



SUBWAY[®]

FRANCHISEE BROCHURE



OUR INGREDIENTS – YOUR CREATION

The recipe for a successful **Subway®** franchise is not a secret.

In our cooperation we rely on a trusting relationship with independent entrepreneurs who strive for long-term cooperation and multi-unit ownership. We introduce you to our **Subway®** brand with its high-quality products, existing system structures and our expert consulting team and we also offer you our business expertise and industry experience.

Your contribution is the willingness to invest your skills in your **Subway®** restaurant. In this way, you will not only contribute to the growth and economic success of your own restaurant, but that of the entire **Subway®** family.

Subway® is the world's largest restaurant chain with around 37,000 franchised restaurants run by around 20,000 franchisees.

More than half of our franchisees are multi-unit owners of multiple restaurants - a development that we encourage and proactively promote. In Germany more than 600 **Subway®** restaurants offer the popular sandwiches - and the trend is rising. As one of the best-known and most popular brands in the food-service industry, we are always on the lookout for qualified partners with an entrepreneurial spirit for the expansion of our franchise system.



WHAT WE OFFER

THE BRAND

As a global brand with more than 37,000 locations we stand for the highest restaurants, for the highest quality products and customer service. **Subway®** has been a successful brand for over 55 years and, as a family-run company, stands for tradition and the future. The brand awareness on the German market is around 99%. In international and national rankings, **Subway®** is one of the most popular and best known companies in the industry. Our franchisees also benefit from this awareness and trust in our brand - then, today and tomorrow. Despite global crises and challenges the sales figures of the **Subway®** franchise have grown. In order to continuously increase the popularity and awareness of the Subway brand, 4.5% of the net sales of each **Subway®** franchise restaurant are allocated to a national marketing budget.

THE SYSTEM

FAST, FLEXIBLE, PROVEN.

Standardized processes are an essential feature of system gastronomy. They ensure consistent processes at all sites and guarantee consistently high quality. The **Subway®** system has been proven for more than fifty years and constantly gets developed and optimized. Recent developments include the expansion of the delivery and take-away business and the digitalization of the restaurants, among other things, in order to successfully face the global changes and challenges. This flexibility and adaptability in a proven system distinguishes **Subway®** as a strong brand.



EASY TO LEARN AND EXECUTE

We ensure you and your team receive full onboarding, training and a comprehensive education training program on the franchise system before you open your restaurant. During the entire process we assist you with our experienced competence team, from the initial contact to the opening of your restaurant and beyond.

FLEXIBLE CHOICE OF LOCATION

Between 15m² and 250m² (Ø 120m²), as a shop-in-shop concept, in food courts, or as a classic freestander - our franchise system is characterized by its flexibility.

TECHNICAL EQUIPMENT

The restaurant only needs a preparation room with some technical equipment - no fryers and, depending on local conditions, no grease separators.

SUPPLY CHAIN

The best quality of our ingredients is ensured by IPC Europe.

This is an independent European non-profit company owned by the franchisees. It was established to provide **Subway**[®] franchisees with financial savings and service benefits resulting from a high volume of purchases and a pan-European supply chain.

The goods are delivered to the franchisees in regular intervals in an uncomplicated and time-saving manner and they can rely on the highest product quality thanks to the suppliers.



THE TEAM

Subway® franchisees are supported every step of the way- from the first contact to the opening of the restaurant and beyond- by the system headquarters in Cologne as well as regional franchise experts.

The regionally responsible area managers with their supra-regional network are available as competent contact persons. They combine local market knowledge with know-how and know exactly what is important at **Subway®**. In day-to-day intervals they monitor compliance with the high system standards and analyze economic indicators together with the franchisee.

The support of the regional offices helps to make the restaurant a sustainable success.



THE PRODUCT

INDIVIDUAL, FRESH, CHANGEABLE.

Subway® sandwiches are as individual as our guests and our restaurants. We are fast and at the same time we offer fresh and individually prepared dishes. The quality of the products and the variety of offers are convincing. Our guests appreciate all of this and reward us with above-average visits. We are able to react flexibly to changes in society and nutritional trends by quickly and easily adding special offer ingredients to our product range. The existing supply chain management of IPC Europe ensures that the product is received and delivered smoothly to the restaurants. Our product portfolio is thus constantly being expanded and optimized, so that our guests can look forward to both tried-and-tested and new dishes and beverages. Our research and development team ensures that there is always new variety in the restaurants.



WHAT YOU SHOULD BRING WITH YOU

In addition to enthusiasm for the **Subway®** brand and its diverse product portfolio, it is above all the entrepreneurial qualities that should be among your qualities to successfully manage your **Subway®** restaurant. The ability and experience in dealing with employees and guest-oriented actions are key qualifications that we expect from you as a future franchisee. Likewise we are increasingly looking for **multi-unit ownerships**; franchisees with experience and success who already own several franchises of any brand.

WE ARE LOOKING FOR FRANCHISEES WITH THE FOLLOWING PROFILE:

- Completed university studies or completed vocational training with preferably commercial orientation
- Extensive professional experience in the field of employee management
- Leadership mentality: willingness to lead by example in day-to-day operations and to lend a hand if necessary
- Social skills: Ability to work in a team, openness, willingness to learn, creativity, Assertiveness and critical faculties
- Entrepreneurial spirit; responsible willingness to take risks and make investments
- Multi-Unit Ownership (MUO) as a clear objective of your career at Subway®
- Willingness to participate in Subway's intensive and informative training program for franchisees and successfully complete it
- Good to very good written and spoken German language skills
- The financial means and possibilities to become part of the Subway® System (financing volume: min. 150.000,-€ - 250.000,-€)



Please note that potential applicants who do not have the necessary motivation nor the financial means, will not be taken into consideration for requests to become a franchise partner. Only with entrepreneurial spirit, the right financial conditions and a great deal of passion, your application to **Subway®** has a chance of success. Write your own success story, as many franchise partners have done before you.

Do you feel you are a suitable candidate for a **Subway®** franchise restaurant? Then fill out our contact form right now and your personal contact person will get in touch with you as soon as possible.

[TO THE CONTACT FORM](#)

