



The first Italian

Fast Casual Restaurant

FOR ANYONE WHO APPRECIATE WITH CURIOSITY NEW CULINARY PROPOSALS, WHO DECIDE THE TIME OF HIS BREAK, WHO IS LOOKING FOR THE HEALTHY EATING WITHOUT RENOUNCE (GIVE UP) THE TASTE AND THE PLEASURE OF A FRIENDLY AND COZY ENVIRONMENT

aTeam

Courage, Passion, Spirit of Initiative, Professionalism, Love for the Italian Spirit, for good food and for a good cup of wine
And then the international look that was critical to get together on this adventure.

We are this and this is basically our aT. The menu of what we are is also in what we offer on a daily basis. Our aT is composed of a team of professionals and entrepreneurs with experience in the areas of Food and Beverage, Franchising, Retail, Finance and Marketing.

We are a close-knit team, Italian and international.

Mission

- Respond to the need, in the national and international market, for access to domestic and international high-quality products in an informal and fast way.
- Representing the Italian way to the **Fast Casual Restaurant**, with international roots in the development of the format and with a very Italian insight into the culture of the product, in the cooking and in the environmental design, applying it to the "on the go".
- In strict accordance with the selection of quality, the products represent the excellence of Italian and international gastronomy.
- The goal is to create the first international chain of Italian **FCR** in the world, affirming and making aT a recognizable brand.
- The **FCR** is positioned halfway between a Fast Food and a Casual Dining.

New Food Experience

Join , Enjoy , Choose, Eat and Drink, Relax. Many actions in one concept, consisting of only two letters: aT

Welcome to the ***Fast Casual Italian restaurant***. Our roots are very Italian, as the culture of the product and the environmental design. But our view of life is international, in a melting pot that enriches us.

Here will try to make you live a new food experience. The almost magical alchemy is made by the harmony of a warm and genuine atmosphere, by the variety of culinary proposals and by the very high quality of our raw materials, all sought and ready to be tasted.

Our fast casual restaurant is a laboratory of good food. If you love good food and drink, if you are curious to taste delicacies in a new eating place, if you are ready to freely compose your menu, if you want to be master of your time, but be completely in step with the times, if you are all these things you're in the right place. And our aT is also yours.

Why aT is for anyone who love to eat well and live a refreshing break. Because aT is smart food for smart people. Because aT is as you're.

Value Proposition

Concept

- Combine an international concept and care system to the Italian food excellence.
Bring the “Made in Italy” tradition and quality to the “fast and casual restaurant” business system.

Strategy

Opening of 10 restaurants within 36 months.

Operational Plan

High density transit
Quick stay
Prestigious Areas
Curb appeal

Contents

- Product
- Layout
- Formats
- Communication
- Investment profile
- Location
- Video

Product

- Healthy
- High-quality
- Natural
- Freshness
- Genuine



- Fruit and Yogurt



- Soups and salads



- Savoury



- Sweet



- Smoothies / Centrifuges / Milkshakes / Creams / Lassi



- Drinks and Coffee



Layout

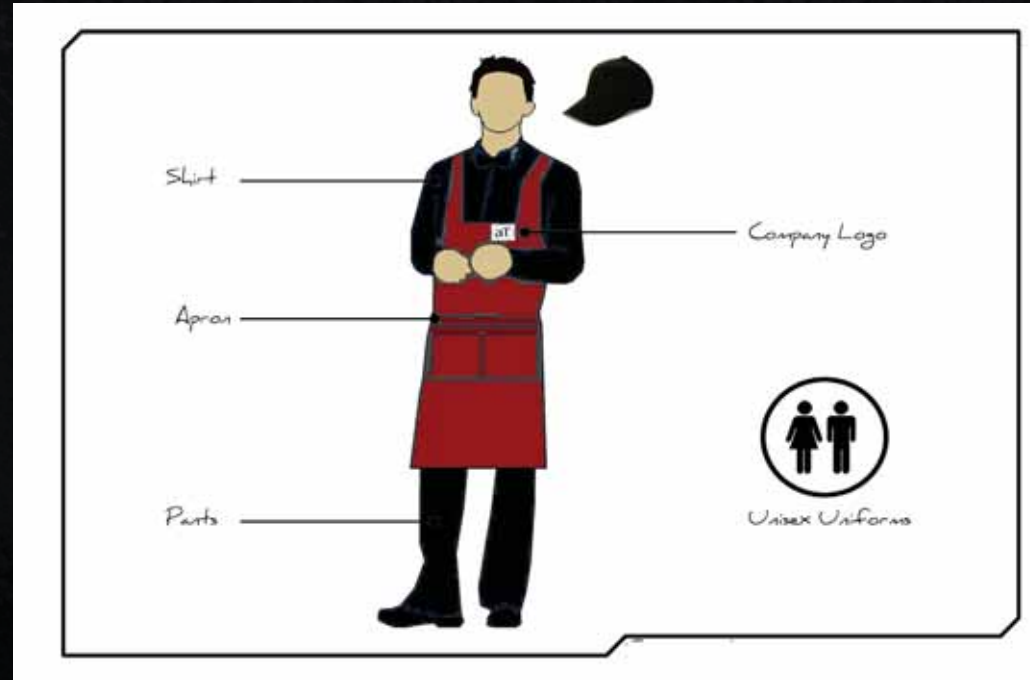
- Soft lighting
- Modern



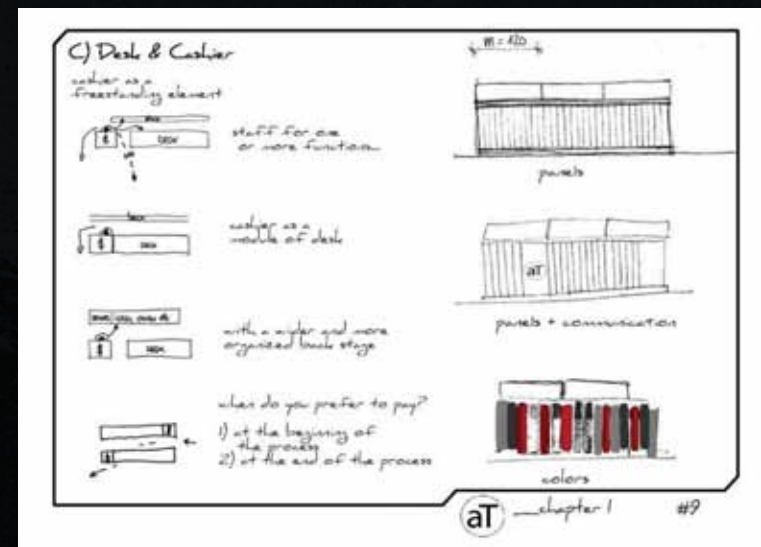
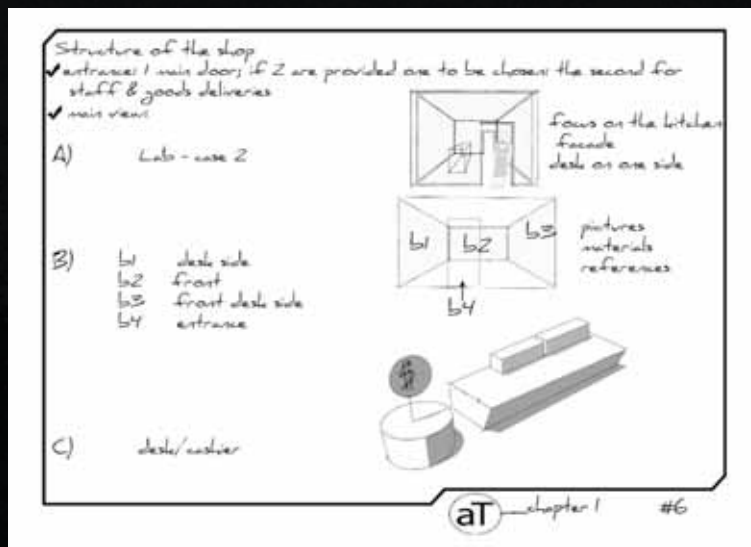
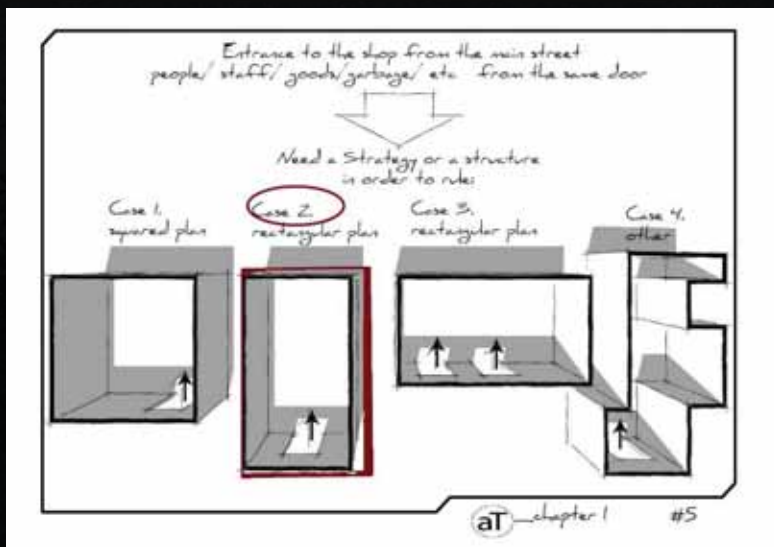
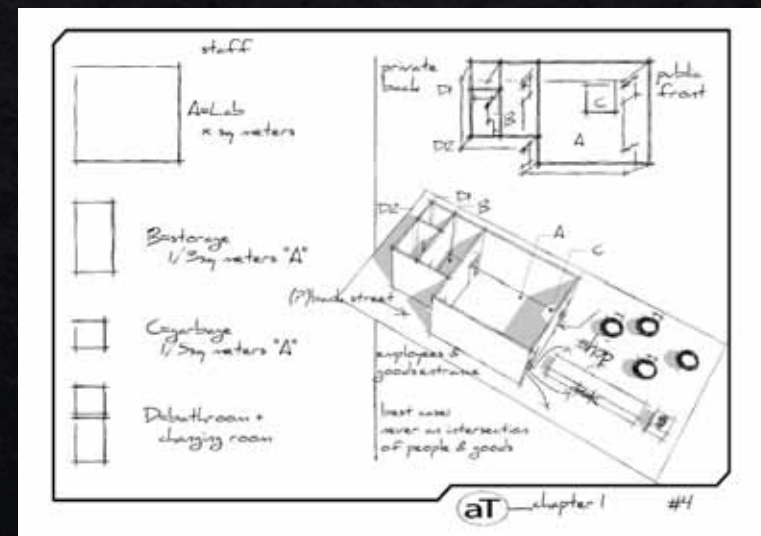
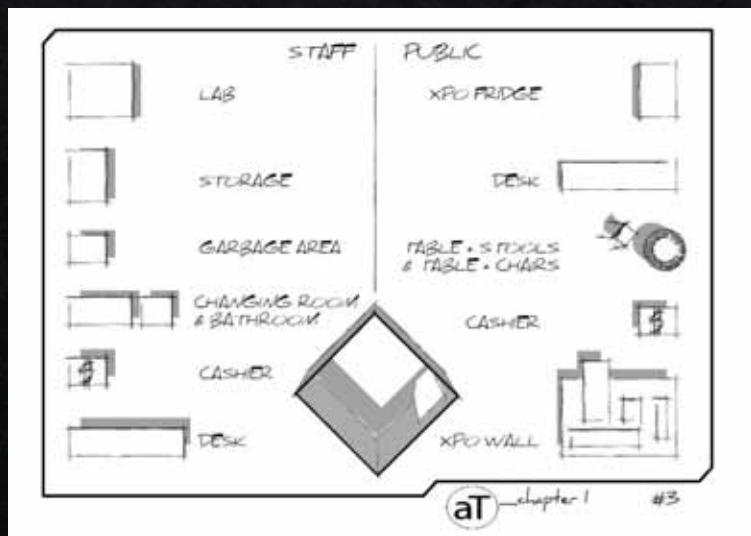
- Space / Visual



- Dress code



- Technical drawing - chapter



A Store

Surface area:
50-80 sq.m.

- Customers high flow
- Continuous selling of sandwiches, salads, milkshakes, smoothies
- Coffee, ice cream, self
- Seat opportunity
- No kitchen
- No cooking nor food manipulation
- Prepared stuffing

Classic format for a wider diffusion

B Full Store

Surface area:
80-150 sq.m.

- High visibility, Customers high flow
- Selling of sandwiches, salads, milkshakes, smoothies, with a longer stay in the restaurant
- Coffee, ice cream, self
- Seat opportunity
- Kitchen
- Selling of daily products in refrigerator showcases
- Selling of typical regional products in shelving units.

Flag Ship

C Corner

Surface area:
15-20 sq.m.

- Stand - alone* structure in big business areas, shopping centers, airports, train stations
- Selling of sandwiches, salads, milkshakes, smoothies
- Coffee, ice cream, self
- No kitchen
- Format with many customers
- Impressive curb appeal
- Brand diffusion and promotion

Communication

- Web

- www.atrestaurant.it
- Facebook
- Instagram
- TripAdvisor

Active

It's a lifestyle, a way of doing and being, it's the idea of eating in a conscious way. aT is Active. We want to make you the protagonist of your choices.

Natural

It's to care of the details and the product you eat or drink. aT is Natural. We want to give you the best with our high-quality products.

Eating

It is an exciting environment, it is a lifestyle and taste choice, design and attention to details. aT is Eating. We want to offer you an unforgettable experience.

- # Claim



Investment profile

- Entry Fee £ 25,000
- Royalty 5 (%)



Location:

Structure in big business areas, shopping centers, airports, train stations.

Area :	A Store	80 sq.m.
	B Full Store	150 sq.m.
	C Corner	20 sq.m.

Indicative average investment £ :

A Store	B Full Store	C Corner
1.100 £/sqm	1.700 £/sqm	35.000 £ all/in.

Draft Business Plan

PRESUPPOSTI POS (Point Of Sales)		
Apertura al pubblico	h al giorno	12
	giorni alla settimana	7
	n° settimane di apertura primo anno	46
RICAVI	valore scontrino medio	£7,0
	n° scontrini al giorno	170
	royalties	5,0%
	Locazione, mq	100
	Fee d'ingresso	£ 25.000
	Costo allestimento a mq	£ 1.700
	Capitale proprio iniziale	£ 155.000
	Capitale di debito necessario all'avvio	£ 55.000
	oneri finanziari	7,0%
	aliquota tassazione	35,0%

Point Of Sales: CONTO ECONOMICO SEMPLIFICATO					
periodo	I°	II°	III°	IV°	V°
Ricavi al banco (netto di tva)	383.200	454.800	477.500	501.400	526.500
Ricavi Delivery e catering	28.700	68.200	71.600	75.200	79.000
TOTALE VALORE DELLA PRODUZIONE	411.900	523.000	549.100	576.600	605.500
Costi Variabili	£ 185.390	£ 235.400	£ 247.110	£ 259.460	£ 272.550
Costi Fissi	£ 264.831	£ 270.586	£ 271.991	£ 273.366	£ 274.911
TOTALE COSTI DELLA PRODUZIONE	£ 450.221	£ 505.986	£ 519.101	£ 532.826	£ 547.461
Risultato operativo	-£ 38.321	£ 17.014	£ 29.999	£ 43.774	£ 58.039
Oneri Finanziari	£ 3.850	£ 3.080	£ 2.310	£ 1.540	£ 770
<i>Risultato ante imposte</i>	<i>-£ 42.171</i>	<i>£ 13.934</i>	<i>£ 27.689</i>	<i>£ 42.234</i>	<i>£ 57.269</i>
Imposte				£ 14.591	£ 20.044
Risultato d'esercizio	-£ 42.171	£ 13.934	£ 27.689	£ 27.644	£ 37.225
INDICI					
periodo	I°	II°	III°	IV°	V°
(risultato operativo/valore produzione) ROS	-9,3%	3,3%	5,5%	7,6%	9,6%
(risultato operativo/totale passività) ROI	-24,4%	10,6%	17,0%	22,7%	26,5%
(risultato d'esercizio/capitale proprio) ROE	-37,4%	11,0%	17,9%	15,2%	17,0%
(posizione finanziaria netta) PFN	-£ 43.171	£ 9.764	£ 76.453	£ 143.097	£ 219.322
Risultato Operativo EBIT	-£ 38.321	£ 17.014	£ 29.999	£ 43.774	£ 58.039
EBITDA	£ 679	£ 56.014	£ 68.999	£ 82.774	£ 97.039

Searches related to the business plan and to all the economics data here included are referred to an Italian shop. Before to sign the franchising agreement a specific market research has to be done.

Location

Rome



Piazza Di Pietra 62,
00186 Roma, Italia

Brussels



Rue Jourdan 20,
1060 Saint-Gilles,
Belgium

