



Daily lunch (r)Evolution called
iLunch



We are glad that you are interested in opportunity of becoming part of the revolution in restaurant industry!

iLunch chain of innovative daily lunch restaurants has already gained an excellent reputation in Vilnius, and is rapidly expanding in other big cities of Lithuania as well as abroad.

The secret of iLunch's commercial success lies in speed, quality and innovation, which we are ready to share with the new franchisee.

As an iLunch franchise owner, you will have the inexhaustible resources of iLunch's management system and expertise of know-how. Our talented team will accompany you every step of the way when opening and developing a franchise.

We wish you an interesting reading and hope for successful further cooperation within the iLunch family!

- Aurelijus Jasevičius
Founder & CEO, iLunch

CONTENT

1. iLunch – proven history of success

| | |
|------------------------------------|----------|
| 1.1 About us..... | 4-11 p. |
| 1.2 Development..... | 12-15 p. |
| 1.3 Idealogy..... | 16 p. |
| 1.4 Franchise success stories..... | 17-18 p. |

4. Trainings, processes, standarts

| | |
|--------------------|----------|
| 4.1 Know-how:..... | 28-33 p. |
|--------------------|----------|

- Food production
- Floor
- Management
- Marketing

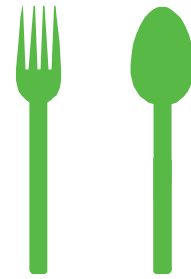
2. How to start iLunch franchise?

| | |
|---|----------|
| 2.1 Location and target audience..... | 20-21 p. |
| 2.2 Requirements for technology-based business..... | 22-25 p. |
| 2.3 We start building: kitchen, interior, design..... | 26-27 p. |
| 2.4 HR: what competencies and talents needed..... | 28-30 p. |

3. Finances

| | |
|---|------------|
| 3.1 Franchise acquisition and restaurant opening costs..... | 35 – 37 p. |
| 3.2 Payback and Profitability..... | 38 p. |

1. iLunch – PROVEN HISTORY OF SUCCESS



1.1. About us



2016

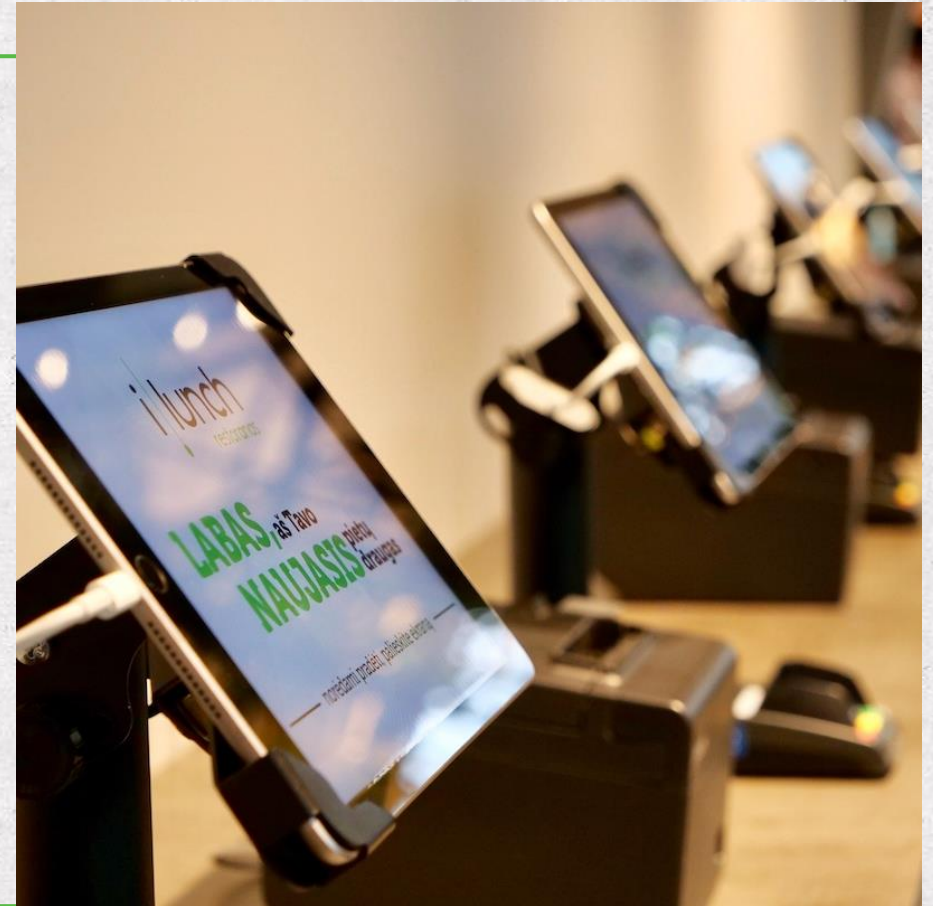
Our story began in 2016, when we opened our first restaurant on A. Gostauto str. in Vilnius. In a few years, from a tinny 180 sq. m. restaurant, we have become a company managing more than 20 own restaurants in Vilnius and more and more franchises, both in Lithuania and abroad.



2024

About iLunch

- **5** working days a week (I-V)
- **4** working hours (11 AM – 3 PM)
- Up to **1200** daily customers
- **1 to 2 min** – an average time for order preparation and serving
- **10-15 min.** – usual lunch time spent in a restaurant
- **7-8 EUR** average receipt amount:
 - ordering in the restaurant **6-7 EUR**
 - ordering for take-away **12,5 -15 EUR**
- 75 % all receipts consists of ordering in the restaurant
- 25 % ordering for take-away



Quick lunch, but not fast food



The range of iLunch dishes includes more than:

- 200 main hot dishes
- 150 salads
- 100 choices of soups.

A different menu is offered every day, which rotates every 4 weeks.

100 choices of soups



150 salads and Bowls



200 main hot dishes



iLunch – signature of quality

Quick lunch at iLunch restaurants has already become an integral part of the everyday day working person's life! With the growth of cities and the increasing number of business centres in Lithuania, iLunch is becoming the first choice for both working people and young families due to its high quality of food.

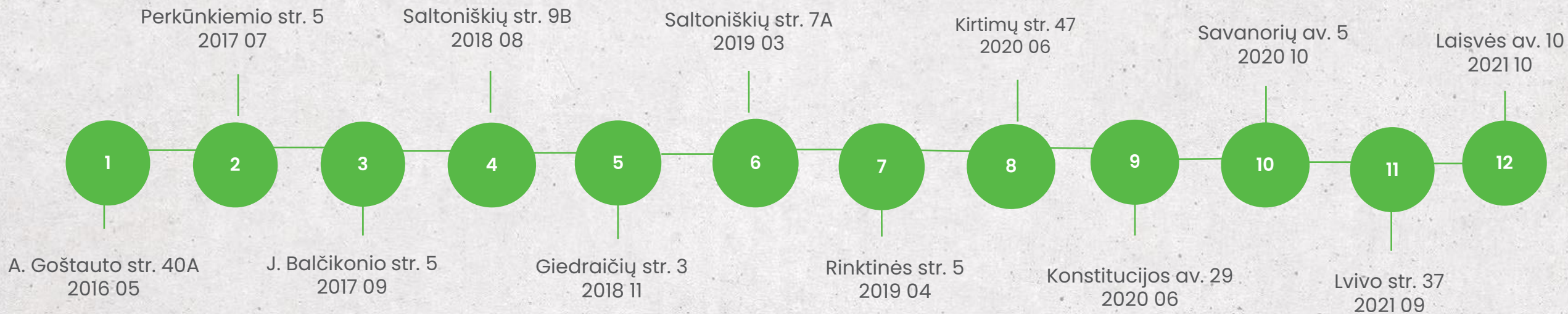


1.2. Development

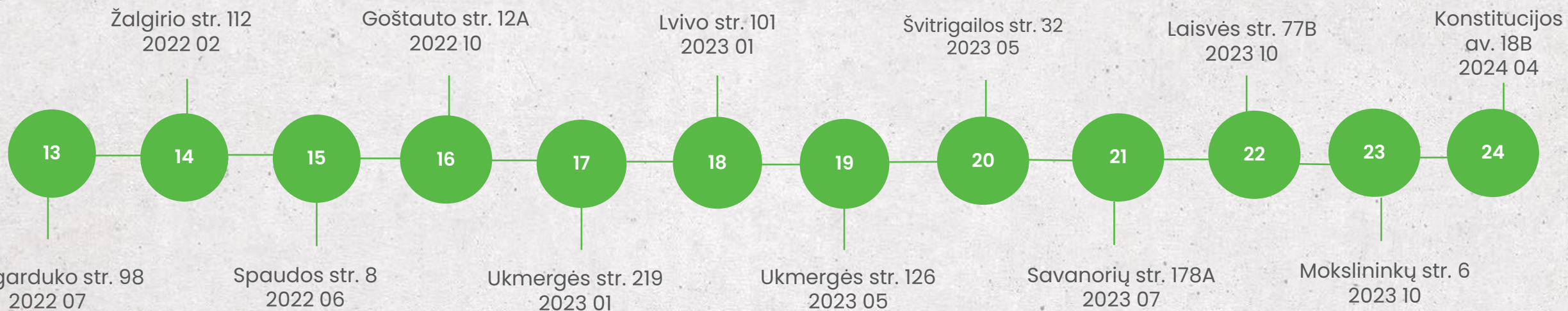
iLunch family currently consists of 31 restaurants. 23 of which are owned and managed individually in Vilnius. The remaining 8 restaurants operate on a franchise basis in Kaunas, Šiauliai, Palanga and Riga (Latvia).



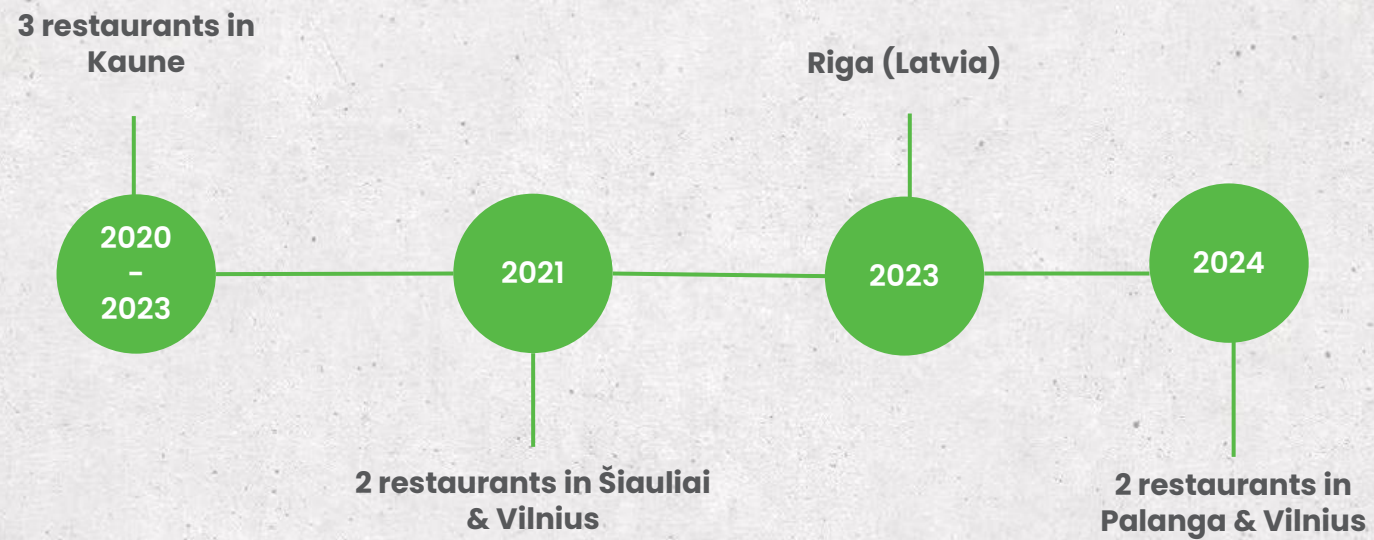
iLunch growth in Vilnius 2016 – 2021



iLunch growth in Vilnius 2022 – 2024



Franchise development in total



1.3. iLunch core values



Innovation

Ordering & payment



Speed

Order placement & food
receive



Quality

Immutability of high
taste of the food &
appearance standarts

1.4. iLunch Franchise Success Stories

Innovation, speed and quality are the key formula for a successful restaurant business, and these success stories of iLunch franchises can only prove it.

"Before I decided to go into the restaurant business, I only had a location and an idea. The decision to purchase a franchise was helped by the fact that the iLunch team was able to provide all the complete know-how of restaurant management: construction and design issues, staff employment, contracts with suppliers and all other necessary support that guaranteed smooth, efficient and stress-free work.

- **Vaida Pelegrimienė**, iLunch Franchisee, Šiauliai, Lithuania



„I currently own three iLunch franchises in Kaunas and it’s just the beginning. This unique daily lunch concept has already managed to cover an important market share in the city. In the meantime, I don’t have to worry about big challenges other restaurant owners face and can focus on quality, employees, customers and development.

- **Kęstutis Tamulynas**, iLunch Franchisee, Kaunas, Lithuania

2. SUCCESSFULL FRANCHISE: HOW TO START?



2.1 Location

- A commercial centre for business, production, logistics or other purposes with a continuous flow of people working and dining there;
- 80% occupancy of the business centre is required, with at least 500-1000 working employees;
- 500 meters or 5 min. 1200-1500 employees in a radius;
- A business centre of at least 10,000 sq. m.
- Convenient, but not necessarily central, strategically mobile, clearly visible and easily accessible location;
- Parking, outdoor terrace, premises on the first floor.



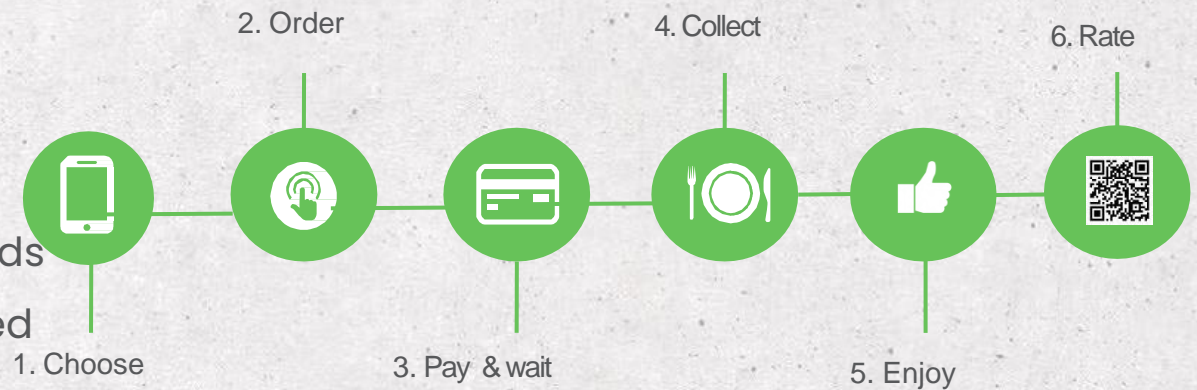
Target audience

- A time-saving and intensively working individual
- A young family that appreciates quality
- Money saving students



Order process: "from A to Z"

This self-service ordering system is directly connected to the kitchen, and food is continuously being prepared by monitoring the balance in real time and following the actual flow of the customers. For this reason, lunch ordering process is quick, avoids human errors and waiting, so the meals are prepared quickly, always serving fresh and warm.



2.3. Interior & Design

iLunch maintains a modern interior style that is dominated by natural colours and textures: concrete, wood, greenery.

- The total area of restaurants is not less than 200–300 sq. m.:
1/3 is for the kitchen, 2/3 for the floor;
- 100–120 seats;
- Modern, soft seating furniture;
- The power of the main electrical input to the restaurant is over 120 kw; Air supply-extraction 7500 m³/h.
- Click [HERE](#) for more iLunch interior design examples.



Commercial kitchen design

Each restaurant is planned with detailed commercial plan. After purchasing the iLunch franchise, we hand over the commercial project of the restaurant and the list of necessary kitchen equipment.



HR

One of the most important formulas for iLunch commercial success is an automated system and an accurate calculation of the need for employees based on the volume of orders.

| Recommended positions per number of the orders | | | | | | | |
|--|----------|-----|-----|-----|-----|-----|------|
| Orders per day | 350 | 450 | 550 | 650 | 750 | 850 | 1000 |
| Kitchen staff | 5 | 5 | 6 | 7 | 8 | 8 | 9 |
| Floor staff | 1 | 1 | 1,5 | 2 | 2 | 2 | 2 |
| Cleaning staff | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| Total | 7 | 8 | 9,5 | 11 | 12 | 12 | 13 |



Key positions & responsibilities

Production manager /

Head chef:

- Ensuring high quality of dishes;
- Kitchen team management and work organization;
- Food waste analysis and management;
- Completing food journals and other documentation;
- Production order.

Sous-chef:

- Coordination of chefs' work;
- Quality control of hot meals and semi-finished products;
- Cooking and heating meals;
- Ensuring the order and cleanliness of production areas.

Administrator:

- Polite and professional customer service;
- Ensuring cleanliness and order of the restaurant;
- Working with Dserve/Wolt/Bolt programs;
- Ensuring correct menu and other promotional materials.



Positions by production zones

Cook for hot dishes:

- Preparation and quality assurance of hot meals
- Monitoring and control of hot meal residues
- Preparation of semi-finished products

Cook for soups/salads/side dishes:

- Production of soups
- Production of hot side dishes
- Making sauces and pastry baking

Cook for salads:

- Salads making
- Sauces making
- Hot dishes for salads planning

Support kitchen staff:

- chef's assistance
- Maintainin gkitchen area clean and tidy
- Floor maintainence
- Monitoring cleaning chemicals balance

Cleaner / dish washer

- Kitchen cleaning
- Dish area cleaning
- Garbage recycling and removal
- Environmental tidyness maintainance

ILUNCH FRANCHISE – BUSINESS FOR YOURSELF BUT NOT BY YOURSELF



Trainings, processes, standards

By purchasing iLunch franchise, you become business owner who will never be left alone. iLunch Competence Centre provides comprehensive support, consulting, training and materials in the important areas such as:





Production

We provide complete production materials, which include: a list of kitchen equipment's, commercial recipes, menus, illustrative photos of dishes, contacts of suppliers of raw materials, food packaging and bags.



Trainings

Before and during the first days of the restaurant's opening, the delegated iLunch team trains and acquaints the floor and kitchen employees with their work functions and standards that helps to set up efficient work processes.



Management

iLunch head office will provide advice on business management, marketing, human resources, accounting and finance, real estate, construction and installation, equipment purchase and maintenance.

Achivements & rewards



For the third year (2021-2023) in a row, iLunch wins even in two categories of Restaurant Awards organized by Wolt Lietuva! We are the leaders in the "Lunch" and "Price-quality ratio" categories, surpassing McDonald's restaurant.



Marketing & PR



iLunch has its own proven and effective marketing tools that uses, both in everyday communication and for the opening of the restaurant. A detailed marketing plan with informational (stickers, stands, posters) and promotional materials (layouts for social networks, TV screens, tablets) is handed over after signing the cooperation agreement for the acquisition of the franchise.

Example of PR & Marketing plan for launching new restaurant

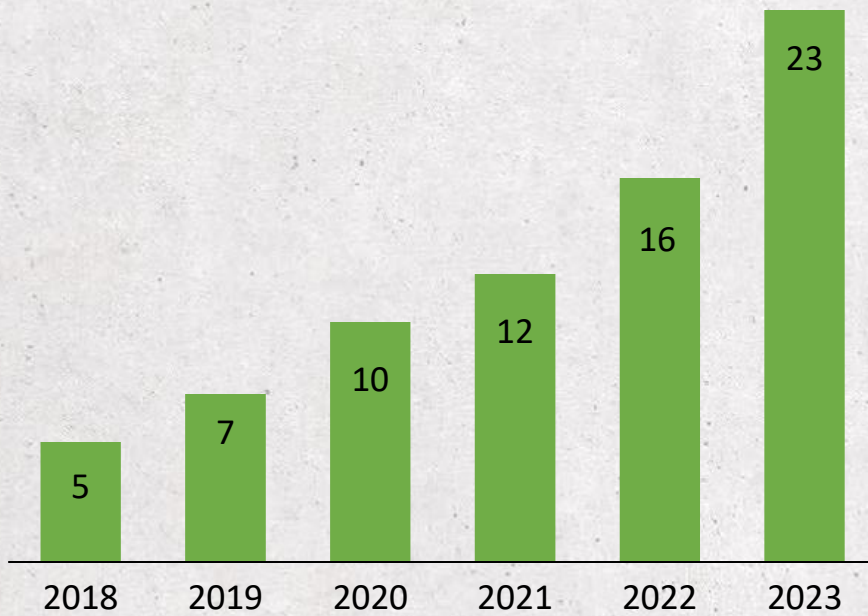
| One month until opening | 2 weeks until opening | 1 week until opening | 2 days until opening | Launching day | 3 days after opening | Daily |
|---|-----------------------------|---|---|--|----------------------------|--|
| Restaurant exterior adverts and adverts in the local city area | Google my business launch | Invitation to the grand opening for food bloggers | Post about opening and promo free-meal announcement | -50 % or free-meal for first 50 customers | Brand new restaurant video | Daily lunch post on Facebook & Instagram |
| Partnership with food delivery companies | Teaser newsletter marketing | Invitation to the grand opening for partners, clients and other VIP | Reminder newsletter | Handing in green apples & promo green-white balloons | | Outdoor advertising |
| Webpage launch | Flyers handing | Press release about new opening | Reminder: press release | LIVE from restaurant on social media | | Banner advertising |
| Facebook Instagram launch | Post on social media | Post on social media about last restaurant opening works & intro about opening day activities | | Uploading photo gallery of newly opened restaurant on social media | | |
|  | | Banner ads on popular media channels | | | | |

FINANCIAL INDICATORS AND INVESTMENTS

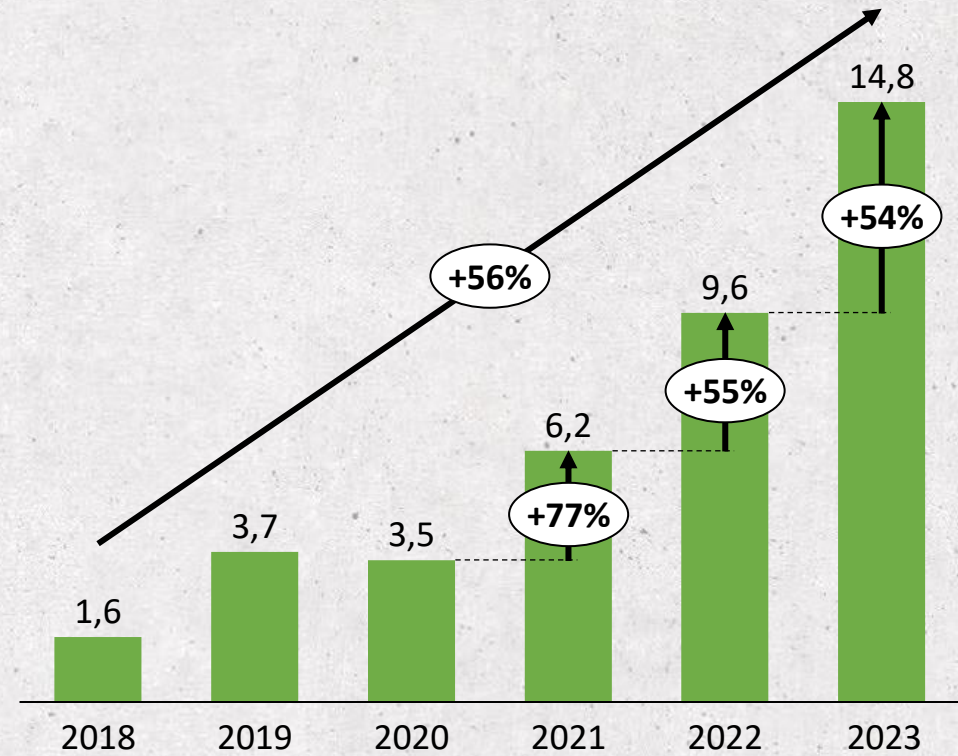


Financial results

Number of own restaurant

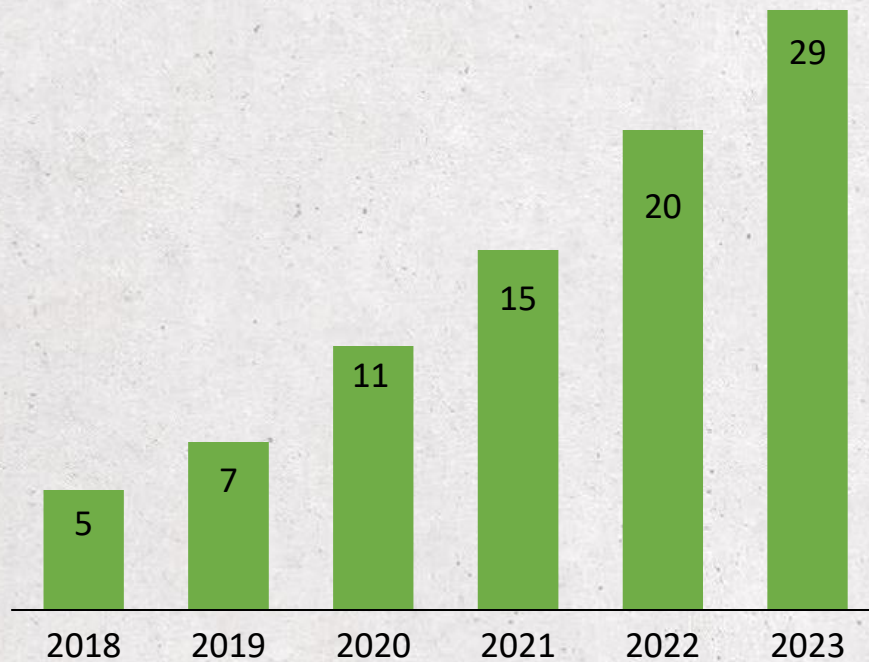


Turnover, mln. EUR

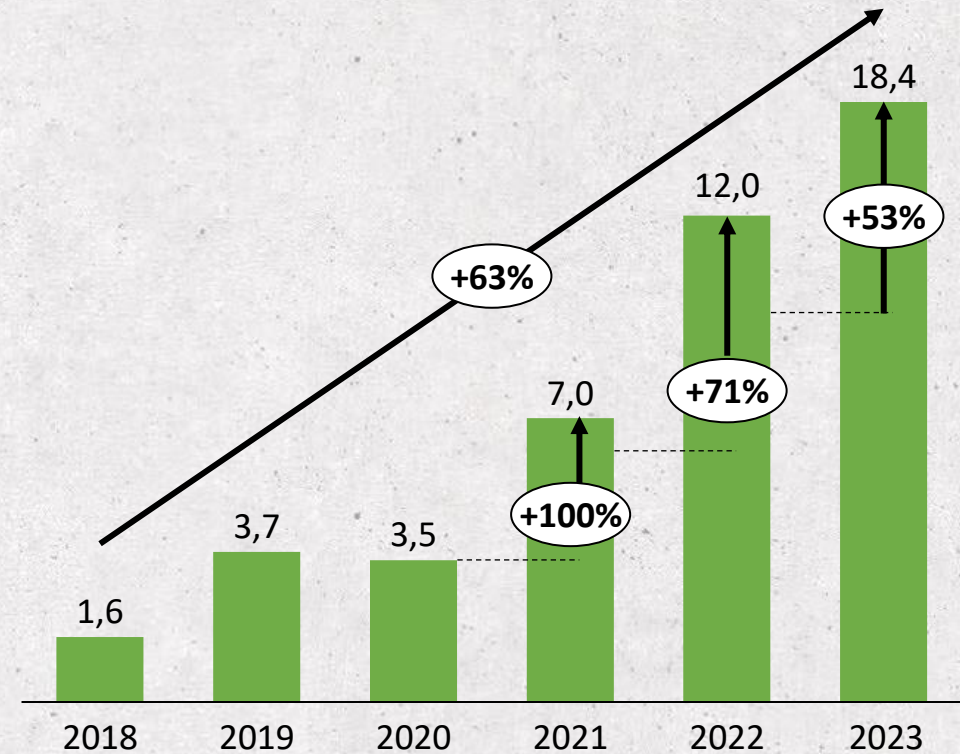


Financial results

Number of all iLunch chain restaurants



Turnover, mln. EUR



Franchise acquisition fees

- Fixed franchise acquisition fee– **30,000 EUR + VAT;**
- **6 %** a monthly service/copyright fee that depends on the restaurant's sales revenue (gross).

Restaurant opening costs*

- Kitchen repair & small equipment (dishes, cutlery, etc..) ~ **100 -120 k. EUR;**
- Construction & design ~ **300-350 EUR / kv. m.;**
- Hard equipments: order system, iPads, TV screens, printers. ~ **10 – 20 k. EUR.**
- Furniture, lightening, decor~ **50 000 EUR.**

Payback & profitability

The initial investment of a successful iLunch restaurant can payback in 12-36 months. (1-3 years), and its profitability can reach up to 20%! Meanwhile, the average profitability of a traditional restaurant reaches only 3-5 %.



We hope that you have managed to get to know the iLunch system better. We are an innovative, flexible and rapidly growing company that adapts to the needs of consumers. We invite you to become a part of iLunch and achieve business heights together!

