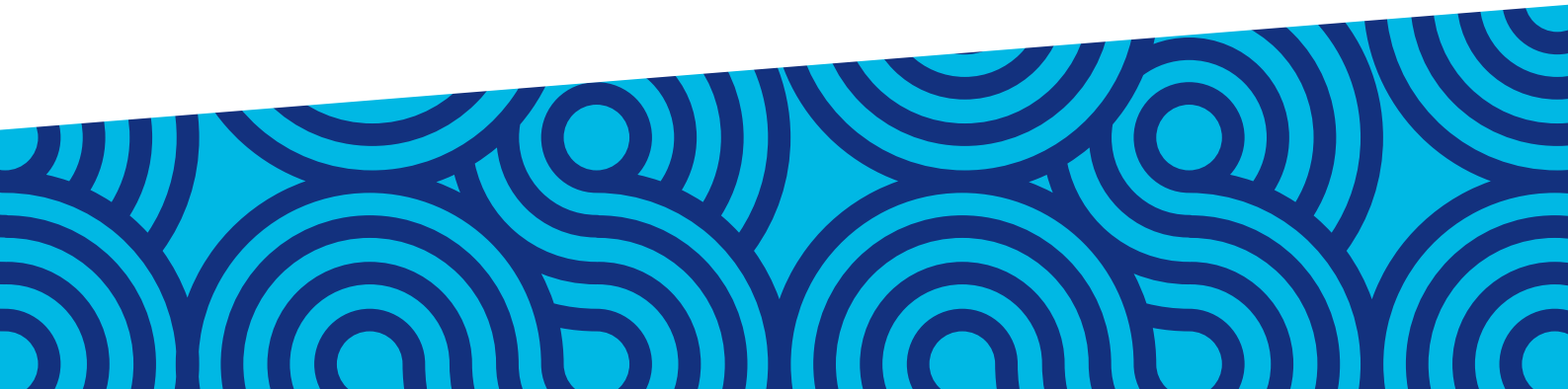




# WOK & GO

FRANCHISE GUIDE





# WOK&GO

IS LEADING THE WAY  
AS PART OF THE  
**NEW FAST FOOD MOVEMENT**  
AND IS FIRMLY FOCUSED  
ON THE NEEDS AND  
EXPECTATIONS OF  
TODAY'S CONSUMER.

WE OFFER **AFFORDABLE,**  
**HEALTHY** AND **DELICIOUS**  
ALTERNATIVES TO TRADITIONAL  
FAST FOOD, COOKED TO ORDER  
AND SERVED FRESH FROM  
THE WOK IN MINUTES.



**THANK  
YOU**

FOR CONSIDERING  
A **WOK&GO**  
FRANCHISE AS  
YOUR FUTURE  
BUSINESS VENTURE.

WE HOPE AFTER  
READING THIS  
BROCHURE, YOU'LL  
WANT TO JOIN US AT  
THIS EXCITING TIME  
IN OUR GROWTH AS WE  
CONTINUE TO DELIGHT  
CUSTOMERS IN AN EVER  
EXPANDING LIST OF  
LOCATIONS ACROSS  
**THE UK AND  
INTERNATIONALLY.**



  
**WOK&GO**

THE



# WOK&GO STORY

ALTHOUGH OUR FOOD IS A FUSION OF FAR EAST FLAVOURS, IT WAS ACTUALLY A TRIP TO NEW YORK WHICH SPARKED THE IDEA FOR AN **AUTHENTIC ASIAN FAST FOOD CONCEPT**.

FOLLOWING AN INSPIRATIONAL VISIT TO THE BIG APPLE, FOUNDER DES PHEBY RETURNED TO THE UK EAGER TO REPLICATE HIS EXPERIENCE OF THE TASTES AND AROMAS OF THE CITY'S BUSTLING ASIAN DINING DISTRICTS.

WE FIRST FIRED UP THE WOKS IN CHESTER IN 2008. SINCE THEN, WOK&GO HAS GROWN INTO A UNIQUE BRAND-LED FUSION FOOD CHAIN, BLENDING THE BEST OF **THAI, MALAYSIAN, INDONESIAN, CHINESE** AND **JAPANESE** CUISINE.

WE'RE NOW ONE OF THE FASTEST GROWING FRANCHISES IN THE UK, WITH STORES ACROSS THE NORTH WEST, NORTH EAST AND SOUTHERN ENGLAND.

WE ARE ALSO INTERNATIONAL WITH TWO SITES OPEN IN PORTUGAL. WE HAVE MORE INTERNATIONAL FRANCHISEES SIGNED UP AND READY TO FIRE UP THE WOKS.





““

I GOT HOME FROM NEW YORK REELING WITH A SENSE OF OPPORTUNITY AND EXCITEMENT ABOUT THE MYRIAD OF QUICK, CASUAL, CONVENIENT DINING EXPERIENCES ON OFFER.

I WANTED TO RECREATE **AUTHENTIC, ASIAN CUISINE** FOR TIME-POOR PEOPLE WHO DON'T ALWAYS HAVE THE LUXURY OF WAITING IN A TRADITIONAL RESTAURANT.

FOR ME, THE ANSWER WAS TASTY, HEALTHY FOOD COOKED TO ORDER IN MINUTES THAT CUSTOMERS COULD EAT ON-THE-HOP AT SIMPLE TABLES AND BENCHES OR TAKE AWAY IN A BOX.

**DES PHEBY**

FOUNDER

””



““

I WAS LOOKING FOR A FRANCHISE THAT OFFERED ME **SOMETHING DIFFERENT**.

WOK&GO HIT THE RIGHT SPOT, OFFERING A GREAT DEAL OF FLEXIBILITY IN THE MANAGED FRANCHISE OPTION.

IT ALLOWS ME TO GET THE BEST OF BOTH WORLDS AS I'M BASED IN THE USA

AND HAVE OTHER BUSINESS COMMITMENTS.

IN FACT, IT'S WORKED OUT SO WELL I NOW OWN THREE SITES!

**RON LAKER**

FRANCHISE PARTNER

””

# WHY CHOOSE



# WOK&GO ?

AS A CONCEPT, WOK&GO HAS TAPPED RIGHT INTO TODAY'S TASTES AND LIFESTYLE CHOICES, PROVING POPULAR WITH STUDENTS, SHOPPERS, OFFICE WORKERS AND FAMILIES.

AS A RESULT, WE'VE **DOUBLED IN SIZE** YEAR-ON-YEAR SINCE FORMATION. OUR BUSINESS MODEL IS BASED AROUND EAT IN, TAKEAWAY AND DELIVERY WHICH CREATES A NON-SEASONAL BUSINESS WITH MULTIPLE REVENUE STREAMS. WE OFFER A FULL TURNKEY SERVICE AND FLEXIBLE OPTIONS FOR FRANCHISEES.

HEALTHY, FAST, AUTHENTIC, GOOD VALUE FOOD IS TANTALISING THE TASTE BUDS AND PURSE STRINGS OF TODAY'S CONSUMER. IT'S EASY TO SET UP A WOK&GO FRANCHISE WITH OR WITHOUT RETAIL EXPERIENCE.

WE'RE ON HAND TO SUPPORT YOU EVERY STEP OF THE WAY - FROM LOCATING AND EQUIPPING PREMISES TO SECURING FUNDING AND OFFERING GUIDANCE ON HR AND HIRING YOUR TEAM.

WE HAVE BIG PLANS AND ARE ON COURSE TO BECOME THE **LEADING NOODLE BAR CHAIN IN THE UK**, MAKING IT AN EXCELLENT TIME TO JOIN US ON OUR JOURNEY.

YOU CAN BECOME PART OF THE WOK&GO SUCCESS STORY FOR LESS INVESTMENT THAN YOU MAY HAVE THOUGHT POSSIBLE.



# OUR STORES

**A KEY FIXTURE IN ANY WOK&GO STORE IS THE OPEN KITCHEN. WE CREATE AN ELEMENT OF THEATRE FOR OUR CUSTOMERS EVERY TIME THEY STEP IN STORE, AS THEY SEE THEIR FOOD COOKED IN SIZZLING WOKS, RIGHT BEFORE THEIR EYES.**



WE WE HAVE AN INTERNATIONAL PRESENCE AND HAVE TESTED OUR MODEL IN A VARIETY OF SETTINGS, WITH STORES ON BUSY HIGH STREETS, IN SHOPPING CENTRES, RETAIL PARKS AND LEISURE SCHEMES.

FINDING STORES IN QUALITY LOCATIONS WITH HIGH LEVELS OF FOOTFALL IS ALWAYS A PRIORITY WHEN CONSIDERING NEW WOK&GO SITES. OUR STORE CONCEPT IS FLEXIBLE AND CAN BE EASILY ADAPTED.

THE MINIMUM SIZE REQUIREMENT IS BETWEEN 700 - 1500 SQ FT ON THE GROUND FLOOR, AND 400 SQ FT FOR SMALLER FOOD COURT LOCATIONS.

WE OFFER DESIGN, BUILD AND PROJECT MANAGEMENT TO ALL FRANCHISEES, PROVIDING QUALITY SHOP-FITS AT COMPETITIVE RATES.

FINDING YOUR STORE UNLIKE MOST OTHER FRANCHISES, WHERE THE FRANCHISEE HAS TO SOURCE PREMISES, WE WILL HELP YOU IDENTIFY AND NEGOTIATE A SUITABLE LOCATION FOR YOUR BUSINESS, USING OUR EXPERTISE AND CONTACTS IN REAL ESTATE.

OUR ACCESS TO PROPERTY IS EXTENSIVE AND WE CURRENTLY HAVE AMAZING OPPORTUNITIES IN BUSY LOCATIONS WAITING TO BE MATCHED WITH QUALIFIED FRANCHISEES.

# OUR FOOD

WE OFFER A RANGE OF 15 CLASSIC NOODLE BOXES, GENEROUSLY FILLED AND BURSTING WITH THE FINEST FLAVOURS FROM **THAI, MALAYSIAN, INDONESIAN, CHINESE** AND **JAPANESE CUISINE**.

ALONGSIDE THESE, OUR MENU INCLUDES DELICIOUS ASIAN INSPIRED **SOUPS, WRAPS, SIDES, SNACKS** AND **ICE CREAMS**.

WE GIVE CUSTOMERS THE FREEDOM TO CUSTOMISE ORDERS TO THEIR TASTE, WITH ALL OF OUR BOXES AVAILABLE WITH A RANGE OF **NOODLES** AND **RICE** AND ALLOWING CHANGES AND SUBSTITUTIONS.

THEY CAN ALSO CHOOSE TO CREATE THEIR OWN BOX, SELECTING THEIR FAVOURITE MEAT, FISH AND/OR VEGETABLES AND SAUCE.

OUR MENU INCLUDES **VEGETARIAN, VEGAN** AND **GLUTEN-FREE** OPTIONS AND CAN BE ADAPTED DEPENDING ON YOUR NEEDS AND LOCATION, INCLUDING A HALAL VERSION OF OUR STANDARD MENU IF APPROPRIATE.

in  
**2021** we sold  
over  
**1.1 MILLION**  
boxes of noodles!





# VIRTUAL CONCEPTS



FRESH AUTHENTIC  
MEXICAN FOOD DELIVERED  
RIGHT TO THE  
CUSTOMERS DOOR

WOK&GO HAVE ALWAYS BEEN AT THE FOREFRONT OF INDUSTRY TRENDS AND IN 2018, WE INTRODUCED OUR VIRTUAL KITCHEN CONCEPTS ACROSS SITES IN THE UK.

OUR VIRTUAL BRANDS ALLOW OUR SITES AN ADDITIONAL REVENUE STREAM WITHOUT THE ADDED EXPENSE OF DRASTICALLY MODIFYING OUR KITCHENS.

WE CURRENTLY OFFER **ASIAN FUSION WRAPS, VIETNAMESE PHO** AND **JAPANESE STYLE RAMEN**.

ALL VIRTUAL CONCEPTS ARE TREATED AS A FULLY FLEDGED BRAND MEANING THEY'RE MARKETED AS A UNIQUE DELIVERY EXPERIENCE TO OUR CUSTOMERS WITH THEIR OWN SOCIAL MEDIA PRESENCE.

ANY SITE WITH A DELIVERY PARTNER SUCH AS **DELIVEROO** OR **UBEREATS** CAN OFFER ADDITIONAL STYLES OF ASIAN CUISINE, DELIVERED DIRECTLY TO THE CUSTOMER.

FOR MORE INFORMATION ON ADDING A VIRTUAL CONCEPT TO YOUR STORE, PLEASE DISCUSS WITH YOUR FRANCHISE REPRESENTATIVE.

# A RECIPE FOR SUCCESS

JOINING AN ESTABLISHED FRANCHISE MAKES IT EASY TO SET UP YOUR OWN BUSINESS AND COMES WITH FAR LOWER RISK THAN STARTING FROM SCRATCH.

**WOK&GO** IS NO EXCEPTION, AND WE HAVE A FEW KEY INGREDIENTS THAT SET US APART.

## EXPERIENCED SUPPORT NETWORK

WE ALLOCATE EACH STORE AN EXPERIENCED AREA MANAGER WHO WILL PERFORM MONTHLY AUDITS TO CHECK THAT YOUR STORE IS MEETING OUR STANDARDS AND PROVIDE SUPPORT AND GUIDANCE IN GROWING YOUR BUSINESS.

YOUR REGIONAL MANAGER IS THERE TO HELP YOU GET THE MOST OUT OF YOUR STORE AND WILL REGULARLY PERFORM ON SITE FRANCHISE DEVELOPMENT MEETINGS TO HELP YOU FURTHER YOUR BUSINESS.

## EFFECTIVE MARKETING

YOU WILL BE USING OUR STRONG AND VIVID BRAND IDENTITY AND **HIGH-QUALITY MARKETING MATERIALS** FROM DAY ONE.

YOUR STORE WILL BE INVOLVED IN OUR POPULAR LOYALTY SCHEME, REGULAR DEALS AND PROMOTIONS.

FRANCHISE OWNED STORES BENEFIT FROM OPT-IN NATIONAL AND REGIONAL CAMPAIGNS AND HAVE ACCESS TO INDIVIDUAL MARKETING SUPPORT AT A LOCAL LEVEL.

OUR SOCIAL MEDIA TEAM CAN HELP TO PROMOTE YOUR NEW FRANCHISE ON ALL PLATFORMS AS WELL AS OFFERING YOU IN HOUSE CUSTOMER SERVICE.



# THE SECRET INGREDIENT IS



# YOU



WOK&GO HAS FRANCHISEES FROM ALL ETHNIC ORIGINS,  
OF EVERY AGE AND FROM MANY VARIED CAREER BACKGROUNDS.

INTERESTINGLY, FEW ARE FROM THE CATERING PROFESSION, MAKING A WOK&GO FRANCHISE  
A POPULAR CHOICE WITH THOSE WISHING TO TAKE A NEW AND INTERESTING CAREER PATH.

**YOU DON'T NEED PREVIOUS RETAIL OR CATERING EXPERIENCE** BUT SOME MANAGEMENT  
EXPERIENCE IS AN ADVANTAGE IN RUNNING YOUR OWN DEMANDING AND EXCITING  
RETAIL BUSINESS.

## **OUR FRANCHISEES TEND TO HAVE SOME TRAITS IN COMMON:**

### **MOTIVATIONAL**

GETTING THE BEST FROM YOUR  
TEAM IS CRITICAL TO YOUR  
FRANCHISE'S REPUTATION AND  
FINANCIAL SUCCESS

### **ORGANISED**

YOU'LL NEED TO BE GOOD AT  
JUGGLING MANY DIFFERENT  
AND INTERDEPENDENT TASKS

### **SELF-MOTIVATED**

YOU NEED TO BE DRIVEN,  
AMBITIOUS, DISCIPLINED AND  
DETERMINED TO SUCCEED.  
CUSTOMER SERVICE

### **CUSTOMER SERVICE FOCUSED**

DEALING BRILLIANTLY WITH THE  
PUBLIC TAKES ENTHUSIASM,  
TENACITY, GOOD COMMUNICATION  
SKILLS AND A HAPPY SMILE!

# OUR FUTURE

WE'RE GROWING AT A RAPID RATE AND ARE CURRENTLY THE UK'S **NUMBER ONE** NOODLE BAR CHAIN.

OUR RECENTLY ANNOUNCED MASTER FRANCHISE DEALS WILL OFFER US FURTHER EXPANSION INTO THE NORTH OF ENGLAND AND LONDON REGIONS WITH A PROJECTED **104 NEW STORES** OVER THE NEXT 10 YEARS IN THE UK ALONE.

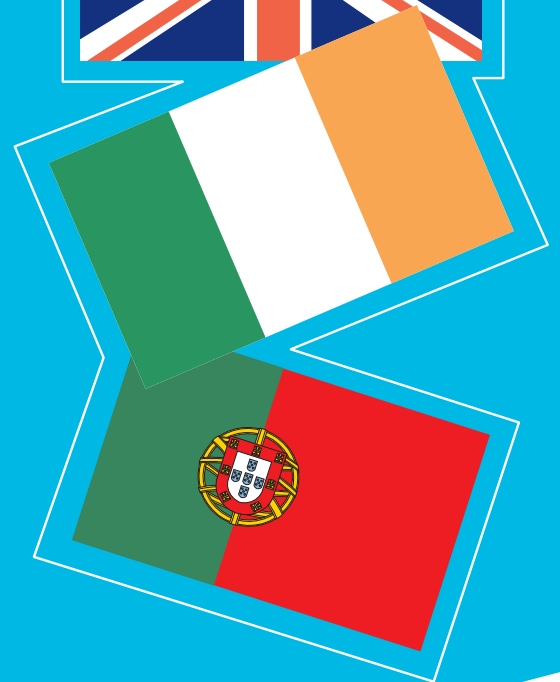
WE HAVE ALSO SIGNED A MASTER FRANCHISE AGREEMENT IN IRELAND WITH 25 SITES OPENING OVER THE NEXT 10 YEARS.



**INTERNATIONALLY**, WE'VE BEGUN OUR EXPANSION INTO PORTUGAL WITH 20 NEW STORES OPENING OVER THE NEXT 10 YEARS. WE HAVE ALSO EXPANDED INTO NORTHERN IRELAND WITH 25 NEW STORES OPENING OVER THE NEXT 10 YEARS.

AS A BRAND, WE'RE PROUD OF OUR FORWARD THINKING APPROACH TO FRANCHISING, OFFERING MORE FLEXIBILITY AND AVENUES FOR ADDITIONAL REVENUE THAN OUR COMPETITORS.

WE'RE ALWAYS LOOKING TO EXCITE, INSPIRE AND INNOVATE WITHIN FRANCHISING AND OUR FRANCHISEES AND PARTNERS HAVE A LOT TO LOOK FORWARD TO OVER THE NEXT FEW YEARS.





# TRAINING AND SUPPORT


## YOUR TRAINING

-  COOKING IN WOK&GO'S UNIQUE ASIAN FUSION STYLE
-  COOKING EQUIPMENT & UTENSILS
-  FOOD AND KITCHEN HYGIENE
-  ESSENTIAL INGREDIENTS
-  INGREDIENT SELECTION AND PREPARATION
-  COOKING TECHNIQUES
-  CLEANING YOUR EQUIPMENT AND PREMISES
-  MAINTAINING STOCK LEVELS AND SUPPLIER MANAGEMENT
-  DEALING WITH THE PUBLIC
-  CUSTOMER SERVICE EXCELLENCE
-  FOOD MANAGEMENT
-  HEALTH & SAFETY

## ONGOING SUPPORT

IN THE LEAD UP TO LAUNCHING YOUR STORE, AND AFTER YOU'VE STARTED WELCOMING CUSTOMERS, WE'RE ALWAYS ON HAND.

WE PROVIDE DEDICATED SUPPORT AND ADVICE IN:

-  FINDING EXACTLY THE RIGHT SITE FOR YOUR NEW BUSINESS VENTURE
-  NEGOTIATING THE BEST POSSIBLE DEAL ON YOUR PROPERTY LEASE
-  PROCURING GREAT VALUE, TOP QUALITY EQUIPMENT
-  IMPLEMENTING A TRIED-AND-TESTED LAUNCH PROGRAMME TO GET YOU OFF TO A FLYING START
-  MARKETING YOUR STORE TO CUSTOMERS AND LOCAL BUSINESSES



# THE NEXT STEPS

AFTER YOUR INITIAL CONTACT, WE'LL ARRANGE FOR YOU TO SPEAK WITH OUR BUSINESS DEVELOPMENT MANAGER WHO'LL DISCUSS YOUR OPTIONS AND EXPLAIN MORE ABOUT THE BUSINESS. IT'S A GOOD CHANCE FOR YOU TO ASK QUESTIONS AND BETTER UNDERSTAND OUR BUSINESS

WHEN YOU'RE READY TO CONTINUE, WE WILL SEND AN INTENTION TO PROCEED DOCUMENT AND SORT FRANCHISE DEPOSITS WITH YOU

ONCE ABOVE STEPS ARE COMPLETED, WE CAN THEN SEND YOU HEADS OF TERMS DOCUMENT WHICH CAPTURES ALL THE INFORMATION WE NEED TO PREPARE THE AGREEMENTS, YOU WILL NEED TO SIGN THE AGREEMENTS AND PAY THE FRANCHISE FEE IN FULL WITHIN 7 DAYS

WELCOME TO THE TEAM YOU CAN NOW START TALKING TO AGENTS ABOUT SITES

WE WILL INDUCT YOU INTO THE BUSINESS AND START MAKING THE NECESSARY INTRODUCTIONS

WE WILL COME BACK TO YOU SHORTLY WITH DATES. WE'RE CONFIDENT WITH OUR TEAM WORKING WITH YOU, YOUR FIRST WOK & GO SITE WILL BE OPEN VERY QUICKLY



OUR AIM IS TO SUPPORT YOU EVERY STEP OF THE WAY.

OUR BUSINESS DEVELOPMENT MANAGER WILL BE HAPPY TO HELP WITH ANY QUERIES YOU MAY HAVE.

**FROM YOUR INITIAL CONTACT WITH US TO ONGOING TRAINING AND SUPPORT, WE VALUE YOUR DECISION TO CHOOSE WOK & GO AND LOOK FORWARD TO WORKING WITH YOU!**

## **OUR ROYALTY FEES**

CONTACT US TODAY TO SEE HOW YOU CAN GET STARTED WITH A WOK & GO FRANCHISE.

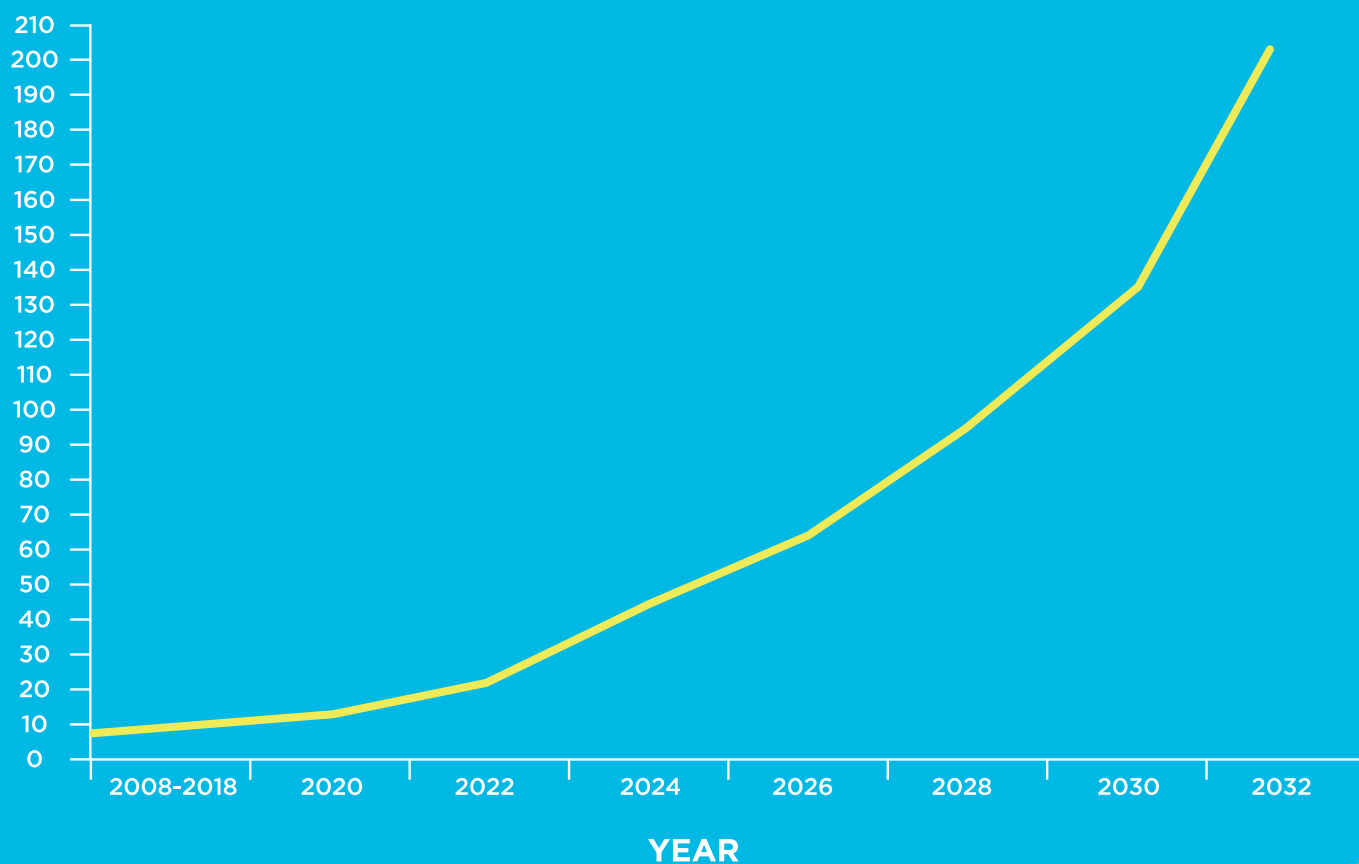
WITH OUR FIXED ROYALTIES FROM £400.00 PER WEEK, PLUS £100 PER WEEK FOR OUR NATIONAL MARKETING FEE (TOTAL WEEKLY FEE FROM £500).

# GROWTH PLANS

FROM SIGNED FRANCHISE  
AGREEMENTS



## STORES



# READY TO PROCEED?

## WANT TO FIND OUT MORE ABOUT OPENING YOUR OWN WOK & GO FRANCHISE?

**GET IN TOUCH - WE LOOK  
FORWARD TO HEARING FROM YOU**

YOU CAN CONTACT US HERE

### **NORTH OF ENGLAND**

SCOTT ANDERSON

**EMAIL: SCOTT@WOKANDGO.CO.UK**

### **LONDON**

**EMAIL: MILAD@WOKANDGOLONDON.CO.UK**

### **IRELAND**

**EMAIL: ATIF@AYATSUBS.CO.UK**

---

ALL OTHER AREAS AND ENQUIRIES

**EMAIL: LAURAHARVEY@WOKANDGO.CO.UK**

**PHONE : 01244 560133 OPTION 2**

**WWW.WOKANDGO.CO.UK**

### OUR LOCATIONS

**BANGOR**  
**BETHNAL GREEN**  
**BIRMINGHAM ASTON UNIVERSITY**  
**CANNING TOWN**  
**CHESTER FOREGATE**  
**ELLESMERE PORT**  
**HARROW**  
**HIGH WYCOME**  
**HOUNSLOW HIGH STREET**  
**HULL**  
**IRELAND BELFAST**  
**LIVERPOOL BOLD STREET**  
**LIVERPOOL CENTRAL**  
**LIVERPOOL ONE**  
**NOTTINGHAM PELHAM**  
**SOUTHAMPTON**  
**PORTUGAL ALGARVE**  
**PORTUGAL LISBON**  
**WEMBLEY CENTRAL**



**WOK & GO**







**WOK & GO**

[WWW.WOKANDGO.CO.UK](http://WWW.WOKANDGO.CO.UK)