

Introducing...



Potato Jack

- Potato Jack started as a small shop in the heart of Nicosia in Cyprus. People at the time where troubled by the lack of alternative, nutritious fast food.
- Freshly baked Jacket Potatoes, Submarines, Salads and Burgers were served around the clock at Potato Jack, thus fulfilling the need for a fast but healthy alternative to traditional fast food.
- > Potato Jack products are nutritious, taste great and are enjoyable to the last bite, while their prices are very reasonable.
- ➤ Within a few years Potato Jack has grown into a well known and trusted quick service restaurant chain, always ready to provide its customers with balanced meals made from the best ingredients available.



category in Cyprus, with currently 5 local restaurants and 1 in Athens, serving fresh jacket potatoes (with a choice of over 25 toppings), submarine sandwiches, all kinds of burgers, pastas and fresh salads. Potato Jack is the first Cypriot fast food restaurant chain that has been certified with ISO 9001:2008. As a result, Potato Jack has reached a position where can be expanded by the means of franchising.



Franchise

To the successful Franchisee, **Potato Jack** provides support for:

Architectural shop plans

1

All architectural plans for the shop will be provided, including all details and the franchisee will be guided through the process of the shop set up.

Kitchen equipment, Indoor and Outdoor furniture

2

A detailed list of all will be provided



Point of Sale System

3

A sophisticated point of sale (POS) system, specially developed and tailored to **Potato Jack**'s needs



Franchise

To the successful Franchisee, **Potato Jack** provides support for:

Staff Training

4

Managers, office and kitchen staff will be trained on how to successfully operate a **Potato Jack** franchise.

Advertising and Promotion, Uniforms, Packages

5

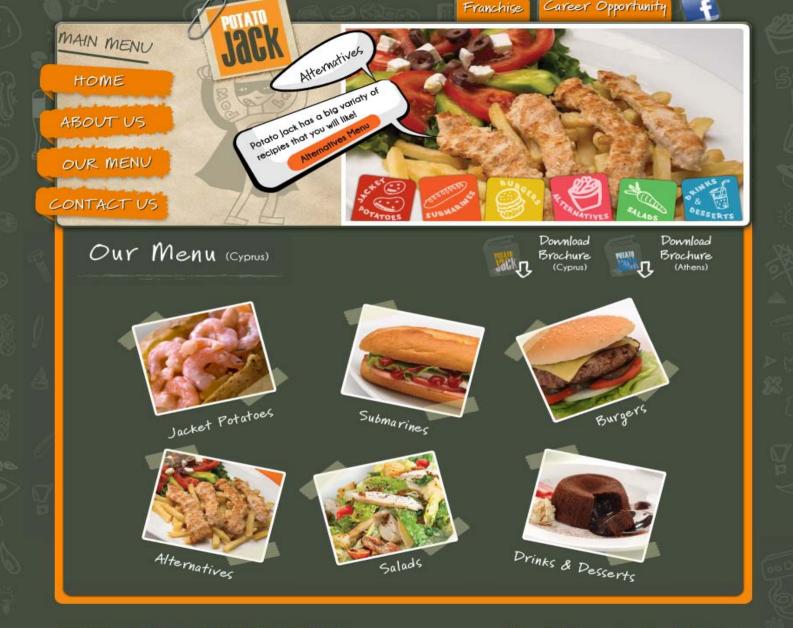
Will either be provided as such or the exact specifications originals.



Branding

6

All branding elements (trademarks, logos, signs etc) used by **Potato Jack** will be made available to the franchisee.



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Designed & Developed by el/enzia Technologies

DOTATO JACK

