



FRANCHISE BOOKLET

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TABLE OF CONTENTS

Franchise Booklet ©2024

ABOUT L'AVO	01	WHAT YOU GET	08
BRAND VALUES	02	TRAINING PROGRAM	10
FRANCHISE FACTS	04	SUPPORT PROGRAM	11
TYPICAL SIZE & DIMENSIONS	05	FINANCIAL FACTS	13
WHO WE LOOK FOR	06	NEXT STEPS	14





L'AVO was founded in 2018 by two childhood friends, Ali Faraj and Mohammad Khalifa, who shared a passion for food and cooking. They shared a vision and a dream of creating a brand that could be embraced worldwide - one that does not restrict itself to any cuisine and welcomes diverse palates. They wanted to offer a unique, healthy, delicious, and fast dining experience. This led to the creation of L'AVO, which focuses on one superfood - the avocado.

The duo launched the first avocado restaurant in the region and were involved in every aspect of the project, from pre-opening to daily operations. Their hard work paid off, and the restaurant was a resounding success. In 2021, they opened their second branch in Dubai, cementing L'AVO's position as a go-to destination for foodies and avocado lovers alike.

“for the love of avo”

Brand Values



Excellence

We have always been committed to providing an array of indulgent and delicious tastes in every dish we serve. Our priority is to ensure the use of premium ingredients, ensuring that every product bearing the L'AVO signature signifies utmost freshness.



Devotion

Our commitment to maintaining our renowned brand in the market is of utmost importance to us. We are wholeheartedly dedicated to upholding the quality and reputation of our offerings.



Distinctiveness

Our menu offerings encompass a wide range of options, reflecting our commitment to diversity. Furthermore, we prioritize enhancing our customers' experience as a central focus.

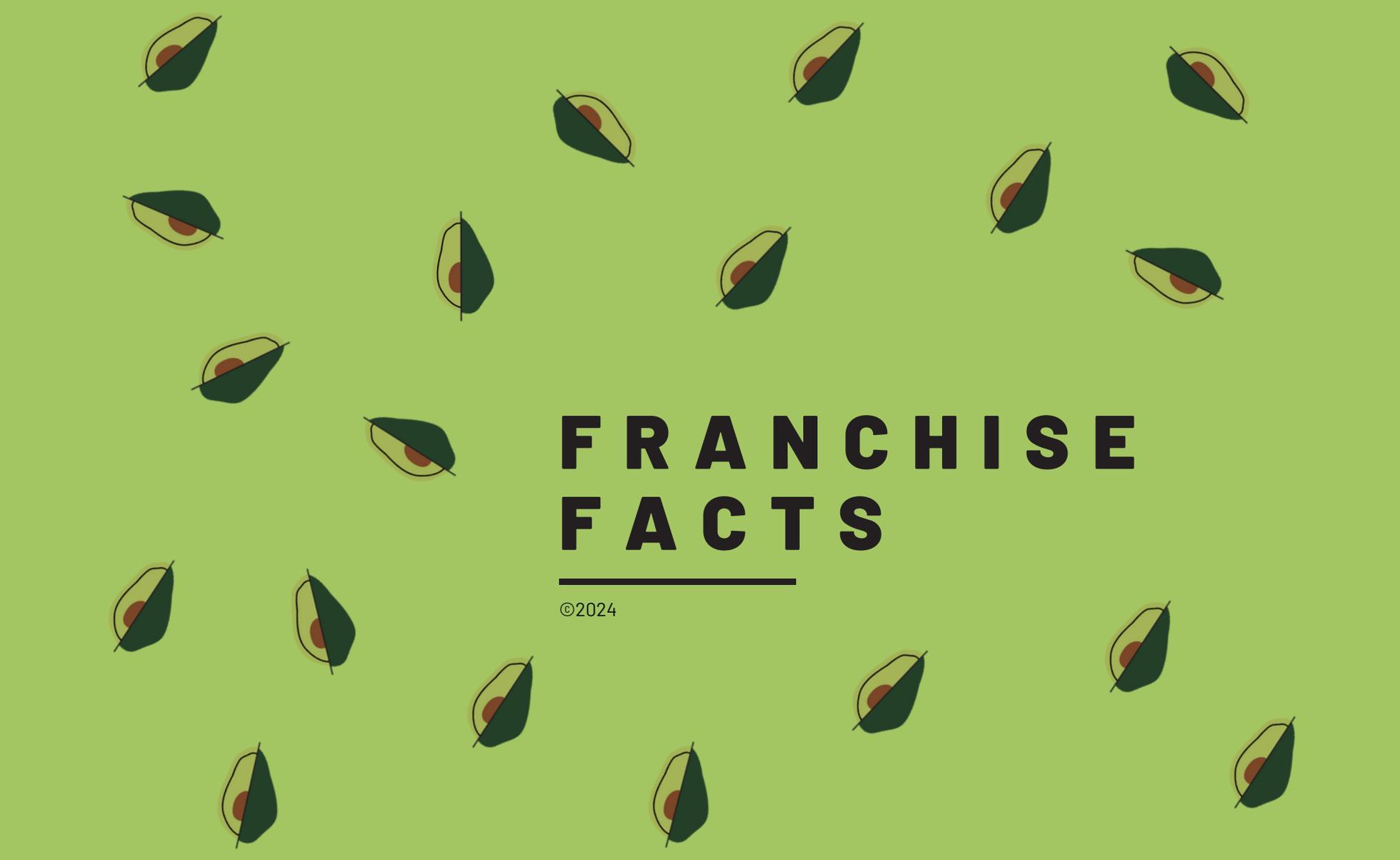


Proficiency

We are recognized for our efficient service, which enables us to consistently achieve and sustain our expertise in preparation and dedication.

Nestled in the heart of the city, L'AVO is a unique dining destination inspired by the beloved avocado, seamlessly integrating its essence into every aspect of its design, menu, and ambiance. This restaurant isn't just about food; it's a holistic experience that celebrates sustainability, heritage, and the beauty of nature's simplest forms.



The background is a solid light green color. Scattered across the entire page are numerous small, stylized illustrations of avocado slices. Each slice is dark green on the outside and light green on the inside, with a small red pit. The slices are oriented in various directions, some showing the pit and some not.

FRANCHISE FACTS

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Typical Size & Dimensions

The size of a typical L'AVO outlet is between 1,200 sq.ft. and 2,500 sq.ft.



Who We Look For

We are seeking stakeholders that fit the following criteria:

Access to Prime Location

- ▶ The potential franchisee must have access to prime locations in their respective region.
- ▶ The location can be leased, rented, free-hold etc. as long as a clear picture of the contract is made available.

Common Value System

- ▶ Having a value system in accordance with the franchisor will ensure proper assimilation into the parent organizational culture.
- ▶ Ability to replicate and maintain the same or similar consistency in the entire cycle of unit management as the franchisor.

Business Capital

- ▶ Having the necessary financial capacity for setting up the franchise unit(s).
- ▶ Good credit history that can be evaluated by a third party.

Business Experience

- ▶ Should have previous business experience of a minimum period of 2 years.
- ▶ They have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.



Earthy Colors

A Palette of Nature: The interior design is a tribute to the avocado's earthy charm, with a palette dominated by beige, brown, and olive green. These colors, reminiscent of the fruit's creamy interior and tough exterior, ground the space in a "down-to-earth" ethos.



What You Get



Trademark License



License to Operate



Operations Manual



Marketing Support



Training Program



Ongoing Support





Outdoor Bliss

Dining Among Trees

L'AVO's outdoor spaces transport diners to a Mediterranean-inspired haven. Nestled amidst orange and olive trees, the alfresco seating area invites guests to feel the soft grass underfoot and breathe in the fresh air from the nearby pine forest.

Training Program

► Phase I

Training provided at a location designated by L'AVO:

L'AVO's management will provide franchisees with approximately Ten (10) days of initial training at headquarters or at a location designated by the L'AVO's management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on the job training. This training will be provided for the franchisee and One (1) to Two (2) attendees.

► Phase II

Training provided at the franchisee's location:

On-site training typically takes place when the franchisee commences operations. Experienced trainers from L'AVO will provide on-site training for a period of Fourteen (14) to Twenty-One (21) days to assist the franchisee in the commencement of operations.



Support Program

In addition to field support, members of L'AVO's organization should provide the services listed below.

- ▶ Operational Support
- ▶ Site Selection
- ▶ Internal Support
- ▶ Marketing Support
- ▶ Purchasing
- ▶ Online Platform
- ▶ Ongoing Research and Development
- ▶ Overall Program Oversight





The Avocado Concept

A Culinary and Design Marvel At L'AVO, the avocado is more than just an ingredient—it's a muse. This superfruit's versatility is showcased in every dish on the menu, where its creamy texture and nutty flavor enhance everything from appetizers to desserts. But the restaurant takes it a step further by incorporating the avocado's curves and hues into its architectural elements.

Financial Facts

Franchise Fee

The initial franchise fee for an individual franchise unit is AED 165,000.

Area Development Franchise Fee

For 3 units and above the franchise fee per unit will be AED 132,000 (instead of AED 495,000 for 3 units, the discounted amount is AED 396,000).

Event	Franchise Fee	Remarks
Upon Signing	AED 264,000	Includes Franchise Fee for the 1st unit & 50% of next 2 units
Upon Signing 2nd Unit	AED 66,000	50% balance of the Franchise Fee
Upon Signing 3rd Unit	AED 66,000	50% balance of the Franchise Fee
TOTAL	AED 396,000	

Ongoing Royalty

6% of monthly gross sales (excluding taxes before discounts).

This fee entitles you to use L'AVO service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits.

Advertising Fee

The franchisee will spend at least 2% of your gross sales per month on local advertising.

Marketing Fund

The franchisee will be required to contribute 1% of their gross sales to international marketing funds.

Next Steps

1

Franchise Evaluation Form

Complete the application included with this brochure and submit it to us. We will review the information and contact you.

2

Research & Due Diligence

Learn more about the business by meeting with us in person, visiting a location and reviewing the details of the business.

3

Join the Team

Once you have completed your research and have been approved as a franchisee, we are pleased to welcome you to the team!

4

Launch Your Business

Set your training dates and opening timeline to officially launch your business.

CONTACT

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