

CHEVAP®

CHEF'S SIGNATURE HALAL GRILL

FRANCHISE BROCHURE

2025

WELCOME TO

CHEVAP®



**JOIN A LEGACY
OF FLAVOR AND
OPPORTUNITY**

CHEVAP®

Traditional Taste Meets Modern Business Growth

At **CHEVAP**, we're more than just a brand – we're a vibrant experience that captures the heart of Balkan and Mediterranean culinary tradition, brought to life with modern flair. Founded in 2021 and proudly franchising since 2025, **CHEVAP** has rapidly expanded with 12 company-owned locations. We're now inviting entrepreneurs to join us in taking this distinctive concept worldwide.

Our menu features beloved grilled specialties like ćevapi and pljeskavica, made with high-quality ingredients and prepared using time-honored recipes. **CHEVAP** delivers a unique blend of tradition and efficiency, providing guests with an exceptional dining experience in a relaxed, welcoming atmosphere - perfect for a quick meal or a casual gathering with friends and family.

With a proven, efficient franchise model, we're blending the warmth of our heritage with the operational tools and support that empower franchisees to succeed. **CHEVAP** offers a compelling opportunity to grow alongside a brand that values quality, innovation, and authentic cultural appeal. Join us in bringing the unforgettable taste of **CHEVAP** to new markets!





CHEVAP®

Chef's signature halal grill

OUR AUDIENCE
– SERVING FLAVOR LOVERS
ACROSS GENERATIONS

CHEVAP®

A Culinary Experience for Every Taste and Every Moment

CHEVAP is crafted to appeal to a diverse yet discerning audience, bringing the rich flavors of Balkan and Mediterranean cuisine to a wide array of guests. Our target customers include everyone from busy professionals and young families to food enthusiasts seeking quality, authenticity, and convenience. We aim to attract people who appreciate bold flavors in a casual, welcoming environment – a place where tradition meets the vibrancy of modern dining.

OUR BRAND VALUES EMPHASIZE:

Quality & Freshness of Ingredients

Only the finest meats, spices, and locally sourced products are used, ensuring every dish is a memorable taste experience.

Efficient and Friendly Service

With optimized processes, **CHEVAP** combines fast-casual dining speed with an authentic, sit-down experience.

A Unique Atmosphere

Designed to be comfortable yet stylish, our interiors reflect a balance of traditional cultural elements with a modern touch, creating a space where guests feel truly at home.

At **CHEVAP**, our goal is to offer an experience that resonates deeply with each customer. Whether they're stopping by for a quick lunch or a relaxed dinner with family, guests can count on quality, warmth, and that unmistakable **CHEVAP** flavor.



**THE CHEVAP FRANCHISE
OPPORTUNITY
– GROW WITH US**

CHEVAP®

A Proven Model with Comprehensive Support for Success

Joining the **CHEVAP** family means becoming part of a brand that's rooted in tradition yet forward-thinking in its business approach. We've built a franchise model designed to set our partners up for success, providing all the essential tools, guidance, and support needed to thrive in today's competitive market.



Why Choose CHEVAP?



ESTABLISHED BRAND RECOGNITION

With 12 successful units and a loyal customer base, **CHEVAP** is a trusted name synonymous with authentic quality and exceptional service.

EXCLUSIVE TERRITORY RIGHTS

Each franchisee benefits from an exclusive territory, ensuring a dedicated customer base without internal competition from other **CHEVAP** units.

COMPREHENSIVE TRAINING

Franchisees undergo an extensive training program, starting at our flagship store to learn the **CHEVAP** philosophy, customer service standards, and operational excellence. Training then continues on-site, focusing on daily procedures to ensure smooth operations from day one.

CONTINUOUS SUPPORT

From marketing to operations, our franchise team offers ongoing support tailored to your needs, empowering you to focus on growth and customer satisfaction.

A THRIVING MARKET

The demand for quality, fast-casual dining options is at an all-time high. With **CHEVAP**, franchisees can leverage a model that caters to this demand with a unique, authentic twist.

Our franchise program is built for those who are passionate about quality food and eager to bring a one-of-a-kind dining experience to new markets. Join CHEVAP and share in the excitement of delivering exceptional taste and value to your community.



CHEVAP®

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**MASTER FRANCHISE
OPPORTUNITY
– LEAD CHEVAP
IN YOUR COUNTRY**

CHEVAP®

Expand Your Portfolio with Exclusive Market Rights

For entrepreneurs looking to make a substantial impact, **CHEVAP** offers a Master Franchise opportunity that grants exclusive rights to develop and manage **CHEVAP** locations across an entire region or country. This model allows master franchisees to play a pivotal role in the brand's expansion by establishing new locations, recruiting and supporting sub-franchisees, and driving **CHEVAP**'s growth in your territory.



Benefits of the Master Franchise Model

EXCLUSIVE MARKET RIGHTS

As a Master Franchisee, you gain exclusive rights to operate **CHEVAP** in your designated country, eliminating internal competition and maximizing your market reach.

MULTIPLE REVENUE STREAMS

Beyond operating your own locations, master franchisees benefit from additional income generated through franchise fees, royalties, and ongoing support services provided to sub-franchisees.

BRAND LEVERAGE

Master franchisees have the advantage of launching a proven, recognized brand, benefiting from **CHEVAP**'s established identity and loyal customer following.



COMPREHENSIVE RESOURCES AND SUPPORT

Our team equips you with extensive training, marketing strategies, and operational guidance to ensure a smooth rollout of **CHEVAP** locations in your territory.

GROWTH POTENTIAL

With rising demand for authentic and quality food options, the **CHEVAP** brand is well-positioned for success in markets worldwide.

If you have a background in business development, a commitment to quality, and the drive to build a successful network, the **CHEVAP** Master Franchise could be the perfect opportunity. Join us in delivering a unique culinary experience to new communities, shaping the future of **CHEVAP** in your country, and growing a legacy of flavor and opportunity.



CHEVAP®

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**COMPREHENSIVE TRAINING
AND ONGOING SUPPORT
– SETTING YOU UP
FOR SUCCESS**

CHEVAP®

Your Success is Our Priority

At **CHEVAP**, we understand that a strong foundation is key to franchise success. That's why we offer an extensive training program designed to equip our franchisees with all the knowledge and skills needed to operate efficiently and maintain our high standards. From hands-on training to ongoing guidance, we're with you every step of the way.



Our Training Program



FLAGSHIP STORE IMMERSION

Franchisees start their journey at our flagship location, immersing themselves in the **CHEVAP** experience. This training covers customer service standards, menu management, marketing, financial operations, and unique processes tailored to food service success.

ON-SITE TRAINING

Following flagship training, franchisees receive hands-on instruction at their own location. This phase reinforces daily procedures, service standards, and menu offerings, helping franchisees deliver the quality and experience that customers expect from **CHEVAP**.

At CHEVAP, we are committed to providing the resources and support that empower you to succeed. With our comprehensive training and a dedicated support team, you can confidently focus on growth and delivering the exceptional CHEVAP experience that customers love.

ONGOING DEVELOPMENT AND SUPPORT

After opening, **CHEVAP** franchisees benefit from continuous support, including operational guidance, marketing assistance, and performance insights. Our team is always available to provide updates on new offerings, promotional strategies, and other tools to keep your business growing.

EXCLUSIVE TERRITORY & MARKET ASSISTANCE

We ensure each franchisee has an exclusive territory to build a loyal customer base, and we offer tailored advice to help you make the most of your market.

Chevap Burger

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING ELIT

- 11 EUR -

CHEVAP

Jedini čevapi sa roskastim srcem.

Desetka

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING ELIT

- 11 EUR -

CHEVAP

Jedini čevapi sa roskastim srcem.

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Jedini čevapi sa roskastim srcem.

**THE IDEAL CHEVAP FRANCHISEE
– ARE YOU READY TO
JOIN THE LEGACY?**

CHEVAP®

Passion for Flavor, Dedication to Success

CHEVAP seeks franchise partners who share our commitment to quality, customer satisfaction, and business growth. Our ideal franchisee is more than just an investor; they're a dedicated partner ready to uphold the values of our brand and drive **CHEVAP**'s mission in new markets.

CHEVAP
CHEF'S SIGNATURE HALAL GRILL



Key Qualities of a CHEVAP Franchisee



PASSION FOR FOOD AND CULTURE:

A love for authentic flavors and cultural richness is essential. Ideal franchisees appreciate the unique experience **CHEVAP** offers and are excited to share it with their community.

CUSTOMER-CENTRIC FOCUS

We value partners who prioritize guest satisfaction and understand the importance of creating a warm, inviting environment that keeps customers coming back.

BUSINESS AND TEAM LEADERSHIP

Strong business acumen and leadership skills are crucial. Ideal franchisees have experience in managing operations, leading a team, and making strategic decisions that drive growth.

COMMITMENT TO BRAND STANDARDS

CHEVAP is dedicated to quality and consistency. We seek franchisees who respect our standards and are committed to maintaining the high quality and service that define our brand.

LOCAL MARKET KNOWLEDGE AND COMMUNITY ENGAGEMENT

Ideal franchisees have a deep understanding of their local market and are well-connected within their communities. They're proactive about marketing and engaging with their customer base.

If you're motivated, business-minded, and passionate about bringing a unique culinary experience to your area, you may be the perfect fit for CHEVAP. Join us and become part of a network that values quality, tradition, and the joy of exceptional food.



CHEVAP®

Chef's signature halal grill

**CHOOSING THE
PERFECT LOCATION
– WHERE CHEVAP THRIVES**

CHEVAP®

Strategic Spaces for Maximum Customer Reach

Finding the right location is critical for the success of your **CHEVAP** franchise. Our brand thrives in high-traffic areas where customers can easily access our delicious offerings. We recommend three main types of locations, each suited to different customer profiles and business advantages.



SHOPPING MALLS

– High Visibility, High Volume

Shopping malls are ideal for **CHEVAP** locations, providing exposure to a diverse audience and high foot traffic. With their convenient, all-in-one atmosphere, malls attract shoppers, families, and busy professionals looking for quality food options. **CHEVAP** stands out as a go-to choice for a quick yet satisfying meal, offering an authentic dining experience in a fast-casual setting.

STREETFRONT LOCATIONS

– Community Engagement and Brand Presence

Streetfront locations allow **CHEVAP** to become a recognizable part of the neighborhood. These sites offer excellent visibility and enable franchisees to create a strong community presence. Positioned in bustling areas with high pedestrian traffic, **CHEVAP** can serve as a convenient option for locals looking for an authentic, flavorful meal. Streetfront locations are especially effective for building a loyal customer base and increasing brand awareness.

DELIVERY-FOCUSED OUTLETS

– Meeting the Demand for Convenience

As demand for food delivery continues to grow, **CHEVAP** delivery-only or delivery-focused locations provide a flexible and efficient way to reach customers who prefer dining at home. These locations operate with streamlined setups and minimal space requirements, allowing franchisees to serve a wider audience without the need for a full dine-in setup. Delivery outlets ensure **CHEVAP** can meet customers wherever they are, expanding our reach and adapting to modern dining habits.

GUIDANCE AND SUPPORT FOR SITE SELECTION

CHEVAP provides franchisees with expert assistance in selecting the right location. Our team offers insights into local demographics, foot traffic, and market potential, ensuring each franchisee finds a location that maximizes their investment. Together, we can choose a location that aligns with the brand's goals and captures the hearts of your community.

CHEVAP

Product name
PRODUCT DESCRIPTION LOREM
IPSUM DOLOR SIT AMET
- 11 EUR -



100% halal
CHEF'S
QUALITY

CHEVAP

Chef's signature halal grill

Product name
PRODUCT DESCRIPTION LOREM
IPSUM DOLOR SIT AMET
- 11 EUR -

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Product
PRODUCT DESCRIPTION
- 11 EUR -

**WHAT YOU RECEIVE AS
A CHEVAPFRANCHISEE
– YOUR PATHWAY TO SUCCESS**

CHEVAP®

A Comprehensive Partnership for Growth & Excellence

When you join **CHEVAP**, you're gaining more than a franchise – you're becoming part of a powerful brand with a deep commitment to your success. We offer our franchisees a complete support system, from our established brand reputation to hands-on operational guidance, ensuring you have all the tools you need to thrive.



BRAND RECOGNITION

– Start Strong with a Trusted Name

CHEVAP is a well-known brand synonymous with quality, tradition, and an exceptional dining experience. As a franchisee, you benefit from immediate brand recognition and a loyal customer base, which accelerates your market entry and builds trust with new customers. Our established brand reputation helps you attract a steady stream of guests from day one.

PROVEN BUSINESS MODEL

– Gain Confidence with a Refined System

With years of experience and success, **CHEVAP** provides a tried-and-tested business model that minimizes risk and sets you on the path to profitability. Our refined operational systems, including supply chain management, customer service protocols, and quality control processes, are tailored to support efficient operations and maximize returns.

COMPREHENSIVE TRAINING

– Equip Yourself with In-Depth Knowledge

We provide every franchisee with a comprehensive training program covering all aspects of the business. From food preparation and customer service to financial management and marketing, our training ensures you have the knowledge and skills needed to operate with confidence. This ongoing education empowers you to deliver the authentic **CHEVAP** experience consistently.

MARKETING AND PROMOTION

– Reach Your Audience with Proven Strategies

CHEVAP supports franchisees with impactful marketing strategies and promotional materials designed to attract and retain customers. Our team assists with national and local marketing efforts, creating awareness and excitement around your location. We also provide guidance on digital marketing and social media to help you build a loyal following and stay top-of-mind with your customers.

ONGOING OPERATIONAL SUPPORT

– A TEAM DEDICATED TO YOUR SUCCESS

Our support doesn't stop once you open your doors. **CHEVAP** franchisees benefit from continuous operational guidance, from day-to-day management tips to trouble-shooting assistance. Our team is always available to offer insights, answer questions, and provide advice tailored to your business needs, ensuring you can focus on growth and guest satisfaction.

EXCLUSIVE SUPPLIER PARTNERSHIPS

– Quality and Cost Efficiency

We've established partnerships with trusted suppliers, enabling franchisees to access high-quality ingredients at competitive prices. Our supplier network ensures consistency in quality, helps you manage costs effectively, and keeps you stocked with everything you need to meet customer expectations.

INNOVATION AND MENU DEVELOPMENT

– Stay Ahead of Trends

At **CHEVAP**, we're constantly innovating to stay ahead of culinary trends and customer preferences. Franchisees benefit from regular updates to our menu and operational practices, ensuring you can adapt to new market demands while maintaining the brand's core values. Our team actively seeks feedback and collaborates with franchisees on improvements, creating a dynamic and responsive business environment.

A COLLABORATIVE FRANCHISE NETWORK

– Support from a Growing Community

Joining **CHEVAP** means becoming part of a supportive community of franchisees who share experiences, insights, and best practices. This collaborative network allows you to learn from others and contribute to a growing brand that values each franchisee's role in its success.

By partnering with **CHEVAP**, you're not only gaining access to a robust support system but also joining a brand dedicated to helping you succeed. From strong brand recognition to a comprehensive training and support network, **CHEVAP** equips you with everything you need to build a thriving business and make a lasting impact in your community.



CHEVAP®

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**INVESTMENT OVERVIEW
– A TRANSPARENT PATH
TO OWNERSHIP**

CHEVAP®

Your Investment in Quality and Growth

Starting a **CHEVAP** franchise is an investment in a recognized brand with a strong foundation for success. We offer a clear and transparent financial structure to ensure our franchisees understand the costs associated with joining our network and operating a **CHEVAP** location. Below is a detailed breakdown of the key financial components, so you can assess the total investment required to bring **CHEVAP** to your community.



Entry Fee (or Exclusivity Fee for Master Franchise)

SINGLE UNIT FRANCHISE FEE €20,000

This fee grants franchisees access to **CHEVAP's** brand, operational systems, and comprehensive support network for a single location.

MASTER FRANCHISE FEE:

For those interested in exclusive rights for an entire country or region, **CHEVAP** offers a Master Franchise model with an exclusivity fee. This fee is designed for those ready to oversee and expand **CHEVAP** across a larger territory, benefiting from a unique, country-wide presence and the ability to manage sub-franchisees.

Royalty Fee

7% OF GROSS SALES

This ongoing royalty fee is dedicated to the support and continuous development of the **CHEVAP** brand. By contributing this fee, franchisees gain access to ongoing operational support, marketing assistance, and continuous improvements to the business model.



Initial Capital Expenditure (CapEx)

Setting up a CHEVAP location requires a one-time investment to cover the establishment and launch of your business. Here is a breakdown of the estimated CapEx based on our operational standards:

UNIT CAPEX (LOCATION SETUP)

€250,000 – €350,000

This range includes all necessary investments to establish a fully operational **CHEVAP** location, from construction and interior design to equipment and furnishings.

SHIPPING COST:

€2,500 – €5,000

Covering the cost of transporting necessary equipment, materials, and products to your location.

OPENING INVENTORY

€30,000 – €50,000

Stock your store with high-quality ingredients and supplies needed to provide the authentic **CHEVAP** experience from day one.

SUPPLIES

€1,500 – €5,000

Includes initial supplies such as utensils, packaging, and other operational necessities.

OPENING ADVERTISING

€10,000 – €20,000

Marketing costs to generate buzz around your grand opening, including local promotions, digital campaigns, and signage.

MISCELLANEOUS EXPENSES

€500 – €3,000

This may include small expenses such as business licenses, utility deposits, and minor equipment.

ADDITIONAL FUNDS FOR THREE MONTHS

€15,000 – €50,000

A recommended reserve to cover initial operating expenses as you establish your customer base.

Total Estimated Investment

TOTAL INVESTMENT RANGE €329,500 - €503,000

This estimate includes all essential startup costs, providing a comprehensive view of the financial commitment required to launch and operate a **CHEVAP** franchise.

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At **CHEVAP**, we are committed to offering a structured and transparent investment model. We provide franchisees with the tools and support needed to optimize returns on this investment, while our trusted brand and proven model reduce the risks associated with entering the market.

We invite you to explore this investment opportunity with us and take the first step towards owning a **CHEVAP** franchise. Together, we can bring the beloved flavors and quality of **CHEVAP** to new communities, setting you on the path to a rewarding and profitable business journey.



Estimated Initial Investment

INVESTMENT:	MIN.	MAX.
Initial Franchise Fee (Single Unit)	20,000€	20,000€
Unit CapEx	250,000€	350,000€
Shipping Cost	2,500€	5,000€
Opening Inventory	30,000€	50,000€
Supplies	1,500 €	5,000€
Opening Advertising	10,000€	20,000€
Miscellaneous Expenses (business license, utility deposits & small equipment)	500€	3,000€
Additional Funds – three months	15,000€	50,000€
ESTIMATED TOTAL	329,500€	503,000€

Franchise Fees

NAME OF FRANCHISE FEE	MIN.	MAX.
Royalty Fee	7%	7%
Marketing fee	0%	0%
Local Advertising	Established by franchisees	
Additional funds	Established by franchisees	
Training fee	200€ per day of the training	
Taxes and Other Fees	Varies by country	
POS Software fee	TBD	

