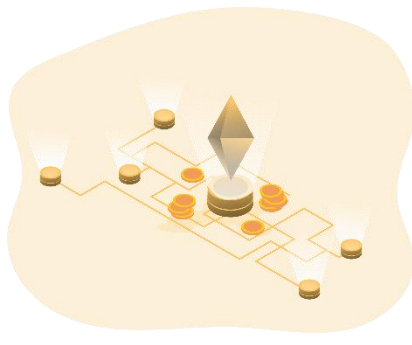
Labor Cost

4-5 full-time employees  
720h-740h  
9828e-10101e  
24.5%-25.2%



Raw Material

Golden crop,  
Hartwall, Kesko  
etc.  
10000e-12000e  
25%-30%



Rent

Promised rent  
5070e  
16.9%



Others

Machine renting,  
maintenance,  
water and electirc,  
etc.  
500e-1000e  
1.7%-3.3%



Commission

2800e  
5%(branding  
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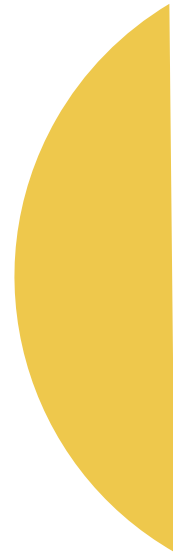
Profit

9029e-11802e  
22.6%-29.5%





## SUPPORTS FROM US



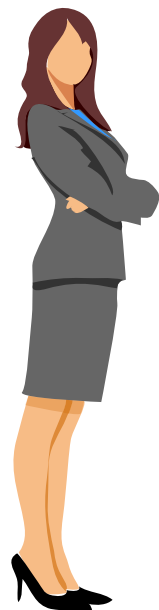
**Accurate location selection** to ensure stable customer flow



Complete and detailed **staff training** process to train out qualified staff effectively

***From site selection, decoration, training to marketing promotion and daily operation***

***we provide nanny-style assistance throughout***



Efficient **supply chain** to provide high quality raw materials with competitive price



**Financial support** from bank to fund the start-up business



## WHAT YOU NEED TO HAVE

**Good teamwork and  
management skills**



**Love the catering industry,  
with a positive  
sense of customer service**

**Abundant capital capacity,  
can afford to operate  
your restaurant  
and the Franchise fee**



**Fluent English or Finnish**



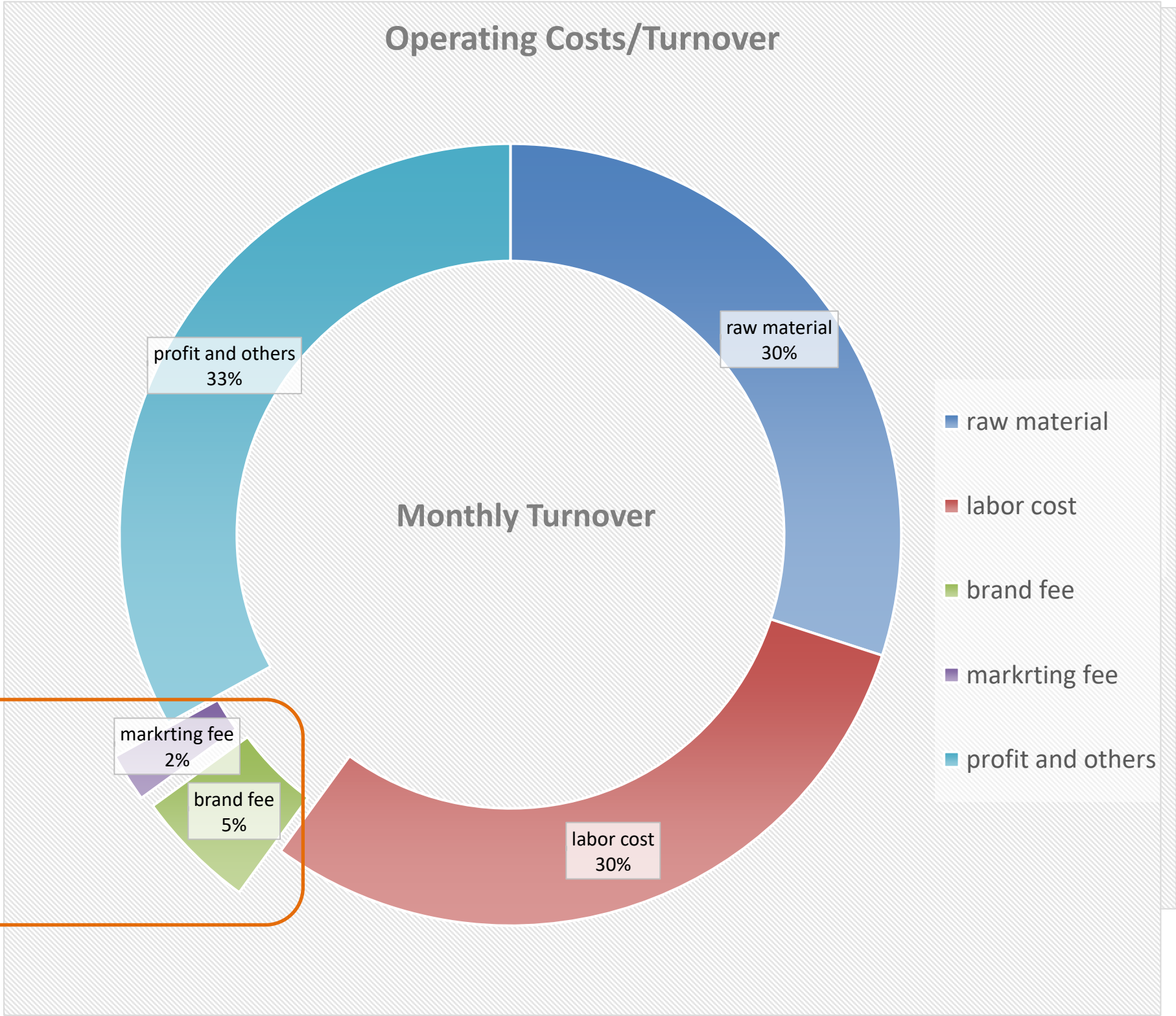


# WHAT YOU NEED TO HAVE

Initial Investment		
<b>Renovation</b> (e.g. construction, water and electricity transformation, cashier, signboard)		15,000-30,000
<b>Electric Appliance</b> (e.g. kitchen equipment, Screen Menu )		15,000-25,000
<b>Furniture</b> (e.g. table chairs shelves)		5,000-10,000
<b>Inventory</b> (e.g. opening requirements, disposable materials)		5,000-10,000
<b>Fix Franchise Fee</b> (e.g. site selection, brand right, supplies, recruitment and training, early marketing)		10,000

**Total Franchise Fee**

*NOTE*  
Investment will vary depending on a range of factors such as location and size.



*NOTE*  
Based on existing stores' data in Finland.





## CONTACT



### Stores To Be Joined

Fire Wok Veturi

Tervasharjunkatu 1, 45720 Kouvola

Fire Wok Itis

Itäkatu 1-7, 00930 Helsinki

Fire Wok Duo

Pietilänkatu 2, 33720 Tampere

Your preferred location

**Join us**

**and**

**start your new business**

Project Manger:

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