



# Connecting cultures. Cultivating happiness. One chicken tender at a time!



PONKO is home to eats meets west, where Japanese and Western fare converge. It's straight from the heart. Authentically Japanese. Authentically Western.

**PONKO** has clearly achieved what they like to call the "cravability" factor. Many of their guests are eating PONKO 2-3 times a week. Their price points are competitive, and their brand appeals to a broad spectrum of visitors. PONKO is a unique product which distinguishes itself from other cuisines and brands. There is not another chicken concept that can be compared to the PONKO experience, which might explain their collection of awards and accolades.

#### AWARDS

- Three-Peat Winner at Taste of Atlanta
- Top Selling Vendor at Super Bowl Live
- Best Fried Chicken at ATL CluckFest
- Best Taste at Midtown Alliance
- Best Salad Atlanta Magazine Reader's Choice
- Six Category Winner Access Atlanta's Best of Atlanta

#### REVIEWS

- Yelp's - People Love Us Award
- 5 STAR Ratings on Google
- 5 STAR Ratings on Yelp
- 5 STAR Ratings on Facebook

#### BRAND

- Hip and Modern
- Unique and Remarkable
- Efficient and Friendly
- Cool Playlists

#### CULTURE

- Caring for Others
- Character is Core
- Connecting with Consistency

#### PRODUCT

- Amazing Quality
- Undeniable Cravability
- Consistent Experience

## ABOUT

- Headquarters: Atlanta GA
- Total Corporate Units: 5
- Total Franchise Units: 5
- Drive-thru Units Under Contract: 3
- Average Sales\*: 1.67 million

## QUALIFICATIONS

- \$750k - \$3m in Equitable Assets
- \$200k - \$600k in Liquid Capital
- Credit in Good Standing
- Proven Source of Income

## EXPECTATIONS

- Investment: \$299k - \$675k (In-line)
- Investment: \$1.5m - \$3m (Drive-thru)
- Building Time: 3 - 18 months
- Franchise fee: \$50k
- Royalties: 7%
- Marketing: 2%

## OPPORTUNITIES

- Single Unit Franchisee
- Multi-Unit franchisee
- Area Developers
- Master Franchisees

\*2022 average sales of Prototype D stores open all 12 months of the year.

## BENEFITS

- Simple Business System
- Low Labor Costs
- Minimal Restaurant Experience Needed
- Existing Vendor Relationships
- Ongoing Guidance & Support
- Advanced Tech Systems
- Health Conscious Ingredients

## TRADE AREA

- Median Household Income of \$75,000 or Greater
- Strong Daytime and/or Residential Population
- Strong Anchored Centers
- High-profile Retail Corridors
- Good Visibility to the Street

## REAL ESTATE SPECS

- 2,700 - 3,300 Sq Ft
- Endcap (for drive-thru and patio)
- Drive-thru (stand alone)
- In-line (Enough side walk for outside seating)
- Easy Ingress and Egress into Shopping Center
- College Campuses
- Airport Terminals

## CERTIFIED MANAGEMENT PROGRAM

- Skill Development
- Product Knowledge
- Business Management
- Operations
- Customer Service
- Team Care Program

## ON-GOING SUPPORT

- Operations
- Marketing
- Purchasing
- Accounting & Legal
- Quality Control Audits
- Franchise Business Development Coaching
- Ongoing Research & Development



## CONTACT

# PONKO



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