

THE BULL
MEAT RESTAURANT
FRANCHISE

THE BULL Project is a chain of democratic meat restaurants with fixed prices on the main menu.

"I've often heard that steaks are not affordable for everyone. For us, this is a myth. We believe that quality meat can and should be accessible. This idea lies at the heart of our restaurant concept" — founder of the most democratic of meat restaurants and the meatiest of democratic restaurants "The Bull",

Mekhak Galstyan.



HISTORY OF DEVELOPMENT AND BRAND PHILOSOPHY

The first Bull was opened in 2016 in Kaluga and quickly became a gathering place for true meat lovers in the city.

2016

Today there are more than twenty in Moscow, as well as two restaurants in St. Petersburg, two in Kaluga, one in Tula, and one in Yerevan.

СЕГОДНЯ

2018

Since 2018, restaurants with the same name began to open in Moscow and won the love of residents and guests of the capital.

The brand's philosophy and high goal: to make it significantly more profitable for the vast majority of guests to regularly dine or have dinner at the restaurants of this project than to spend time and money preparing food at home.



ATMOSPHERE AND INTERIOR

The Bull restaurants have a recognizable style: loft, stone, wood, greenery, neon, bull sculptures, high open ceilings. However, each restaurant has its own unique character. These are always large spaces for a large number of guests, often with open kitchens and contact bars.

FRANCHISE FEE INCLUDES

- Assistance in obtaining credit line
- Complete support until restaurant opening
- Initial training of management and administrative staff
- Right to operate under The Bull brand
- Expertise and audit of premises for future restaurant
- Provision of financial business model
- Provision of interior design with author's supervision, contacts of main furniture and equipment suppliers
- Provision of brand book
- Provision of technological design
- Provision of operational activity and staffing plan
- Provision of regulations, work standards, job descriptions, menus, technical cards, checklists, training materials (more than 1,200 video tutorials)
- Provision of verified supplier lists with conducted tenders and best commercial terms
- Marketing support
- Visit by opening team staff for subsequent personnel training and certification for an agreed period
- Continuous support from territorial manager

DEVELOPMENT PLANS



Over the **next 5 years**, we plan to expand **The Bull project's presence in all major cities** of Russia.

ROYALTY INCLUDES

- Provision of full-time and distance learning programs
- Provision of updated advertising materials and menus
- Provision of updated regulations
- Promotion of unified corporate website and mobile application for remote sales
- Possibility to arrange additional staff training on commercial terms
- Consulting (in-person and distance) support for business management
- Conducting field inspections of restaurant operations at least once a month
- 24/7 support



EXPENSES IN TOTAL INVESTMENT VOLUME

Project payback period – from 25 months

Opening timeline – from 8 months

Construction and installation work,
including fire and ventilation systems

Equipment
(kitchen, bar, storage)

Custom furniture
and products (dining room)

Tableware and dining
room service items

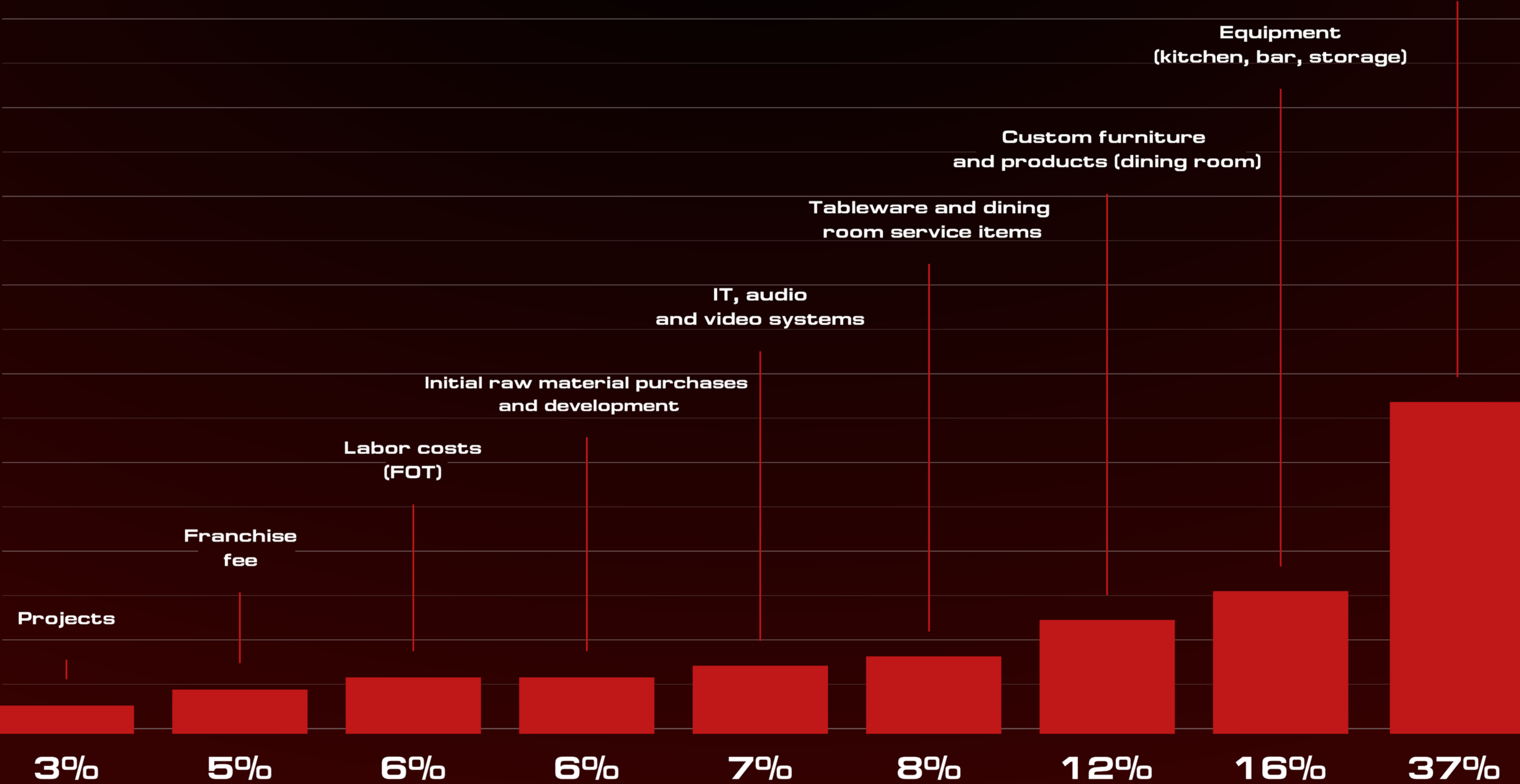
IT, audio
and video systems

Initial raw material purchases
and development

Labor costs
(FOT)

Franchise
fee

Projects



TARGET AUDIENCE

Cuisine:

meat, mixed

Fixed price on dishes



MAIN MENU
350 rubles

Target audience:

WOMEN 25-55

MEN 25-55

Appreciate quality at reasonable prices. Rarely inclined toward emotional purchases, restaurant visits, etc. Choose quality democratic formats, are initiators of family leisure.



COMPETITIVE ADVANTAGES

- The only project in the world with fixed prices on steaks
- Main menu dishes priced from 350 rubles
- Only verified suppliers, leaders of the Russian market
- The Bull Academy for staff training
- Quality control (regular inspections of kitchen and dining room operations)
- Special attention to customer feedback and review processing



REQUIREMENTS FOR THE FUTURE RESTAURANT SITE

The Bull restaurants should be located on premises from 800 to 1,200 sq.m.

800 sq.m.

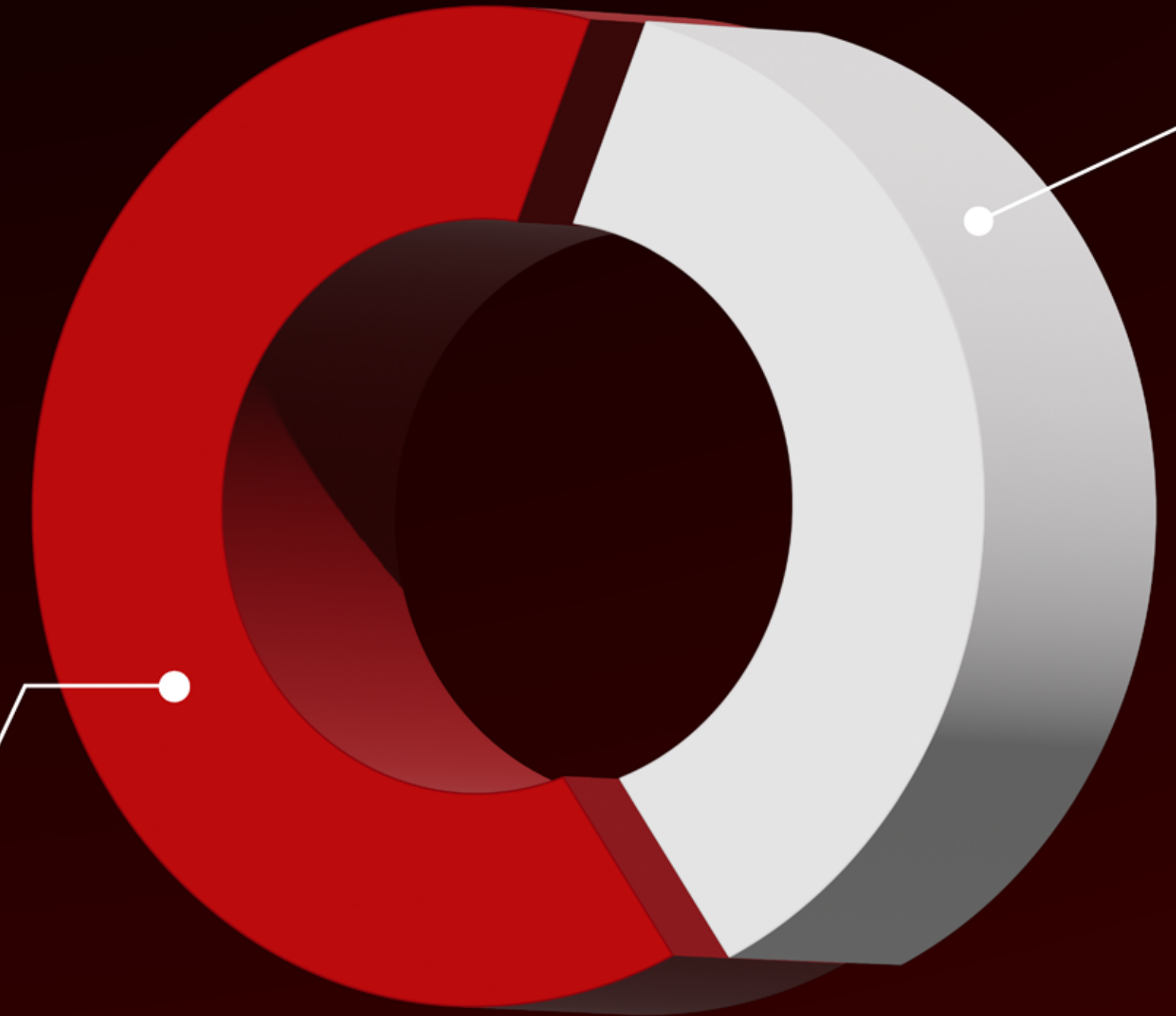
Kitchen and production areas — 350 sq.m

Dining hall — 450 sq.m.

Seating area — 260 sq.m.

PRODUCTION AREAS

44%



DINING HALL

56%

COMMERCIAL TERMS



Royalty — 8%

Franchise fee — 5 million rubles (VAT excluded)

Estimated capital investments for restaurant opening — from 100,000 to 120,000 rubles/ml

DEVELOPMENT DEPARTMENT:

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