



Franchise

Prospectus

NAMJI
TRADITIONAL PUNJABI

"You can't live a full life on an empty stomach."



Namji is growing and we looking for people with talent, drive, and a genuine passion for business to join our successful network.

The mission of **Namji** is to provide the true essence of Punjabi Cuisine to every customer whilst making a genuinely positive difference in the community. Since **Namji's** founder Naseem first opened its doors in 2017 the restaurant has won many awards. **Namji** has continually grown from strength to strength, time and time again.

Another part of **Namji's** mission is to give back, Naseem has also established her own charitable organisation 'Give Back 2U UK' which not only strives to empower women, but cooks hundreds of meals every week to the homeless and vulnerable adults in the local area.

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Why Namji?



Franchises have a greater success rate than independent small businesses as expert support is provided and they are based on existing proven systems. In addition, franchise finance is often easier to gain than independent small business finance as banks recognise there is less risk involved with funding a franchise. Overall, franchises provide a better degree of financial and business safety particularly in uncertain economic times.



A **Namji** franchise is an easy entry into the industry and is immediately competitive in any area. We already have the branding, operations and support in place to ensure a speedy startup period and ongoing success. We succeed when you succeed.

Our Locations



Vibrant



Authentic



Enchanting

Every **Namji** is designed to be a memorable event from the Décor to the cuisine it is vital that we give our customers the very best experience. Our restaurants have exceptional flair and feature authentic touches to bring every customers visit to life.

We will be on hand with our expert team to guide you in the design process during your fit out from planning to sourcing we will have the answers to make your **Namji** an unforgettable experience.

Our Awards

Namji is already a multi award winning restaurant brand. Below is just a small selection of the multiple awards **Namji** has won so far!



2022
Best Food Delivery



2022
Curry Queen Of The Year
Best Restaurant In Buckinghamshire



2022
Best Restaurant in MK



2020
Favorite Indian Restaurant



2020, 2021 & 2022
Certificate of Excellence



MKFM AWARDS 2019
The Best Indian Curry in MK

Our Food



Every **Namji** franchisee will be trained on our incredible menu. Offering the highest quality Punjabi Cuisine to our customers time and time again is key to our success. All the dishes at every **Namji** are cooked fresh every time. Unlike other restaurants we don't use a base sauce, this gives every dish an exquisite and unique flavour and allows **Namji** to fully stand out from the crowd!

We also pride ourselves on sourcing as many fresh ingredients locally as we can.

Our Branding

Namji. Where has the name come from? What does it mean? These are questions that we hear time and time again from our customers.

Just like our food our name and branding stands out prominently and is highly recognisable.

The name **Namji**, is actually an acronym for the name of our family which are N - Naseem, A - Adi, & M - Malik. **NAM** - Means name in Punjabi and **Ji** - Is a respectful response in Punjabi which is used when someone greets you or brings you into a conversation.

The style of our branding is very intentional. The richness of the gold and the vibrancy of the blue chosen in our logo ensures that any of our customers know they will be in for a luxurious experience before they even try our food or experience our service.



Our Reviews

"The best meal I've had in recent memory, and probably the best curry restaurant I've ever visited!"

James Wheeler



"Delicious food, all really fresh, cooked well, nicely spiced, generous portions. Enjoyed both veg and meat dishes. Highly recommend!"

Jenny (JUST EAT)



"**Namji** in Xscape. Been here for breakfast twice now with the family. Excellent service. Really tasty food especially the halwa, channa, aloo and puri!"

Lubna Nasir



"First visit to **Namji** Wolverton, absolutely delicious! Great, friendly service from Kelsey. Vegan pakoras to start were great and the menu choices were vast."

Lubna Nasir



"Absolutely amazing experience. Delicious food. And wonderful customer service. Will definitely come again!"

Zain Pirmohamed



"I was pleasantly surprised by the care and appreciation it was put in the recipes. All the food was well cooked and we couldn't ask for more"

Elisa (JUST EAT)



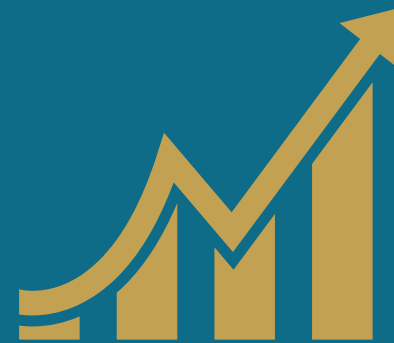
Over 1200 positive reviews across **Google**, **JUST EAT** & **deliveroo** averaging over 4.6/5!





The Market

- 1st Ranked industry in the UK
- Industry value in excess of £36BN
- 1.3% Annual market growth



The combined value of the restaurant and take away food market in the UK is in excess of £36BN! This industry alone has seen a 1.3% market growth in the past year with the trend expected to continue.

The concept that **Namji** offers is exceptionally well positioned and gives people the opportunity to enjoy fantastic quality food at a price point that is accessible, thusly allowing for more habitual purchases and regular visits.

The Financials



Costs

Initial franchise fee - **£18,500**

Working capital, launch marketing
& legal fees - **£22,500**

Store set up costs- **£125,000**



Potential Earnings

Year 1 - **£55,000**

Year 2 - **£170,000**

Year 3 - **£220,000**

The Next Steps

Explained in detail...

Namji Franchisees are going to benefit from our outstanding reputation, existing demand and an unbeatable franchise offering. We expect demand to be high and therefore reserve the right to alter the franchisee offering at any time.

Discovery Call

Call at your earliest convenience and we can answer any initial questions and give you more of an overview of the business opportunity.



Initial Meeting

We will get into the financials and cover all the key details of whilst answering any questions you may have. As the driving force behind your business, we will also ask you to consider your vision and business plan.



License Agreement

We encourage you to review the agreement and take legal advice. Naturally we will be on hand to answer any questions you have. All being well, we shall issue payment instructions and begin working towards launch!



Contact Us

We have a professional team of franchise advisors and consultants ready to support you on your journey. Reach out today for more information and to book a call.



This document contains some of the information you need in order to make an informed decision about whether to enter into an agreement. Entering into a franchise agreement is a serious undertaking. This is a business and, like any business, it could fail during the term. This could have consequences for the franchisee. A licence agreement is legally binding on you if you sign it. Take your time, read all the documents carefully and assess your own financial resources and capabilities to deal with the requirements of the business. You should make your own enquiries about **Namji** and about franchising and licencing. You should get independent legal, accounting and business advice before signing the agreement. It is prudent to prepare a business plan and projections for profit and cash flow. The information supplied is illustrative only and is not a guarantee of revenue or profitability. While this information has been prepared in good faith, no representation or warranty, express or implied, is or will be made and no responsibility or liability is or will be accepted by **Namji** in relation to the accuracy or completeness of this information. The recipient of this information shall be solely responsible for undertaking its own due diligence and taking independent advice before entering any legally binding commitment.