

EXECUTIVE SUMMARY

I have 27 years of experience in the service sector as an executive manager. I worked for twelve years at McDonald's as managing director partner. I also worked at bouygues telecom for 10 years as representative director. So I was independent most recently five years at Burger King as an executive manager in paris and now since December 1st I was fortunate enough to be named a franchisee on the "vieux port" of Marseille a Burger King flagship.

The catering activity is an activity that is safe and sustainable because we'll eat every day we will not stop eating.

Why Burger King?

it's a brand that's known worldwide which is also stable and will make profits that will be secure over time the first thing is that the chance to have a Burger King flagship store is pretty exceptional because it's not usually given to the franchisee. I was very fortunate to have the confidence of the leadership at Burger King.

Why Marseille Vieux port ?

Because it's a central location in Marseille and in order to bring several restaurants together you need a central one.

Why do you need to have another restaurant ?

For two reasons :-

1. the first is management - this enables costs to be pooled and therefore profit to be optimised
2. and the second thing is for the staff. It is important to have a possibility of evolution so that they do not stagnate in one place but several places has their opportunity to advance in their career the places that are going to be open for my franchise

The " grand littorale "

It's a restaurant I know well because I was manager at this Burger King and it's the first Burger King Company restaurant. So it's important to be connected with the "vieux port" to have this place which is a shopping mall and the third, which is in anticipation. This is Bonneveine's restaurant. It's a drive restaurant so I can complete the restaurant panel I have. If we're talking about decomposed sales figures

1. the "vieux port" has a turnover of 3.2 million euros
2. the Grand Littoral is a little smaller it's 2 million euros but it's going to be renovated so it's going

to have extra potential

3. then Bonneveine is a drive restaurant so it's bound to work and therefore a figure of about 3.3 million euros

Today my problem is time. I have to be faster than the others and so I need more means. Because if I wait two years I will not have the restaurants that are available today. That's why I'm bringing in investors to help me grow up quickly to acquire its restaurants that I'll lose if I wait two years for the whole of this project.

The financial requirement is 1,250 million in order to acquire and implement the strategy for its three restaurants. My 27 years of experience and the financial contribution of investors, the addition of this will definitely be a win-win situation for everyone