



BURGER CLUB



KSENIIA DENDERIA



VERIUTYNA IRYNA



BURGER CLUB

MEMBER OF THE RATING

16 MOST
PROFITABLE
FRANCHISES
IN RUSSIA*

Forbes

2014 • 2016 • 2017



THE RESULTS OF WORK

IN **2018** YEAR

 **18** INTRODUCED
NEW PRODUCTS
PER YEAR

+32 ESTABLISHMENTS
OF A NEW FORMAT

+2 COUNTRIES

IF YOU PUT ALL THE SOLD BURGERS
IN A ROW, THE TOTAL LENGTH WILL BE

MORE THAN **360KM**
WHICH IS EQUAL TO THE DISTANCE

 FROM Moscow
to BRYANSK 

SOLD
OVER **2,7** MILLION
BURGERS

SOLD
OVER **259** TON
FRENCH FRIES

WEIGHT
IS
=

 BOEING 747
 BOEING 737
 BOEING 737
    
3 BOEING + 14 CARS

ABOUT US

Burger CLUB will not go down in history as the inventor of burgers, but we make a new story, here and now, by creating and successfully developing an international craft network. We are a company that began its journey in 2008 with minimum opportunities and maximum faith in its idea, a great desire to fulfil it. We are a company that now has colossal opportunities, the same potential and thirst for new achievements.

Burger CLUB is for everyone, we always have the best offer: as for those who came to us as a guest, and for those who want to become a member of our big network, our team, and open their own restaurant.

Burger CLUB is one of the most successful projects in the burger segment in the CIS, three times included in the Forbes rating of the most profitable franchises.

MENU

Burger CLUB is a guarantee of quality, it is 100% of the taste and pleasure hidden in the right products prepared and assembled according to our unique recipe.

All that you love is in the Burger CLUB. We are responsible for our words! The rapidly growing number of burgers that our visitors eat every day, only confirms what we are doing - we are doing the best!

Craft burger buns are baked right on the spot, and cutlets from Black Angus marble beef weighing 150g, fried by special technology to achieve maximum juiciness and excellent taste.



AVERAGE CHECK

5
EURO

NUMBER OF POSITIONS
IN THE CHECK

3

WHY FRANCHISE BURGER CLUB

- LUMP SUM **30 000 EURO**
- INVESTMENTS **200 000 EURO**
- ROYALTY **2,5%**
- THE PERIOD OF PROJECT IMPLEMENTATION **1.5-2 MONTHS**
- RETURN ON INVESTMENT FROM **14 MONTHS**
- QUICK ACCESS TO PRODUCTION OUTPUT
- THE POSSIBILITY OF OPENING RESTAURANTS IN A SMALL AREA



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* ACCORDING TO THE RATING OF FORBES MAGAZINE #148 JULY 2016 ON THE WEBSITE FORBES.RU



BEST FRANCHISE



10 LEVELS OF CONTROL AND SUPPORT

1 ONLINE SCHOOL Every week, leading experts of the company conduct webinars for employees of network institutions.

2 CERTIFICATION OF CASHIERS (service control) The department of quality control and standards conducts regular certification of the cashiers of establishments.

3 SYSTEM OF A «SECRET CUSTOMER» Quality control of the restaurant according to world standards with photo and audio fixation.

4 ANALYTICS OF WORK RESTAURANTS A weekly analysis of the work of institutions is carried out on the 10 main parameters affecting the profitability and output of objects.

5 REGIONAL REPRESENTATIVES In some regions, local representatives of the central office in the region are assigned to restaurants.



BURGER CLUB

6 MARKETING SUPPORT

The menu is updated on a monthly basis - new products and seasonal offers are introduced, general and local advertising campaigns are conducted.

7 STAFF MOTIVATION

The staff motivation program is aimed at improving the quality of work of employees of institutions and increasing the level of motivation. The best employees of institutions receive monthly premiums from the CO.

8 STAFF RESERVE

The HR Department forms and sends to the agencies of network the staff reserve of the region with the candidates who filled out the questionnaires on the site and the mobile application.

9 TECHNICAL SUPPORT

Department of technical support ensures stable software operation.

10 FEDERAL DISCOUNTS

Network agencies are offered exclusive discounts on products from federal suppliers.

THE AMOUNT OF FRANCHISE INVESTMENTS INCLUDES:

MATERIAL VALUES



SET OF PRODUCTION EQUIPMENT



SOFTWARE



SET OF COMMERCIAL EQUIPMENT



ADVERTISING PRODUCTS (SIGNBOARD, OUTDOOR ADVERTISING, INDOOR ADVERTISING)



FURNITURE (ONLY FOR STATIONARY ESTABLISHMENTS)



CASH TERMINALS

SERVICES



ANALYSIS OF THE PLACE AND PREMISES FOR THE OPENING OF THE RESTAURANT



DEPARTURE OF SUPPORT DEPARTMENT AND ASSISTANCE IN OPENING



INTERIOR DESIGN



TECHNOLOGICAL DOCUMENTATION



STAFF TRAINING



SERVICE EQUIPMENT MAINTENANCE



MARKETING SUPPORT DURING OPENING



METHODICAL AND PRACTICAL SUPPORT OF THE DEVELOPMENT



MANAGEMENT ADVICE FOR OWNERS AND ADMINISTRATORS OF INSTITUTIONS



BURGER CLUB

The establishment is made using brick walls, concrete, metal structures and bright design elements of decor, which, in a skillful combination, creates a unique atmosphere of stylish coziness.

The indisputable advantage of this design is the moderate cost and high speed of such repairs.





REQUIREMENTS FOR PREMISES

WITH ITS LANDING

AN OBJECT	STREET RETAIL, COMMERCIAL PREMISES IN SECTIONS OF RESIDENTIAL / NON-RESIDENTIAL BUILT-PREMISES, OR A SEPARATE ROOM.
OBJECT LOCATION	1ST FLOOR. BASEMENTS, SEMI-BASEMENTS, SECOND FLOORS ARE EXCLUDED.
ROOM AREA	THE TOTAL RECOMMENDED AREA OF THE OBJECT IS FROM 90 TO 150 SQUARE METERS.
ROOM HEIGHT	FROM 3.00 M.
ENTRY GROUP	THE MAIN, SEPARATE ENTRANCE FROM THE CENTRAL FACADE OF THE BUILDING. THE POSSIBILITY OF ORGANIZING A SECOND (BLACK) ENTRANCE TO DOWNLOAD PRODUCTS IS IMPORTANT.
ADVERTISING PLANE	POSSIBILITY OF INSTALLATION ON AN EXTERNAL FACADE SIGNBOARD WITH A LENGTH OF 6 M.
FACADE SOLUTION, GLASS CASES	THE WIDTH OF THE FACADE IS FROM 6 M., THE PRESENCE OF GLASS CASE WINDOWS.
ELECTRICITY	THE TOTAL CONSUMED (PEAK) POWER IS 60 kW (220/380).
WATER SUPPLY	INSET POINT IN / G, IN / X (WITH METER DEVICES).
DRAIN	INSET POINT, WATER FLOW 1000 L/PER DAY.
VENTILATION SYSTEM	PLENUM AND EXHAUSTER VENTILATION, 4500 CUBIC METERS PER HOUR WITH: 1) PLENUM VENTILATION (PLENUM SYSTEMS WITH A NETWORK OF AIR DUCTS AND AIR SPREADER (DIFFUSERS, GRILLES); 2) EXHAUSTER VENTILATION (EXHAUSTER SYSTEMS WITH A NETWORK OF AIR DUCTS AND AIR SPREADER (DIFFUSERS, GRILLES) AND SYSTEMS OF THE LOCAL EXHAUST.
GAS	NO GAS.



REQUIREMENTS FOR PREMISES

FOOD COURT

AN OBJECT	SHOPPING / SHOPPING AND ENTERTAINMENT CENTER.
OBJECT LOCATION	FOOD COURT ZONES, IN-LINE ACCOMMODATION.
ROOM AREA	THE TOTAL RECOMMENDED AREA OF THE OBJECT IS FROM 45 TO 70 SQUARE METERS. THE WIDTH OF THE LINE OF THE SERVICE ZONE (BAR) - MIN. 5.5 M.
ROOM HEIGHT	FROM 3.00 M.
ADVERTISING PLANE	POSSIBILITY OF INSTALLATION ALONG THE INTERNAL FACADE OF THE SIGNBOARD WITH A LENGTH OF 5.5 M. (AROUND THE PERIMETER OF THE FACADE OF THE OCCUPIED AREA); H LETTERS 0.5 M.
ELECTRICITY	TOTAL CONSUMED (PEAK) POWER - 60 kW (220/380).
WATER SUPPLY	INSET POINT IN / G, IN / X (WITH METER DEVICES).
DRAIN	INSET POINT, WATER CONSUMPTION 1000 L/PER DAY.
VENTILATION SYSTEM	PLENUM AND EXHAUSTER VENTILATION, 4500 CUBIC METERS PER HOUR WITH: 1) PLENUM VENTILATION (PLENUM SYSTEMS WITH A NETWORK OF AIR DUCTS AND AIR SPREADERS (DIFFUSERS, GRILLES); 2) EXHAUSTER VENTILATION (EXHAUSTER SYSTEMS WITH A NETWORK OF AIR DUCTS AND AIR SPREADERS (DIFFUSERS, GRILLES) AND SYSTEMS OF THE LOCAL EXHAUST.
GAS	No GAS.



THE INVESTMENTS CAME BACK TO ME MUCH FASTER THAN I EXPECTED. THIS HAPPENED IMMEDIATELY, IN THE FIRST HALF OF THE YEAR OF WORK. OF COURSE, THEY PROMISED ME THAT IT WOULD BE SO FAST, BUT I STILL COULD NOT BELIEVE IT. WITH THESE RESULTS, I THINK ABOUT BUYING ANOTHER FRANCHISE.

VLADISLAV HORIKOV
Owner of Burger Club in Krasnoyarsk

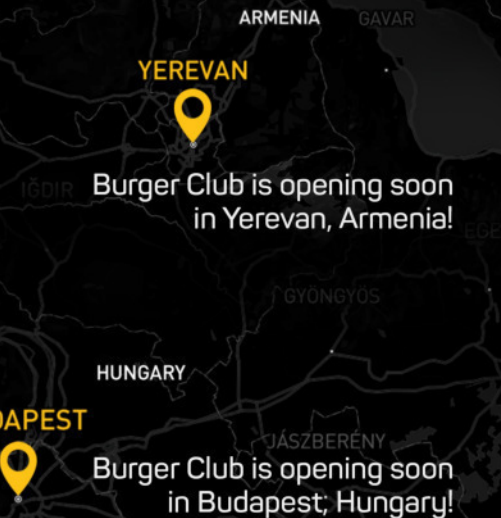
MARKETING SUPPORT



LATEST NEWS



Take place the opening of the Burger Club in Tbilisi, Georgia!



YEREVAN

Burger Club is opening soon in Yerevan, Armenia!

BUDAPEST

Burger Club is opening soon in Budapest, Hungary!