



everything sizzles... even your appetite !

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Euromonitor puts the global consumer food service business-- everything from cafés and fast food chains to full service restaurants--at \$1.85 trillion.

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How to start a successful restaurant?

Main factors for a successful restaurant

1. Location, Location, Location. It can make or break a restaurant
2. Food Concept, Quality & Taste
3. Service and Restaurant Style



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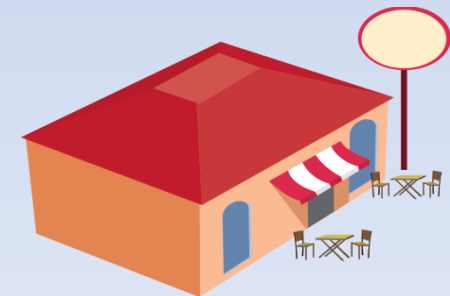
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How to start a successful restaurant?

Other factors to consider for a successful restaurant

- A. Publicity of the restaurant
- B. Consistency in food
- C. Kitchen layout to be symphony of efficiency
- D. Raw material quality control
- E. Inventory of raw material
- F. Menu Engineering
- G. Build Customer Base with repeat customers
- H. Staff training
- I. Staff retention
- J. Restaurant management software
- K. Operation of the restaurant
- L. Licenses/Permits
- M. Financing



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Owner of The Sizzle

Tushar Amalean, single owner of the company

- Educated in Mumbai, India in commerce stream with further specialty studies in IT
- Background of a successful business family with soaring reputation in Sri Lanka
- Sizzlers being a dream business from college days and proven to be a success story due to passion and commitment
- Expansion plans of helping others to make their dream a reality.



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History of The Sizzle

- Kollupitiya property acquired in Sep 2006 and opened doors on 1st April 2007 with 64 covers
- Two years of struggle - Customers to develop liking for Sizzlers concept and to build a customer base.
- Every two years consistently expanded seating with end result of 120 seats.
- Dehiwala property acquired in Sep 2016 fueling expansion together with Central Kitchen Operation in May 2017 to cater to five franchise outlets



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Modus operandi of Franchise of The Sizzle 1 of 4

1. Location, Location, Location. It can make or break a restaurant

Franchisee to identify

2. Food Concept, Quality & Taste

Strictly monitored by the Franchisor

3. Service and Restaurant Style

To be adhered by the Franchisee under guidance of Franchisor

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Modus operandi of Franchise of The Sizzle 2 of 4

- A. Publicity of the restaurant
Franchisor's CRM and excellent customer base
- B. Consistency in food
Franchisor's Central Kitchen ensures
- C. Kitchen layout to be symphony of efficiency
Franchisor's experience for the past ten years in designing the layout.
- D. Raw material quality control
Franchisor's Central Kitchen ensures
- E. Inventory of raw material
Franchisor's Central Kitchen equipped with storage

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Modus operandi of Franchise of The Sizzle 3 of 4

F. Menu Engineering

Innovative introduction of varieties by the Franchisor

G. Build Customer Base with repeat customers

Franchisor's CRM and excellent customer base

H. Staff training

Hands-on thorough training at Franchisor's outlet

I. Staff retention

Excellent remuneration based on volume and other perks

J. Restaurant management software

Custom made and regular updates by the Franchisor

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Modus operandi of Franchise of The Sizzle 4 of 4

K. Operation of the restaurant

Franchisee to manage under guidance of Franchisor

L. Licenses/Permits

Franchisor to support Franchisee using the existing links

M. Financing

Franchisee to arrange

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Why franchise of The Sizzle

- 1. UNIQUE BRAND IDENTITY** – Featuring unique Sizzlers and a commitment to the communities they serve, The Sizzle is a daily affirmation that serving great food, satisfying customer pallets and excellent customer service belong together.
- 2. OUR SIZZLER IS THE ONLY SIZZLER!** – Our unique marinating, grilling and frying process awakens the flavours of our premium meats, fish and vegetables. When served in a restaurant featuring authentic Sizzler Plates with an exciting menu, this creates a combination people come back for again and again.

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Why franchise of The Sizzle

- 3. OPERATIONAL EXCELLENCE** – With an ever-growing history of innovative products, a focus on exceptional customer service, simplified processes, choice for all age group and one of a kind brand identity, The Sizzle is committed to building a profitable Franchise Operation.
- 4. EXTENSIVE TRAINING** – We offer extensive training programs and operating systems to help build your business. Our support team of experts will work together with you to streamline and simplify the operations of the Franchise.

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Why franchise of The Sizzle

5. READY CUSTOMER BASE & EXCELLENT CRM – We have a large diverse customer base built over the last decade. They enjoy our Sizzler Dishes, our CRM ensures that they keep on coming for more.

Our expansion is carefully calculated to optimize potential, profitability, investment, and of course, our franchisees' success.

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AREAS FOR FRANCHISE

Nugegoda/Nawala

Ethul Kotte/Rajagiriya – **In Discussion with a keen Franchisee**

Battaramulla/Pelawatta/Thalawathugoda

Maharagama / Pannipitiya

Boralesgamuwa / Piliyandala

Moratuwa / Panadura

Wattala

Kiribathgoda

Negombo – **In Discussion with a keen Franchisee**

Kandy

Nuwara Eliya

Galle Fort

SHANGRI-LA – COLOMBO – Premium Franchisee

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PROJECT REPORT – Parameters & Assumption

| Weekday Dinner & Sat+Sun Lunch+Dinner | | | | |
|--|-------|---------------|--|--|
| Total Seating Capacity | 50 | Pax | | |
| Weekends Lunch & Dinner Days (Sat to Sun) | 2 | No of Days | | |
| Weekends No of seating | 2.50 | Seating Times | | |
| Weekdays Dinner Days (Mon to Fri) | 5 | No of Days | | |
| Weekdays No of seating | 1.00 | Seating Times | | |
| Average No of Sittings per Day | 1.43 | Sittings | | |
| Ave Seating Capacity per day | 71 | Pax | | |
| Area Required | 1,200 | Sq. Feet | | |
| Estimated Gross Margin | 65% | | | |
| No of Days for the Month | 30 | | | |
| Average Food Sales/ Pax Rs. | 1,400 | | | |
| Take Away Packs Price | 400 | | | |
| No of Packs Per Day | - | | | |

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PROJECT REPORT – Revenue & GP

| | | Monthly | | Annual |
|-------------------|-----|-----------|--|------------|
| Take Away Revenue | | - | | - |
| Dining Revenue | | 3,000,000 | | 36,000,000 |
| Total Revenue | | 3,000,000 | | 36,000,000 |
| Cost of Sales | 35% | 1,050,000 | | 12,600,000 |
| Gross Profit | | 1,950,000 | | 23,400,000 |

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PROJECT REPORT – Overheads

| Overheads | | Monthly | | Annually |
|-------------------------|-------|----------------|--------|-------------------|
| Franchise Fees | 6.00% | 180,000 | 6.00% | 2,160,000 |
| Salaries and Wages | 16 | 393,300 | 13.11% | 4,719,600 |
| Rent for Premises | | 150,000 | 5.00% | 1,800,000 |
| Rent for Accommodation | | 20,000 | 0.67% | 240,000 |
| Electricity | | 65,000 | 2.17% | 780,000 |
| Gas | | 40,000 | 1.33% | 480,000 |
| Transportation | | 15,000 | 0.50% | 180,000 |
| Security | | 50,000 | 1.67% | 600,000 |
| Laundry | | 10,000 | 0.33% | 120,000 |
| Water | | 15,000 | 0.50% | 180,000 |
| Cleaning Aids | | 2,000 | 0.07% | 24,000 |
| Insurance | | 5,000 | 0.17% | 60,000 |
| Repairs and Maintenance | | 5,000 | 0.17% | 60,000 |
| Uniforms | | 2,667 | 0.09% | 32,000 |
| Printing & Stationery | | 1,500 | 0.05% | 18,000 |
| Communication | | 1,500 | 0.05% | 18,000 |
| Packing Material | | 1,500 | 0.05% | 18,000 |
| Licensing Fees | | 2,000 | 0.07% | 24,000 |
| Others | | 5,000 | 0.17% | 60,000 |
| TOTAL | | 964,467 | | 11,573,600 |

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PROJECT REPORT – NP & ROE

| | | Monthly | | Annually |
|--------------------------|--|-----------|--------|------------|
| Operating Profit | | 985,533 | 32.85% | 11,826,400 |
| Depreciation | | 116,558 | 3.89% | 1,398,691 |
| Finance Cost | | | | 0 |
| Profit Before Tax | | 868,976 | 28.97% | 10,427,709 |
| Tax | | 243,313 | 8.11% | 2,919,758 |
| Net Profit | | 625,663 | 20.86% | 7,507,950 |
| Investment | | | | |
| CAPEX | | 6,993,456 | | |
| Franchise Value | | 500,000 | | |
| | | 7,493,456 | | |
| ROE | | 100% | | |

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PROJECT REPORT – 5 YEAR NPV

| Return on Investment | | | | | | |
|--|-------------|-----------|-----------|------------|------------|------------|
| | Y0 | Y1 | Y2 | Y3 | Y4 | Y5 |
| CAPEX | - 6,993,456 | | | | | |
| Franchise Value | - 500,000 | | | | | |
| Annual Cash Inflow/ (Outflow) | - 7,493,456 | 8,906,642 | 9,797,306 | 10,777,036 | 11,854,740 | 13,040,214 |
| DCF 15% | 1.00 | 0.87 | 0.76 | 0.66 | 0.57 | 0.50 |
| PV | - 7,493,456 | 7,744,906 | 7,408,171 | 7,086,076 | 6,777,986 | 6,483,291 |
| NPV | 28,006,974 | | | | | |

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Employees Cadre and Payroll

| Designation | Type | No of Units | Rate Rs | EPF/ETF | Total Salary |
|--------------------------------------|------------|-------------|---------|---------|----------------|
| Kitchen | | | | | |
| Cooks | Sri Lankan | 2 | 25,000 | 3,750 | 57,500 |
| Assistant Cooks | Sri Lankan | 3 | 20,000 | 3,000 | 69,000 |
| Kitchen Helpers | Sri Lankan | 3 | 17,000 | 2,550 | 58,650 |
| | | | | | |
| Restaurant | | | | | |
| Asst. Manager | Sri Lankan | 1 | 35,000 | 5,250 | 40,250 |
| Captains | Sri Lankan | 2 | 20,000 | 3,000 | 46,000 |
| Trainee Captains | Sri Lankan | 2 | 18,000 | 2,700 | 41,400 |
| Captain / Barman | Sri Lankan | 1 | 25,000 | 3,750 | 28,750 |
| | | | | | |
| Cashier / Reception / Captain | Sri Lankan | 1 | 25,000 | 3,750 | 28,750 |
| | | | | | |
| Office | | | | | |
| Clerk | Sri Lankan | 1 | 20,000 | 3,000 | 23,000 |
| | | | | | |
| Total | | 16 | | | 393,300 |

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Capital Expenditure Breakdown

| Type | Amount Rs |
|-----------------------------|------------------|
| Airconditioning | 410,000 |
| Kitchen Equipment | 3,389,431 |
| Bar Equipment | 357,000 |
| Utencils | 100,000 |
| Crockery & Cutlery | 479,025 |
| Furniture | 1,038,000 |
| Generator | 1,000,000 |
| Termite Treatment | 25,000 |
| Uniforms | 25,000 |
| Computers & Internet | 5,000 |
| Name Board & Signage | 100,000 |
| Menu printing | 15,000 |
| Oil Trap Tanks Construction | 40,000 |
| Garbage Bins | 10,000 |
| Total Investment | 6,993,456 |

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KITCHEN EQUIPMENT

| Description | No of Units | Rate Rs | Amount |
|---------------------------------|-------------|------------|------------------|
| Kitchen Equipment | | | |
| Vegetable Chiller | 2.00 | 210,850 | 421,700 |
| Meat Freezer | 1.00 | 250,850 | 250,850 |
| Sauce Freezer | 1.00 | 250,850 | 250,850 |
| Cooking Range | 1.00 | 95,000 | 95,000 |
| Hot Plate Grill | 1.00 | 45,000 | 45,000 |
| Deep Fryer | 3.00 | 133,550 | 400,650 |
| Microwaves | 1.00 | 38,900 | 38,900 |
| Plate Burners | 2.00 | 90,000 | 180,000 |
| Garlic Toast Oven (Optional) | 1.00 | 22,500 | 22,500 |
| Stake Block Table | 1.00 | 16,500 | 16,500 |
| Prep Tables | 2.00 | 58,500 | 117,000 |
| Sizzler Release Table | 1.00 | 140,000 | 140,000 |
| Sizzler Serving Table | 1.00 | 55,500 | 55,500 |
| Soiled Sizzler Plate Wash Table | 1.00 | 45,000 | 45,000 |
| Soiled Glassware Wash Table | 1.00 | 45,000 | 45,000 |
| Pot Wash Drying Tables | 1.00 | 85,000 | 85,000 |
| Hand Wash Basins | 1.00 | 16,500 | 16,500 |
| Kitchen Exhaust Cannopy | 1.00 | 225,000 | 225,000 |
| Air Inlet Ducting | 1.00 | 195,000 | 195,000 |
| Kitchen Exhaust Motors | 1.00 | 236,670 | 236,670 |
| Air Inlet Motor | 1.00 | 208,811 | 208,811 |
| Gas pipeline system | 1.00 | 100,000 | 100,000 |
| Fly Killers | 4.00 | 14,500 | 58,000 |
| Electronic Weighing scale | 1.00 | 80,000 | 80,000 |
| Platform Weighing Scale | 1.00 | 60,000 | 60,000 |
| Total Rs | | | 3,389,431 |

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BAR EQUIPMENT

| Description | No of Units | Rate Rs | Amount |
|--------------------------|-------------|------------|----------------|
| Bar Equipment | | | |
| Bar Chest Chiller | 1.00 | 150,000.00 | 150,000 |
| Water Bottle Cooler | 0.00 | 125,000.00 | 0 |
| Soft Drink Bottle Cooler | 0.00 | 125,000.00 | 0 |
| Heavy Duty Blender | 1.00 | 55,000.00 | 55,000 |
| Ice Cream Freezer | 0.00 | 125,000.00 | 0 |
| Water Cooler | 1.00 | 60,000.00 | 60,000 |
| Wash Basin | 1.00 | 22,500.00 | 22,500 |
| Fly Killers | 1.00 | 14,500.00 | 14,500 |
| Drying Rack | 1.00 | 25,000.00 | 25,000 |
| Water Boiler | 1.00 | 30,000.00 | 30,000 |
| Total Rs | | | 357,000 |

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FURNITURE

| Description | Description | No of Units | Rate Rs | Amount |
|-------------------------|-------------|-------------|------------|----------------------|
| Furniture | | | | |
| Wooden Chairs | | 50 | 12,000.00 | 600,000.00 |
| Tables Square | 3' by 3' | 10 | 25,000.00 | 250,000.00 |
| Tables Rectangle | 3' by 2' | 8 | 21,000.00 | 168,000.00 |
| High back chairs | | 2 | 10,000.00 | 20,000.00 |
| Total Rs | | | | 1,038,000 .00 |

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When Opportunity Knocks,
Don't Let Fear Hold You Back.
Open The Door And
Embrace the Opportunity
That Has Come Forth.



Open a Franchise with the country's only family dining restaurant that serves Sizzlers! The demand for our uniquely prepared specialty Sizzlers is blazing a trail across the country, opening opportunities in new and existing markets. With our strong brand identity, exceptional customer satisfaction levels and passionate executive team, we are perfectly poised for development with the right investor.

CALL TUSHAR AMALEAN ON 0759222333 FOR AN ORIENTATION