



JAPANESE CUISINES FRANCHISE OPPORTUNITIES



Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

Start a Rose Japanese Cuisines Franchise!!



Rose Co., Ltd. has organized and developed franchise system, a low-cost investment opportunity with high potential returns, to select some Japanese cuisines which are very popular with the best tasting & highest quality products from Tokyo, Japan.

How can our franchise lead and support you to start up a successful store?

It's simple. Our proven brand stores are more than just restaurants. They are social hubs... places where every corner of the community always seems to gather. And that legacy lives on with each new Franchisee who adds another chapter to our story.

Our brands have been built out of love for the community. Maybe that's why the community loves us back.

Our philosophy is simple: We believe that fresh, real ingredients make better food.

Over the years we've developed what we believe is the best system-wide approach to success.

Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

Comprehensive Training

In-depth training is the key to success for any new franchisee. So we combine in-restaurant training to cover all the bases, making things easy to understand.

Assistance with New Store Openings

You'll never go it alone when you're part of the Rose family. We have specialists dedicated to assisting you with each and every new location you open. Our specialist works directly with you, as well as your front-of-the-house crew and back-of-the-house crew to ensure seamless coordination across the board for a smooth, effective launch!

Operations & Growth Consulting

As part of our commitment to your ongoing success, you'll also have a Consultant assigned to you. This individual has experience helping stores just like yours grow their business, and you'll have this person's experience and know how at your disposal.

Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

Basic Terms and Conditions, FRANCHISE AGREEMENT



- (1) Brand Name: You can select from our brands*
- (2) Number of Restaurants: One for each agreement*
- (3) Initial Franchise Fee: JPY 3,000,000 per Location*
- (4) Security Deposit: JPY 1,000,000 per Location*
- (5) Training Fee of Store Managers in Japan: JPY 500,000*
- (6) Opening Support Fee: JPY 30,000/day, one training officer at a new opening store*
- (7) Supervising: Twice in a year*
- (8) Design Advisory Fee: JPY 1,000,000 per Location*
- (9) Running Royalty Fee: 5% of Monthly Sales*
- (10) Term of Franchise Agreement: 5 years*
- (11) Commission for Contract Renewal: JPY 500,000*

The time is now! Get more details by sending e-mail to: cs@rosecoltd.com
FRANCHISE SALES WILL REACH OUT TO YOU SHORTLY!

Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

Our franchise system for global partners



Franchise Package

Our franchise package is based on our successful experience of acquiring the right of franchise business of the selected popular stores in Japan. You can be a franchisee of the brand from those Rose selected best stores around Tokyo area.

Product Development

We have kept challenging the product development to meet our customers' high expectation. We will be providing attractive and unique products which suite for your country and culture.

Advice and Guidance Services

We give advises on making the restaurant to maximize its efficiency. For example, we give advises on the restaurant's design including the layout and interior furnishing, kitchen equipment, the POS system etc....

Training

Our training is not only on cooking noodles and providing services, but also on human resource development and cost management. The training will be held in Japan.

Opening support

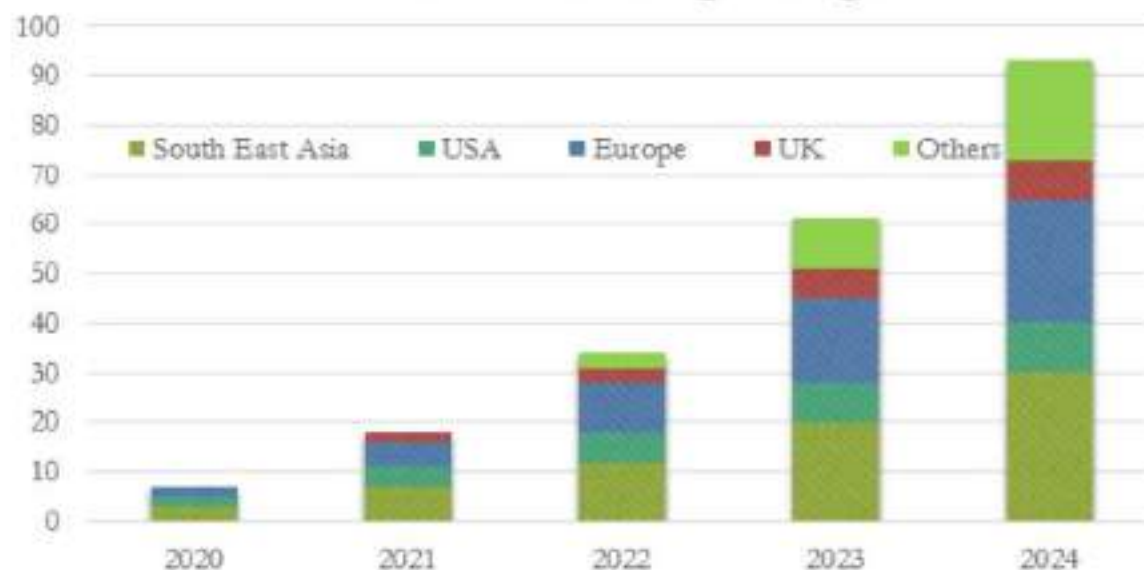
The trainer from ROSE will go to your new store to train store managers and staffs before and after the opening day.

Supervising

Supervisor will visit your store regularly sharing the latest know-how to keep the quality of the products and service of your store, and maintain high profitability.

Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

Plans of new openings



The First Stage
(2020)

~ New openings in major cities in South East Asia

The Second Stage
(2021-2022)

~ Achieve to open 30 restaurants including Europe and the USA

The Third Stage
(2023-)

~ Business expansion to all over the world

Selected Brands in Tokyo area

Okudo Tokyo

Okudo Tokyo was from Miyazaki-city, Kyushu island and founded in Shinjuku Tokyo Japan.

This store has the world best tasty Tantanmen noodles. And also has simple Chinese noodles, and Torigara Ramen. All visitors will be the store fan to become the regular customers.

Okudo is pretty popular among female customers.



Kikka

Kikka was also founded in Shinjuku Tokyo. Its has Tonkotsu, Miso, Shoyu Ramens. You can choose thick noodles or thin noodles. Its' very nice to come in rich soup featuring pork-bone broth, chicken oil called CHIIYU, and soy-sauce. The noodles are usually topped with a large slice of seaweed and spinach. Kikka placed its main shop in Meguro and their noodles addicted local ramen noodle experts for years. It now attracts visitors from all over Japan and the world. Kikka is developing its brand based on more than 15 years of the history.





Okudo Tokyo's house-made noodles are medium thin and made with exclusive wheat. We have put our time and effort to develop the recipe: we intentionally rest the noodles for a while like the method of aging and the noodles goes perfectly well with the rich soup.



Okudo Tokyo Tantanmen comes from Miyazaki-city, Kyushu island. It is one of the origins of Tantanmen noodles. Okudo Tokyo's mild soup and firm thin noodles are favored by Ramen noodle fans, male and female of any ages.

Our special red sauce is made with hot chili and secret ingredients. The addictive spicy flavor comes after slightly sweet taste.



A variety of topping on the Ramen is also what makes Kikka noodles different from others. The toppings vary from standard as slices of roasted pork, spinach, egg to your choice of green onion, Doubanjiang, garlic, peppers, and vinegar. Depending on the toppings you chose, you can make it your own.



The rich and clear taste TONKOTSU (pork-bone broth) soup is made of fresh pork bones. The recipe has not changed for more than 15 years. The soup is condensed with UMAMI of slowly boiled pork bones.



The sauce recipe was revised for many times to make a good combination with the soup. It is balanced with salty and sweet taste by blending secret ingredients.



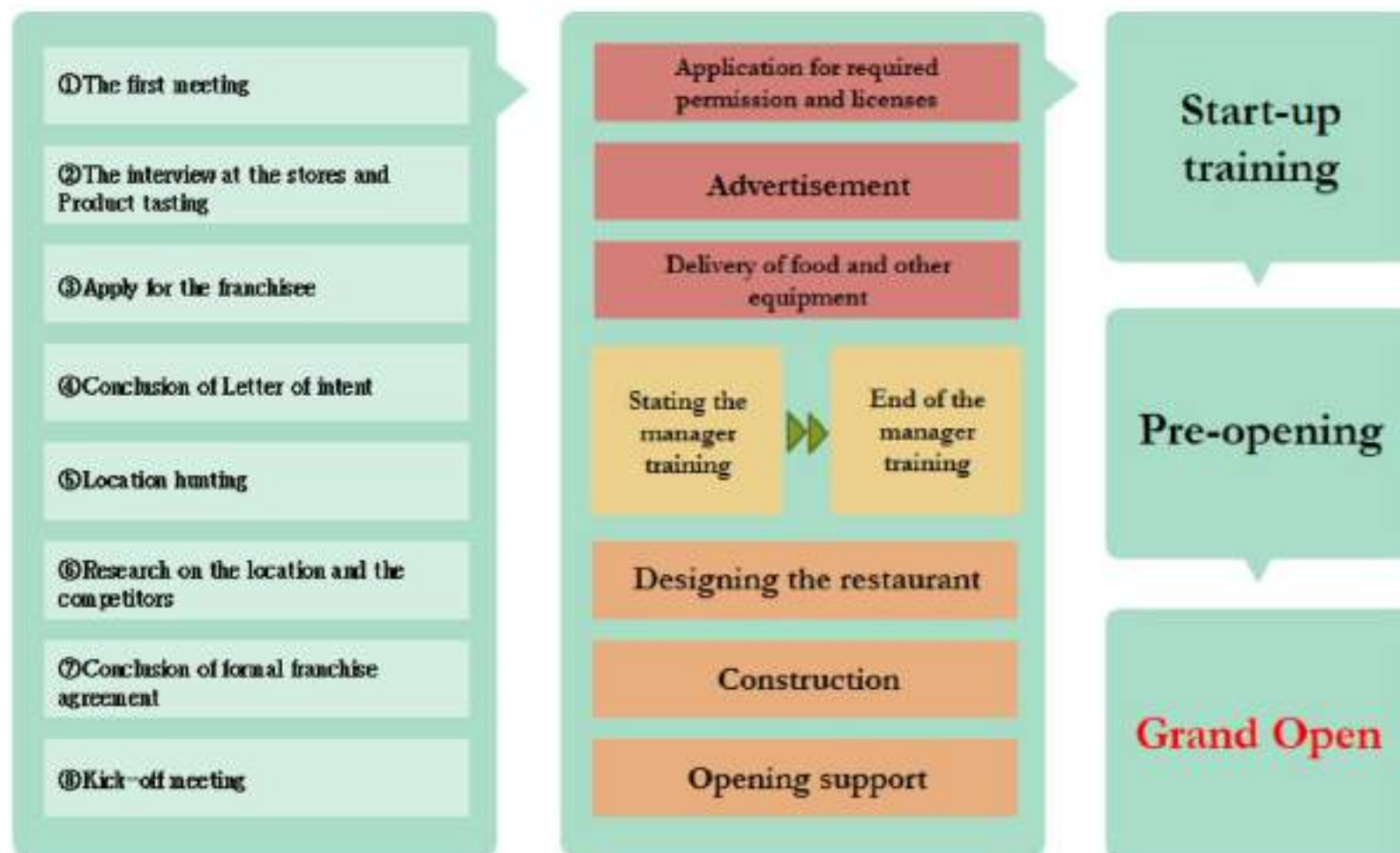
Our thin and straight noodles are made with carefully considered amount of water to bring out texture of noodles and aroma of flour. The perfect blending of flour makes the exquisite texture.



Exterior/Interior



Steps to open the restaurant



Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

| | Okudo Tokyo・Kikka |
|-----------------------|--|
| Franchising Fee | 3,000,000 JPY |
| Security Deposit | 1,000,000 JPY |
| Training Fee | 2nd store managers 500,000 JPY (in Japan) |
| Opening support | 30,000 JPY/day |
| Supervising | Twice a year |
| Design Advisory Fee | 1,000,000 yen |
| Royalty | 5% of Monthly Gross Sales |
| Term of the Agreement | 5 years |
| Contract Renewal Fee | 500,000 yen |

※ The deposit will be returned upon the conclusion of agreement. The deposit will be canceled in case you have any credit to us, however, and the remaining will be returned.

※ The transportation and accommodation cost for the instructors from Rose to instruct and support the store shall be paid by franchisees.

Please feel free to contact us for any inquiries. E-mail cs@rosecoltd.com

