

**FRANCHISE  
OPPORTUNITY**  
フランチャイズの機会

真 すし亭  
SUSHI  
TEI

真 すし亭  
SUSHI  
TEI

A Good Deal of Sushi



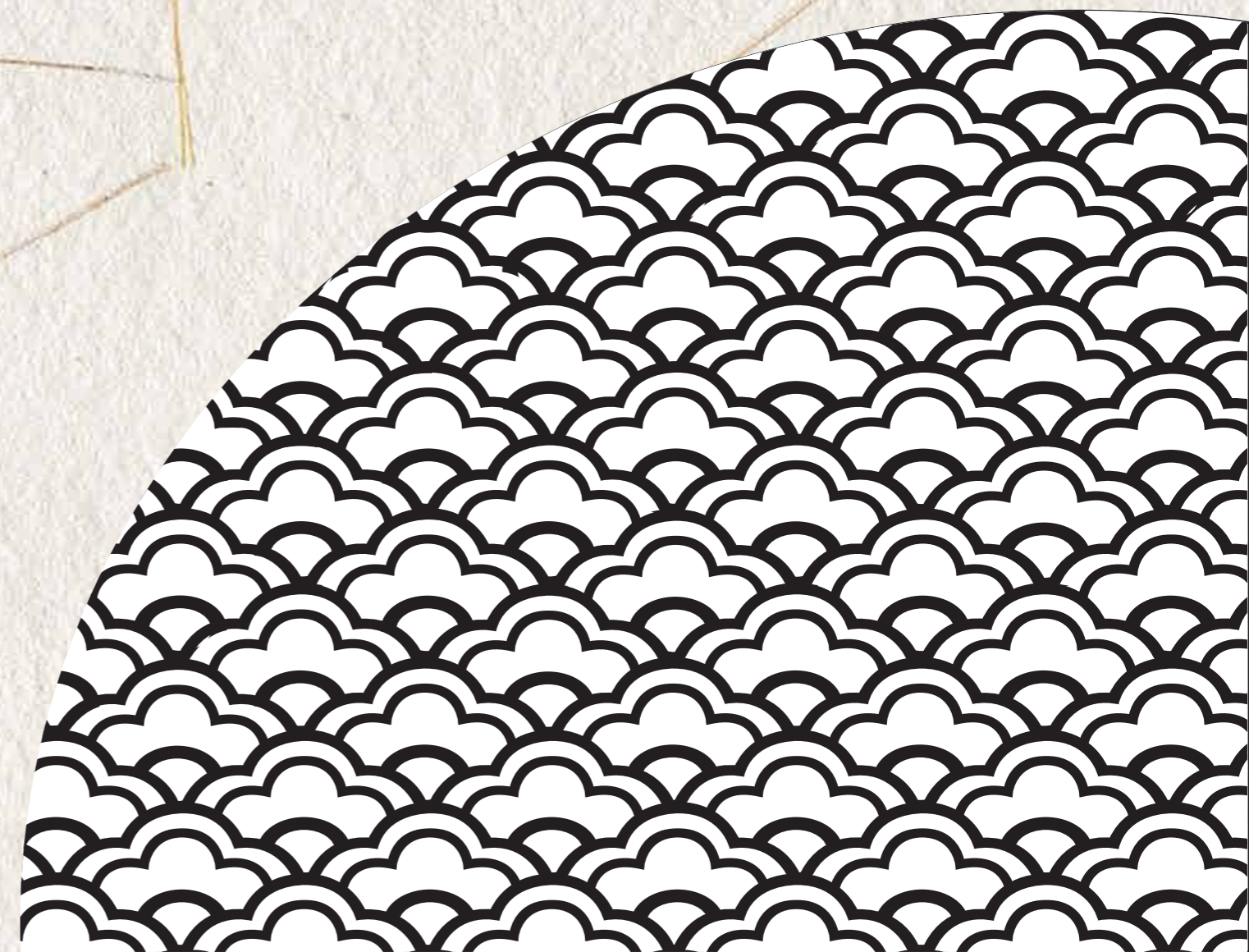


---

## FRANCHISING OPPORTUNITY IN AUTHENTIC JAPANESE CUISINE

---

Sushi Tei now offers you a **great opportunity** to be its Franchisee! As a Sushi Tei Franchisee, you can now leverage on our more than 15 years of authentic Japanese cuisine **experience** and **success** to operate **your own** Japanese restaurant.







# FRANCHISING OPPORTUNITY IN **AUTHENTIC JAPANESE CUISINE**

---

Sushi Tei now offers you a great opportunity to be its Franchisee! As a Sushi Tei Franchisee, you can now leverage on our more than 15 years of authentic Japanese cuisine experience and success to operate your own Japanese restaurant.







Sushi Tei - Where **pristine culinary skills** and **incisive expertise** with an innate appreciation of nature come together to inspire and enhance the experience of **true Japanese dining**.

---

Founded in 1994 with a Japanese as one of the founding members, Sushi Tei aims to offer the most authentic and satisfying experience in Japanese cuisine. Sushi Tei's unique blend of fresh and original dishes combine the best of Japanese tastes and is recognised for serving authentic Japanese cuisine.

Sushi Tei's restaurants feature a menu selection of over 250 items that cater to a wide range of diners seeking a genuine Japanese dining experience. Whether its sashimi, tempura, sushi or any of the wide range of creatively designed appetisers and desserts, each of our dishes reflects the quality standards that the Sushi Tei brand represents.

With strong brand values and an unwavering commitment towards quality, Sushi Tei has grown from its humble beginnings in Holland Village in Singapore to an impressive chain of outlets all over the country, and across Australia, China, Indonesia and Malaysia, with over 2,000 employees.

With the support of franchisees, Sushi Tei aims to continue to spread its footprints across Asia Pacific and beyond.





# WE PROVIDE **COMPREHENSIVE FRANCHISE SUPPORT**

**As a Sushi Tei franchisee, you will benefit from our comprehensive franchise support, including:**

## **1. Start-Up Training and Support**

We will provide comprehensive start-up training and support, including on-the-job training for your key personnel covering the different aspects of the franchise business. We will also provide guidelines and on-site advice in designing, setting up and launching your restaurant outlet.

## **2. On-Going Training and Support**

We will provide on-going training and support to you in operating the restaurants, including sourcing of raw materials and ingredients, recruitment of key staff such as chefs, annual on-site business review and strategy development. We will also provide you on-going business development, marketing, and enhancements to your business.

As your partner in franchising, we are dedicated to helping you build and grow your business on a long-term basis.

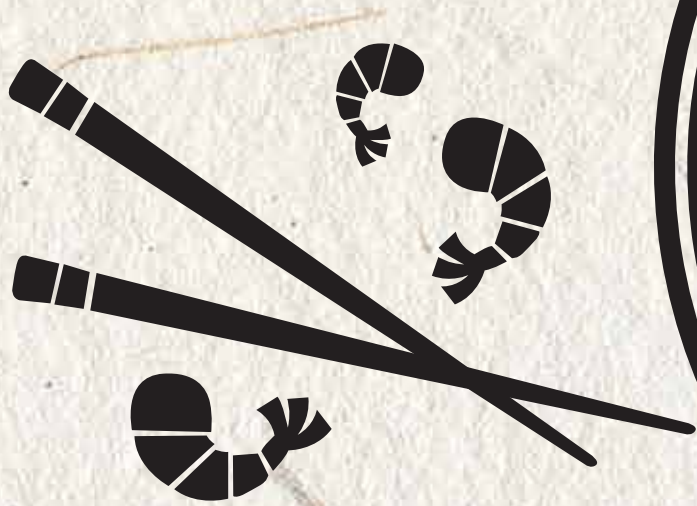
## **3. Franchise Manual**

We will provide you a comprehensive franchise manual to guide you in managing and running your restaurant operations. This manual has been produced with the franchisee in mind and contains user-friendly and easy to understand guidelines and procedures.



**SUSHI TEI**





**Moreover, you will get to enjoy the following benefits from being part of the Sushi Tei franchise network:**

**1. Our Established Brand Name in Authentic Japanese Cuisine**

You will have instant access to Sushi Tei's established brand name in offering authentic Japanese Cuisine and a proven dining concept.

**2. Our Proven Business System and Methods**

You can tap onto Sushi Tei's proven business system and methods with on-going transfer of know-how. Sushi Tei will shorten the learning curve of you the Franchisee by providing advice on various areas of the franchise business.

**3. Our Continuing Research & Development**

Sushi Tei's wide selection of Japanese cuisine is created and constantly innovated at the Franchise headquarters in Singapore. New menu items will be created and refined regularly in our own Restaurants before they are shared with our Franchisees. Sushi Tei is committed to continuously develop new menu items to provide an exciting and memorable dining experience.

**4. Our Passionate Commitment to Quality**

Sushi Tei's cuisine is of a consistently high quality and to the discerning customer, our food is several notches above other Japanese dining concepts. We use only the finest ingredients in our cuisine and we take great pains to pay attention to the details in both the taste and presentation of our cuisine.

