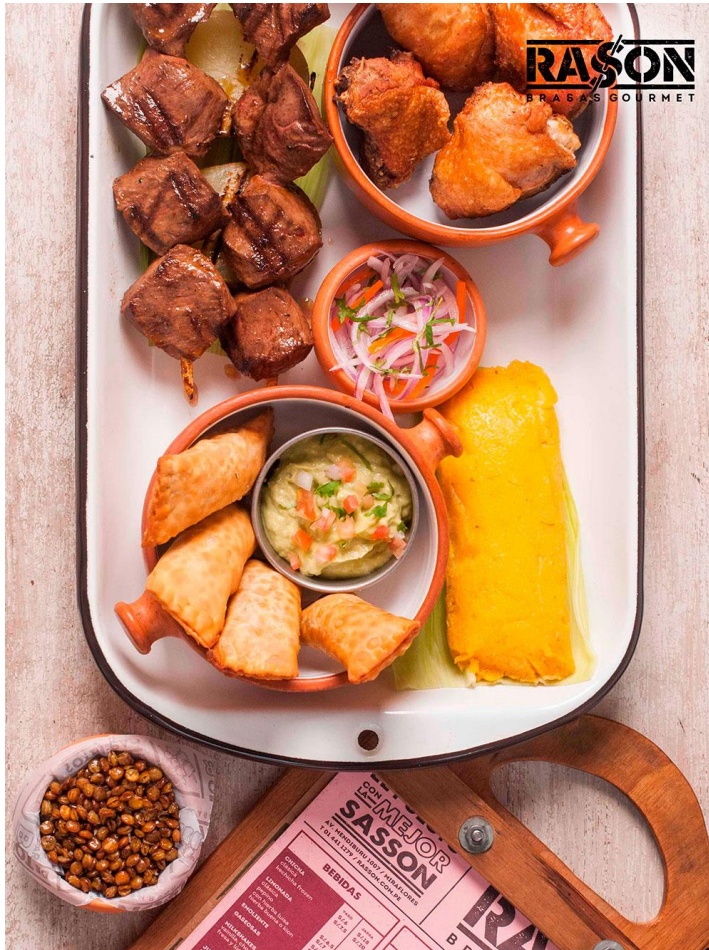




Franchise Informative Dossier

Brand Concept



RASSON's concept is inspired by the spirit of a popular market, it is a place where the classic peruvian flavors are reinvented to a whole new culinary proposal.

The brand honors Peruvian gastronomy, traditional but still avant-garde, with a vast history and future.

This is how **RASSON** stands as the referent of the new of Peruvian Casual Dining category.

Value Proposition

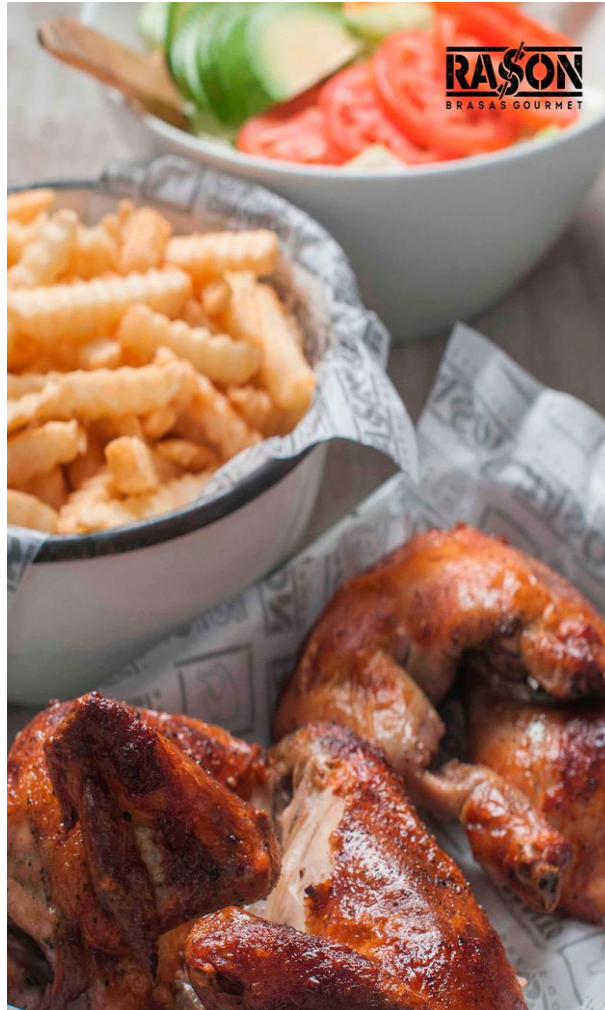


RASSON's gastronomy is all about Peruvian grill, with famous dishes such as roasted chicken, ribs and «anticuchos», resembling the seasoning of small and traditional Peruvian restaurants, but with a gourmet twist.

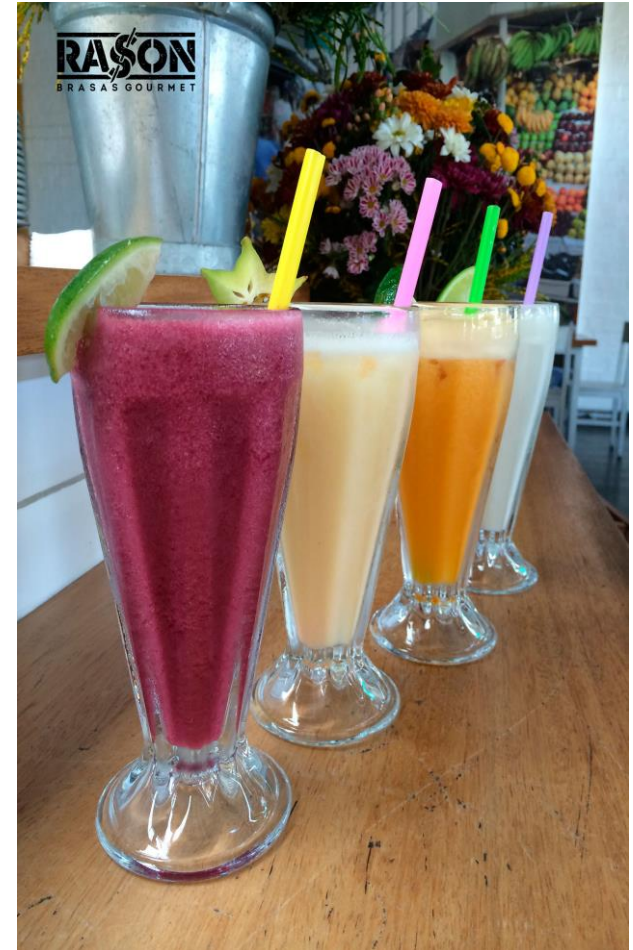


Its culinary and service proposal create a world class and exportable Peruvian offer, capable of conquering the most demanding palates and adventurous spirits.

Product



Product



Product

RASON
BRASAS PERUANAS



A highly specialized team accompanies every opening, offering an integral support from the beginning.

The restaurant measures about 300m2 and can be built as a stand alone unit or inside a shopping mall, in high-traffic areas with high visibility.

It shall meet the conceptual, architectonic and operational parameters that guarantee the experience that **RASSON** offers to its clients in every restaurant.







The franchise has been developed based on world-class strategic, financial, operational, legal and commercial pillars, offering each franchisee:

- ✓ Training Program
- ✓ Operating manuals
- ✓ Support Protocols
- ✓ Marketing Plan
- ✓ Technical Assistance 24/7



Master Franchise

Entry Fee per unit: US\$ 30,000

Initial Investment per unit: US\$ 305,000

Total Investment: Depends on market potential

Royalty: 5%

Marketing Fee: 1%

Agreement Term : 10 years (renewable)

ROI: 2.1

Liquid Assets: US\$ 500,000

!Be part of our **Family of Success!**



For further information please write to:

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