



Our ideal Franchisee:

- Speaks English and is well cultured;
- Owns a successful business or it's a successful hard working employee or a professional figure;
- Is familiar with Franchise principles;
- Is familiar with business management principles;
- Cares about details;
- Is a great observer;
- Has a considerable investment capability.

G O D O store formats:

- Small: 50 square meters without sitting places or with small number of sitting places; only gelato, coffee and pancakes are served in this type of store;
- Medium: 100-150 square meters + 30-40 square meters terrace, with sitting places inside and outside; gelato, coffee, pancakes and some pastry items are served in this type of store;
- Large: 150-200 square meters + 50 square meters terrace, with a lot of sittings inside and outside; gelato, coffee, pancakes, pastry and bakery items are served in this type of store.

Location requirements:

Only premium locations can be taken into consideration: city centers and main walking spots, highly touristic areas, marinas, resorts, shopping malls. Each location must be approved by our company.

Investment Forecast:

- Small format: 3.500-4.000 € per square meter including machineries, fit out and furniture. All the other expenses such as but not limited to drywalls, tiles, electrical cables and connections, water pipes and connections, electrical switchbox installations, ventilation, climatization, lightning, cameras, internet, boiler, toilets furnishing, doors, windows (and any other element not included in machineries, furniture and shop fit out based on design) are not included in the price;

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Piacere Italiano

Food Concept Solutions D.O.O. Vojna Kasarna BB
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- Medium format: 3.000-3.500 € per square meter including machineries, fit out and furniture. All the other expenses such as but not limited to drywalls, tiles, electrical cables and connections, water pipes and connections, electrical switchbox installations, ventilation, climatization, lightning, cameras, internet, boiler, toilets furnishing, doors, windows (and any other element not included in machineries, furniture and shop fit out based on design) are not included in the price;
- Large format: 2.500-3000 € per square meter including machineries, fit out and furniture. All the other expenses such as but not limited to drywalls, tiles, electrical cables and connections, water pipes and connections, electrical switchbox installations, ventilation, climatization, lightning, cameras, internet, boiler, toilets furnishing, doors, windows (and any other element not included in machineries, furniture and shop fit out based on design) are not included in the price.

The above mentioned prices per square meter are just an idea and does not constitute a binding contract proposal. These prices can be subject to changes due to market conditions not related to our company. In addition the total investment amount can considerably change (upwards or downwards) based also on design and material choices made by the Franchisee himself.

However please consider that in case you plan to contact us for applying as a Franchisee, you need to consider having a minimum available capital of € 250.000 ready for investment.

Besides the store investment, you also need to consider the following costs:

- **Initial stock**: ingredients, accessories, tools, consumables to be purchased upon opening. The amount depends on store format and will be defined after further discussions;
- **Entry fee**: to be defined after further discussions and based on country's characteristics;
- **Royalty fee**: a percentage of monthly sales to be paid on a monthly base. The percentage depends on the number of stores and will be defined after further discussions;
- **Shop project fee**: to be paid for the realization of each store project except first one. In case the Franchisee has his own Architects/Design Studio this fee does not have to be paid.

Return on Investment:

It is not easy to provide reliable data that might work as a good example for different countries. However in order to give an idea we can say that generally speaking a G O D O store allows the Franchisee to break even already during the first year of activity.

The margins that you can expect (EBITDA) are from 35% to 45%. Based on the country standards, on the location, on the cost of working power and on the main expenses (rent) this margin can be lower or higher.

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On average, our stores are having the following yearly performances:

- Small format: from 500.000 € to 800.000 €;
- Medium format: from 800.000 € to 1.500.000 €;
- Large format: from 1.500.000 € to 2.000.000 €.

After having reviewed all the above information, in case you think your profile fits with the profile we are looking for, do not hesitate to get in touch with us for more detailed information.

**Thank you very much
G O D O Management**

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