



# "FRANCHISE"

**fresh.**  
**delicious.**  
**juicy.**





## Our History

A story of success from 1997

The story of Crepa-Crepa began at the island of Ko. At that time an authentic secret recipe gave us the mixture for the most delicious crepa. THAT WAS OUR BEGINNING. Followed by love and the enjoyment of making crepa along with , the best quality products, our continues research and new creations of tastes coming from all over the world helped in changing the thoughts that our clients had for crepa.

Our first branch had a great success and that was our beginning giving crepa a leading place to the prime quality fast food sector , delicious and with a large variety of tastes.

At 2004, our second store opened in Nea Smirni , and it verifies our success and the expectations of its creators and the name of Crepa Crepa has become the meeting point of the lovers of crepa and synonymous to quality food.

Our “secret” and now verified successful recipe to the crepa sector opens now the future ahead to create new branches along with the corporative of future franchisees’.



## FRANCISING WITH CREPA CREPA A SOLUTION FULL OF ADVANTAGES

The corporation with crepa crepa results only to advantages.

Is a new concept for the Greek market that gives an whole new change to the tasteful interest of customers that are “bored” from the typical menu of snacks and fast food stores and already made food chain sector.

Crepa Crepa uses a menu that renovated accordingly to the modern gastronomical means of food changes giving a large variety of modern tastes , not only sweet ones , but salted ones and also taking care the tastes of vegetarians , light in calories , special ones, Greek taste ones and also using partial recipes from international cuisines from all over the world tastes like Italian, Mexican, Chinese, Cuban and much much more.

Unique recipe for the production of its dew , and unique know how in the technique of baking and fold over.

It covers all taste demands that the client groups have and covers all demands of all clients that want something fast in hand to eat , or during office hours, creating a challenging difference to its franchisees.

It offers idealistic proposals for breakfast , lunch, snak times, dinner and late night hour food in a way that gives busy opportunities all day long.

It offers new ideas that can increase sales such as waffles and special made salads.

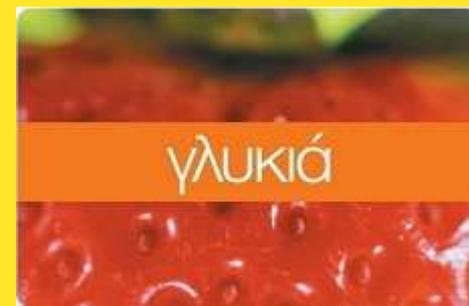
It offers you its experience , its technique and most of all the know how with its 12 year old successful practicing experience.

It offers guarantee for all the products used after long and lasting research for the quality not only from the local Greek market but from products imported from abroad as a result that comes from the continues information received by visiting trade food exhibitions that take place all around the world, events and forums .

Unique designed ergonomically supplies, making it easy to use , easy to clean obtaining the highest standards of health caring.

Using limited amount of money that it value comes back really fast.

Limited amount of investment with short payback period.





## OUR CORPORATION.....

A Relation based only to the goal of success

The corporation of Crepa Crepa and each member of our family has only in mind the goal of success. For this reason this package of corporation is created always keeping that in mind and this is the reason that we pass to each individual member all our knowledge , along with all the possibilities , and continues support in order our new member enters successfully in of our chain branches.

Basic sectors that the franchise will have crepa crepa supporting him are:

Architect ring and infrastructure guidance

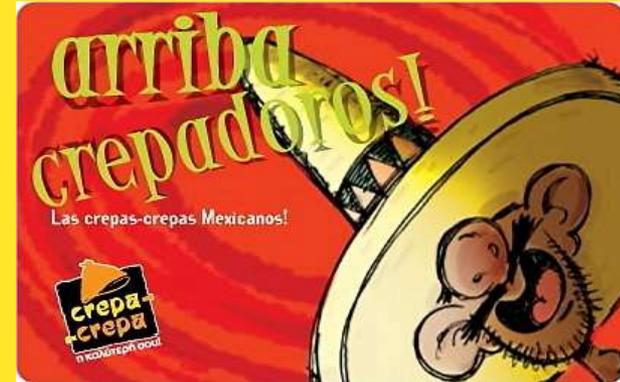
Full package of training

Supporting the newly opened branch during its beginning

Continues support in all sectors

Marketing and development techniques

Continues advertising support , in local bases but also in chosen mass media with advertising ads , radio spot ads, company procedures communication facilities and public relations



## FACILITIES THAT CREPA CREPA MAIN SUPPORTING GROUP OFFERS

Powerful brand name to the sector of snack – crepa

Unique best quality products and appearance

The most progressed know how in the sector

An excellent choice of associate- franchise

The best possible position for the branch

Exclusivity in the location

A seven year franchise contract

Architectural valued study and economical estimations

Choices of Mechanical supplies

Infrastructure of the branch

Compute ring programs

Supplying of raw and helpful materials daily

Consulting services choosing employees

A training program for the employees in the branches

2 Store Managers

2 – 4 Crepa creators

Full supporting services during the opening period

With experienced members of Crepa Crepa controlling the new branch for its well working formalities

Continues training within the branch for its new employees (seminars)

Various programs that will give motives to employees

Information Leaflets for working at Crepa Crepa

A Program that Guarantees quality

The new branch will be added to the program Mystery Shopping

Store auditing ( systematical and very often controls by expertise personnel of Crepa – Crepa in order to guarantee the quality and the strict technique regulations of the company)

Supporting the new Branch with an experienced Area Manager

Continuously controlling the providers

Pan-Hellenic program of advertising

Market research – consumers

Analysis of product mixtures

Development of new products

Advertising Support material

Supporting material for the local advertising



## ADVERTISING SUPPORT

Communication that differs

Crepa Crepa gives great advertising support to its branches and most of all its strong branded name with continuously placing ads to daily newspapers, to youth magazines and outdoor communication distribution.

The communication status is well characterized by its brightness, humorous and it creates an attractive icon and strong competition along the branches , along with the creation of strong bonds between the name of crepa crepa the way of life and its customers.

The main goal of the advertising campaign is Developing of brand awareness and the companies status

Developing the knowledge surrounding the choices of tastes that branches offers

Increasing the number of customers in every different local basis



**FINANCIAL TERMS OF COOPERATION  
FOR AN EXCLUSIVE SHOP**

**1.Required space: 30-60 c.m2, ground floor**

**1.Entry fee: 18.000 euro**

**3. Reserved Area: City/Area**

**1.Construction cost: 30.000-35.000 euro**

**1.Cost of mechanical equipment : 35.000-40.000 euro  
(possibility of financing to leasing)**

**1.Supplies of consumables: 3.000 euro  
(ham,cheese etc.)**

**Payment methods: in cash**

**1.Royalties: 5% net turnover**

**9. Advertising fees: 1,5% net turnover**













