

arirang

FRANCHISE INFORMATION KIT

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Welcome

Congratulations on deciding to learn more about Arirang and the Korean food craze! We are excited that you have expressed interest to join us and look forward to a long, happy and successful partnership together.

Our business is focused on delivering quality Korean food to the Australian community, a tradition we have been upholding since establishment in 1999.

The purpose of this information kit is to introduce you to Arirang, give you some information about our history, our business and what we do. You will also find information about franchising, our fees and the application process.

This information kit is by no means an exhaustive guide to our business but has been developed to act as a resource and overall guide to our franchise format.

Our Company

Arirang Korean Barbecue opened in the Perth CBD, WA in 1999. Created by the Yu family who emigrated to Perth in search of a better life with the simple idea and passion to bring their love of Korean food and culture to Australia. This was the beginning of WA's first Korean Barbecue Restaurant! 18 years later Arirang Korean Barbecue continues to serve a mix of traditional Korean dishes and modern fusion. Arirang's focus is in serving authentic Korean dishes such as Bibimbap, Bulgogi, Kimchi as well as modern street food such as Korean Fried Chicken, Cupbap and Ramen using locally sourced and fresh produce. Arirang Korean Barbecue Restaurant is located on Barrack Street in the Perth, with food court and cafe outlets around WA. Our passion for Korean food is as strong as ever and we will continue to deliver the best in Korean food in WA.



arirang



Food Court Franchise

Arirang currently operates 5 food court franchise businesses. The food court business focus is Korean street food, Bibimbap, Cupbap and Korean Fried Chicken. Arirang provides shoppers with a tasty, healthy and interesting alternative to standard food court fare.

Barbecue Restaurant

Established in 1999 as the first Korean barbecue restaurant in Perth, Arirang has a long tradition of serving high quality Korean food. With over 15 years of experience and a loyal customer base our barbecue restaurant is still considered one of the very best in Perth. Adapting to the changing tastes and demands of the Australian market we have continued to produce authentic Korean dishes in a relaxed atmosphere fitting with the Australian Market.



Retail Supplier

Arirang also produces and supplies retail Kimchi, capitalizing on our brand and the growing popularity of Kimchi in Australian homes. Our locally packaged Kimchi can be found at good Asian and Korean grocers across Perth.

A photograph of the interior of an Arirang Korean BBQ restaurant. A prominent neon sign in the foreground reads "Arirang" in a stylized, glowing red font, with "KOREAN BBQ" written below it in a smaller, metallic font. The background shows a blurred view of the restaurant's interior, including a counter area with a menu board and a staff member working.

Why Arirang?

Food in Korea is a way of life, our signature dish Bibimbap evolved from being able to feed the masses with very little. Arirang was the first to bring Korean cuisine to Perth and now has created a business model that could be systematically replicated around Australia. At Arirang we aim to not only introduce Australia to Korean food but also Korean culture, from K-pop to Korean dramas, we have a passion for introducing Australians to this rich and historical culture.

As a family business Arirang treats its partners like a part of the family and prides itself on providing authentic Korean food with a slight twist for the Australian market. Arirang is a Korean food franchise capitalising on the growing market for Korean cuisine and growing interest in Korean culture. Korea is a modern, hip and trendy nation – it's music, movies and tv dramas are now famous across the world, but Korea also has a rich and vibrant history and all of these aspects are reflected in the food.

Australian consumers are tired of the same Japanese, Chinese or Vietnamese cuisine in their shopping centres and are looking for new and exciting flavours to try. Our specially curated menu and outlet fit-out is specifically designed for success in the Australian market. Arirang offers quality Korean barbecue meats, served in a variety of classic and traditional dishes – the hero of our brand is Bibimbap, one of the most popular Korean dishes globally that combines a unique blend of prepared and seasoned vegetables, together with Korean marinated barbecue meats, rice and a fried egg, once all mixed together you get a delicious mouthful of everything that is Korea - healthy, hearty and uniquely different. Arirang also serves a variety of street food, picking up on the food truck and hawker market trend we developed our Cupbap menu range and also Korean Fried Chicken – two well-known Korean street food meals that our customers love.

Arirang is currently the only Korean food franchise in Australia, our company concept has been designed with distinctive branding, product specialisation and sophisticated operating systems. The business has a central support team based in Perth and structure that provides training, operating systems, assessment, marketing support, menu design and development, management accounting and reporting, payroll execution, supplier procurement, fit-out design and development assistance and much, much more.

Our model offers people who aspire to own their own business many competitive advantages over an independent operator, especially the ability to stay focussed on what matters most – making your customers happy!

Our Locations

Arirang Australia (Head Office)



Unit 9/26 River Road,
Bayswater WA 6053

Arirang Korean Barbecue Restaurant



91-93 Barrack St, Perth WA 6000

Underground at Allendale



Allendale Square,
70 St Georges Tce, Perth WA 6000

Carousel Food Court



1382 Albany Hwy,
Cannington WA 6107

Morley Galleria Food Court



Shop F15,
Collier Road & Walter Road West,
Morley WA 6062

ECU Joondalup Campus Café



Level 2, Ngoolark, Building 34,
270 Joondalup Drive,
Joondalup WA





Our Brand

Arirang over the years has built an iconic brand, synonymous with Korean food and well known in Perth. In recent years our focus has been on the digital landscape with a strong footprint online and via social media.

Brand & Corporate Identity

Color

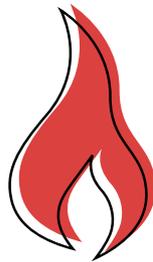


#d71d25



#000000

Symbol



Horizontal



white background



black background

Vertical



In circle shape



WEBSITE

www.arirang.com.au

2500+

Visits a Month

2500+

Email Database

2200+

Loyalty Card Members



INSTAGRAM

<http://instagram.com/arirangaustralia>

3500+

Audience



FACEBOOK

<http://www.facebook.com/ArirangAustralia>

4200+

Audience



TRIPADVISOR

<https://www.tripadvisor.com.au/>

NO. 1

Rank #1 Korean Restaurant in Perth



GOOGLE

35,000+

Listing on Searches per Month

500+

Actions per month
(Calls, Directions via Google)

Our Food

Korean Barbecue

Arirang specialty lies in our delicious and unique Korean barbecue meats. Prepared to original recipes Arirang offers marinated meats like Bulgogi, Chilli Pork and Chicken Bulgogi. These marinated meats, including our signature fried chicken form the core of our menu, with the ability to choose from a variety of our meats with each menu.



Bibimbap

Bibimbap, which literally means "mixed rice" in Korean is a traditional Korean dish which incorporates rice, vegetables, sauces, meats and eggs all mixed together into a delicious concoction of flavour and nutrition. It is often associated with the Korean city of Jeonju, and it is believed that it has been a central part of Korean cuisine since the 19th century. While the exact ingredients of bibimbap can vary widely, at Arirang we offer customers the choice of their meat which is seasoned and flavoured and added to a variety of vegetables such as carrots, bean sprouts, pickled zucchini, mushrooms and lettuce which are all expertly prepared according to the traditional Korean recipe.

Cupbap

Rice, Sweet Potato Noodles,
Lettuce, Korean BBQ or Fried Chicken
Served in a Cup



YukGaejang

Spicy Korean Soup of Veg-
etables and Shredded Beef
served with Rice



Galbitang

Korean Short Rib Soup
served with Rice



Kimchi Soup

Hot and Spicy Soup made
with Kimchi, Pork, Tofu and
served with Rice



Ramen

Korean Hot and Spicy Noodles
served with Mushrooms, Egg
and Your Choice of Meat.



Kimchi Fried Rice

Korean comfort food,
Kimchi fried with rice
and an egg



Cupdak

Street food style Korean fried chicken
with potato gems and a honey garlic sauce
served in a cup

Our Support

Arirang with a head kitchen, warehouse and office located in Perth is well positioned to provide a variety of support systems to ensure our franchises are successful, we are in this together and ultimately if you are successful, we are successful – as such we provide quality professional services ensuring that running your own Arirang is as easy as possible.

Supply

Arirang uses an online ordering system which is easy to use and access. Orders are placed with our head kitchen and warehouse for almost all of your food and container requirements, in cases where we do not supply directly we are able to provide you with a list of key suppliers utilising our group discount rates. With the majority of supply handled by our head office you can focus on providing your customers with excellent customer service and value.

Administration services

An important part of being an Arirang franchise owner is the handling of back office functions. At Arirang we can assist in providing advice and services to assist with a wide range of back office functions – from assisting in hiring staff, accounting advice and services and payroll. This also includes important IT functions such as our online ordering system, our easy-to-use POS (point of Sale) system and functions to check, report and analyse sales.

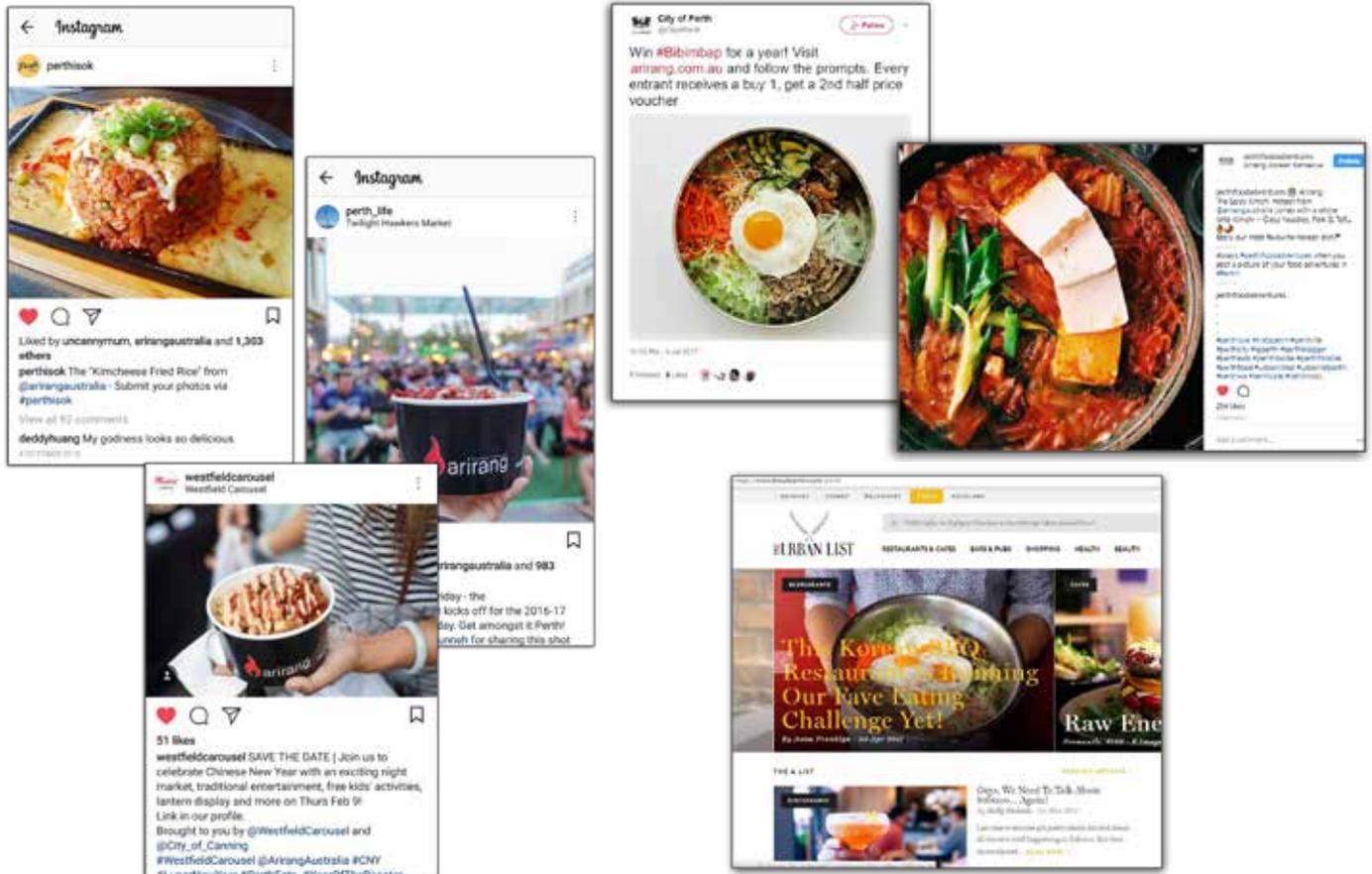
Training

Core to our model is to make sure that you are adequately trained in all aspects of the store, we do this by having you work with our top managers at one of our Perth locations for a 4-week period. During this period, you will learn everything there is to know about running a store from rostering, dealing with employees, food preparation, presentation standards, supply ordering, customer service, using the POS system and much, much, more. In addition to this training we also provide support once you move into your own store by having one of our experience managers work side by side to help start up the store. In the case of an owner operator couple we can extend our training and help onboard you into the team!

Marketing

The key function to any business success is the ability to communicate our offering to customers. At Arirang we have a central marketing team which provides a variety of services and functions to our stores. With a central marketing function Arirang has been able to build a strong and dedicated customer base across multiple platforms.

Arirang has a strong social media and digital marketing strategy having collaborated with some of Perth's most influential food bloggers.



Arirang also utilizes the Rewardle platform to run a loyalty membership system currently with over 2200 members.

Our Marketing is focused on the digital landscape with a target market of 18 – 40 Females, our marketing services include but is not limited to –

- **Menu design and concept**
- **New Menu and Seasonal Promotions**
- **Competitions**
- **Design of print material, signage**
- **Social media management**
- **Advertising and promotional campaigns**
- **Public relations**
- **Events Marketing**

Delivery Partners

Arirang was quick to adopt and work with delivery partners to help establish our brand and access new delivery opportunities. Our outlets currently partner with UberEats and Deliveroo with new opportunities being monitored. We also provide an opportunity for our franchises to utilize this new platform by participating in our UberEats only brand set up to create efficiencies with staffing and rent.





Our Opportunity

Our model is advantageous in many ways with many core functions handled by head office, experience in operating a business is not required.

We assist and provide help to

- **Secure a location and negotiate lease**
- **Complete fit out designs and build**
- **Obtain all licenses and paper work**
- **Fully setup the Point of Sale system**

Combined with low skill requirements, low labour costs, a simple and easy to use system and quality training make Arirang an attractive option to dedicated owner-operators and families who dream of owning their own business.

Costs will vary depending on variables such as size of shop, lessor fit-out contribution, and whether you want a turn-key package or a build-your-own option. With that said we have provided a basic guidance below.

For a brand new shop the investment required will vary between

\$250,000+GST to \$350,000+GST

depending on location, size and fit-out requirements.

Our turn key packages will vary between

\$300,000+GST to \$350,000+GST.

with current opportunities at all our outlets.

We also welcome joint-ownership arrangements at a reduced initial cost of potentially

\$100,000 - \$150,000 + GST for a 30% - 50% stake.

Weekly Franchise Fees **5% of total sales**

(One of the lowest in Australia)

Annual Marketing Fees of **2% of total sales**

(Which is used to promote our brand)

Other Associated Fees

(Council Rates, Registration etc)

approximately **\$2,500 yearly**

*All costs are excluding GST.



Franchise Process

Reading this information kit is an important step in our process as below

STEP 1

Contact Arirang regarding opportunities

STEP 2

Read through our information kit

STEP 3

Meet with our leaders to discuss options and read through financials / sales forecasts

STEP 4

Finalise agreement

STEP 5

Prepare and develop paperwork

STEP 6

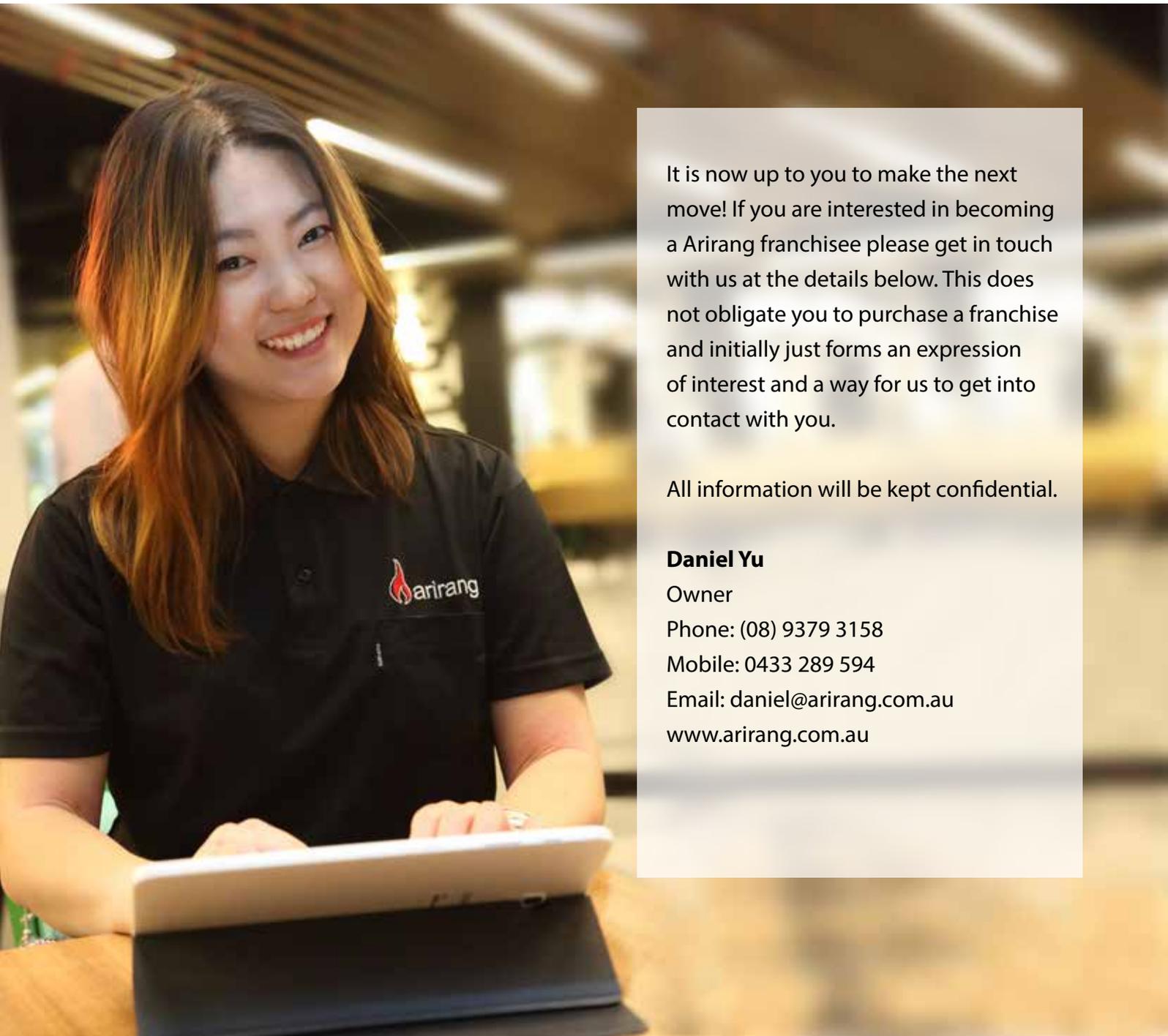
Sign agreement

STEP 7

Begin franchisee training

Arirang is looking for dedicated families who dream of owning their own business and are passionate about Korean food, we believe we have a suitable and successful model for a owner-operator.

Contact Information



It is now up to you to make the next move! If you are interested in becoming a Arirang franchisee please get in touch with us at the details below. This does not obligate you to purchase a franchise and initially just forms an expression of interest and a way for us to get into contact with you.

All information will be kept confidential.

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