



More than just great prawns...

it's a legacy

jimmyskillerprawns.com



GCC

FRANCHISE PRESENTATION



*Let me
help you
create your
financial
future.*

Jimmy





“The
Prawn*professionals.*”

Since 1991 Jimmy's Killer Prawns has been creating the perfect prawn and giving customers a new & exciting experience.

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Where it all **Began**

Jimmy's Killer Prawns was founded in Johannesburg, South Africa in 1991 by Jimmy Christelis who is fondly known as "Jimmy Killer Prawn".

He is still active in the operations of the group which is now an international family of casual dining seafood restaurants with prawns as its core product.

Jimmy travelled far and wide to source a blend of herbs and spices which make his prawns unique, with the Addictive Taste, which has now made Jimmy's World Famous.

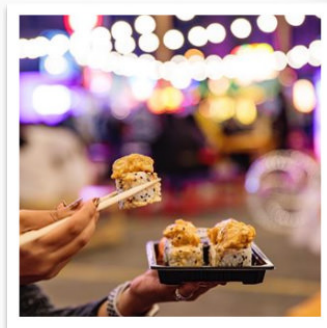
fans of our **unique flavour**




HELEN
Limassol Cyprus

“BRILLIANT FOOD”

Really good food at a reasonable price. I had the Prawns they were delicious, the other two with me had different meals and all were really good.





SEBASTIAN
Leicester - United Kingdom

“VERY IMPRESSED”

I have visited this restaurant twice in the space of 4 weeks. I am from the northwest of England and we have nothing like it.
If you are a seafood lover then you must try this place...
The portions, the quality, the taste & the service is spot on!

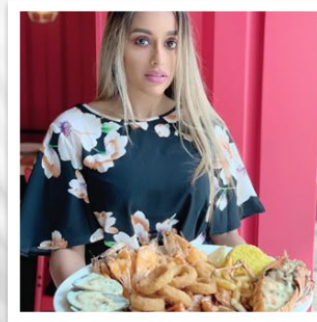




GINA
South Africa

“KILLER MEAL”

I decided to book a table for our dinner on Fri 26th July.
The restaurant has friendly staff and delicious food... what else could you ask for?
I would highly recommend the place especially if you are a seafood, meat or sushi lover. If you are driving, please put the entire address on Sat Nav and not just the postcode. Enjoy your seafood!





FATEMA
Bahrain

“THE BEST SEAFOOD RESTAURANT IN BAHRAIN”

This place serves the best prawns in town.
Portions are big and good for sharing.
Spices are amazing.
And it comes with different sauces for dipping on the side.
They also have Sushi, chicken, beef and vegetarian food in their menu. Eating there at least once every month is a must!!!
Highly recommended



Strong family values

Jimmy's is not a cold corporate franchisor where franchisees are just a number.

Our management team and franchisees are all warm family people whose family values create part of the culture of the organisation.

Our international operations director, Costi Lambros, enjoying some family time with Ammar al Ali, our Bahrain franchisee with 2 stores.

Ammar is also our partner and representative in the GCC



Our **authentic**
look & *feel*

Jimmy's offers a contemporary & relaxed family friendly environment with casual modern industrial interiors & trendy decor.



Unique spaces **adapted** to your market

While we maintain our Corporate Identity through colour and detail, we adapt our store layout and facilities to suit the needs and preferences of each market.

For example, in predominantly Muslim areas we use as much booth seating as possible, in stores where alcohol is served the bar area is made a more prominent feature.

*Jimmy's Killer Prawns
Leicester United Kingdom*



PANTONE®
PMS 2035 C
D6001C

The *Psychology* of Colour

Accents of our special Volcanic Red colour, against textured walls create a series of contrasting moods and stimulate the appetite as studies have shown.

We *eat* with our *eyes*

This makes colour critical in practically every aspect of successful restaurant designs.

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Open & *inviting*

Jimmy's offers a contemporary & relaxed family friendly environment with casual modern industrial interiors & trendy decor.

Great ambience with open & inviting spaces & decor that reflect current social trends of the modern world.

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Authentic African *atmosphere*

We like to celebrate our modern African roots by using accents of our Volcanic Red colour against raw face brick walls & corrugated textures.

By doing this we create a series of contrasting moods reminiscent of Mzansi*.

*"Mzansi" refers to aspects of South African arts, culture and leisure.



Quality finishes

create a comfortable, social environment in which to enjoy our great quality food.



Alessandro Di Marsico - Jimmy's Bahrain general store manager

Our **Vision**

To become the leading brand of prawns and shellfish in the restaurant industry.

Our **Objectives**

To develop a powerful International brand, partnering with locals in each country that we operate in.

Our **Mission**

To build a long term relationship with our franchisees and customers by providing affordable meals with excellent taste, superior quality, fast and friendly service, highest level of hygiene, and exceptional value.



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The Jimmy's Difference

- The only group of restaurants to focus on Prawns as its core product.
- Unique, almost addictive spices.
- Luxury product at affordable prices.
- Our product mix has been carefully developed and our menu caters to all tastes and age groups.
- Fun, casual, relaxed and social eating experience.
- Effective marketing and promotional strategies.
- Dedicated Halaal division.



The Jimmy's Menu

Jimmy's passion for seafood and particularly prawns inspired him to travel far and wide to source herbs and spices that would intensify the already incredible flavour of prawns and other seafood.

After many journeys of discovery and experimentation, the Addictive Taste of Jimmy's Killer Prawns was born.

Jimmy's tantalising spice blend or variation of it, is used in virtually all dishes to bring a unique taste sensation to the Jimmy's Killer Prawns menu.

The menu is adapted to each country to suit the preferences and tastes of the locals.

The intensity of spicy dishes is also taken into consideration.



Sharing with family & friends

Eating as a family or with friends and loved ones brings us together.

Coming together and sharing a meal is the most communal and bonding thing in almost every country in the world.

At Jimmy's Killer Prawns we understand how meaningful this is and have created many dishes on our menu to assist in creating the bonds that develop over a shared meal.



Sushi specialists

Sushi at Jimmy's Killer Prawns offers a unique and flavourful eating experience that is unlike anything else.

The cold, firm fish combined with rice, sauce, and other ingredients is truly one-of-a-kind and delicious.

World Famous Prawns

Only the best quality prawns available are used to create "Killer Prawns".

The quality of the prawns, the grilling technique and the Addictive spicing creates a prawn dish that keeps people coming back for more.



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Why **Jimmy's Killer Prawns**

Local and international markets are craving a difference in the restaurant offerings available to them.

Nobody else has yet taken the opportunity of marketing this sought after product in a mass manner.

Most restaurants that currently sell prawns have it as a single menu item in one size & prepared in one style.

Prawns have now become a commodity.

Supply is now constantly available.

Prices have dropped.

Jimmy's offers the following to our operators:

- Supply, product storage, optimum utilization, quality control techniques.
- Unique opportunity to enter a mature market with a new product.
- Over 30 years experience dealing with this product in bulk.
- Many recipes and styles to suit all tastes.
- Marketing techniques developed.
- Unique taste profile.

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Franchise Stores

Store size:

200 sqm (2000 sqf) - 350 sqm (3500 sqf)

Locations:

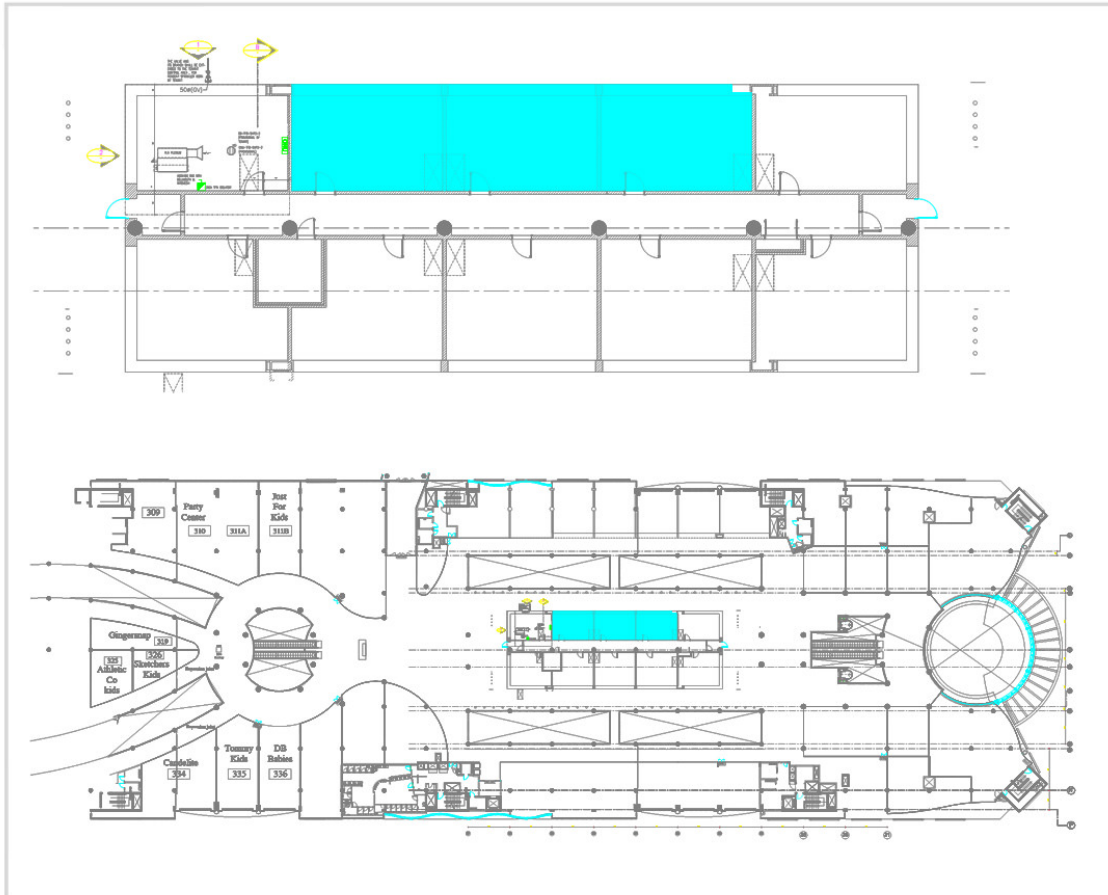
Shopping malls, tourist attractions,
downtown, business parks,
yacht basins, areas with high
volume traffic.

Catchment area Population

- All cities with populations
greater than 100,000.

Core Customers are:

- 18 to 50 years old who prefer
casual, fun dining as opposed
to fine food dining.





How much does it cost to open a Jimmy's Killer Prawns?!

The initial investment to acquire a license to operate as Jimmy's Killer Prawns franchise is ***\$50,000** and this is to cover training, support, and site selection and all necessary guidance to insure a successful Jimmy's store.

Broken down as per following schedule:

\$10 000	\$15 000	\$25 000
Geographical Reservation Fee.	Town survey, shop survey, Internal shop fit out plans, building quotation.	Acceptance of JKP franchise agreement & works initiation.

Total investment will vary from
An estimated **\$250 000 - \$300 000**
Amounts vary location per location basis.

Ongoing Costs Running your store:

There is a Monthly Royalty fee of **7%** and Marketing fee of **2%** of Net sales.

This is the licensing fee for the use of Jimmy's brand name,
proven method of doing business and operating systems.

**This is the licensing fee for the use of the Jimmy's Brand, proven method of doing business and operating systems. It includes the expenses as broken down above.*

Contact us




COSTI LAMBROS
International Director


 **CYPRUS** +357 95172133

 **costi@jkfc.co.za / costi@jimmyskillerprawns.com**


 **jimmyskillerprawns.com**

AMMAR AL ALI
GCC Partner

 **UAE** +97156 1611666

 **BAHRAIN** +973 32000093

 **ammар.alali@jimmyskillerprawns.com**

 **jimmyskillerprawns.com**

jimmyskillerprawns.com