



**A VISA FRANCHISE GUIDE:**

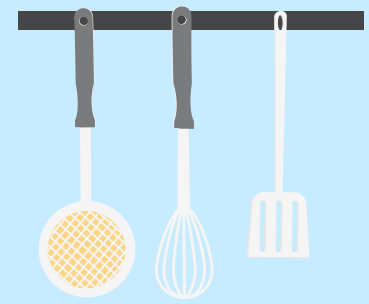
# **GHOST KITCHEN FRANCHISES**

**Visa Franchise LLC**  
**[www.visafranchise.com](http://www.visafranchise.com)**  
**contact: [info@visafranchise.com](mailto:info@visafranchise.com)**  
**phone: +1 (888) 550-7556**



**VISA**  
**FRANCHISE**

# Contents



**Page 3** | Overview

**Page 4** | Industry Numbers

**Page 5** | Benefits of Investing in a Ghost Kitchen: Efficient Budgeting

**Page 6** | Benefits of Investing in a Ghost Kitchen: Significant Flexibility

**Page 7** | Benefits of Investing in a Ghost Kitchen: Logistical Upgrade

**Page 8** | Example Unit Financials

**Page 9** | Example Ghost Kitchen Franchise Information

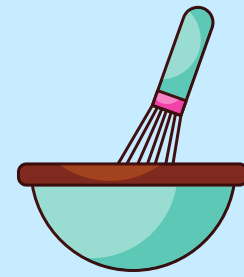
**Page 10** | Final Thoughts

# Overview



The market for Ghost Kitchen concepts is one of the fastest growing segments of the food industry as consumers eating preferences continue to change. Many of Visa Franchise's clients are inclined to invest in some of these franchises we work with because of their logistical practicality as well as their strong financials, particularly during recent Covid-induced lockdown restrictions. Not only are these Ghost Kitchen concepts easier to build out and operate on a daily basis, they are also financially stronger in comparison to traditional brick-and-mortar restaurants. Franchise concepts in this industry provide all the training and knowledge in order to ensure their franchisees succeed, regardless if they have general restaurant experience or not.

# Ghost Kitchens Industry Numbers

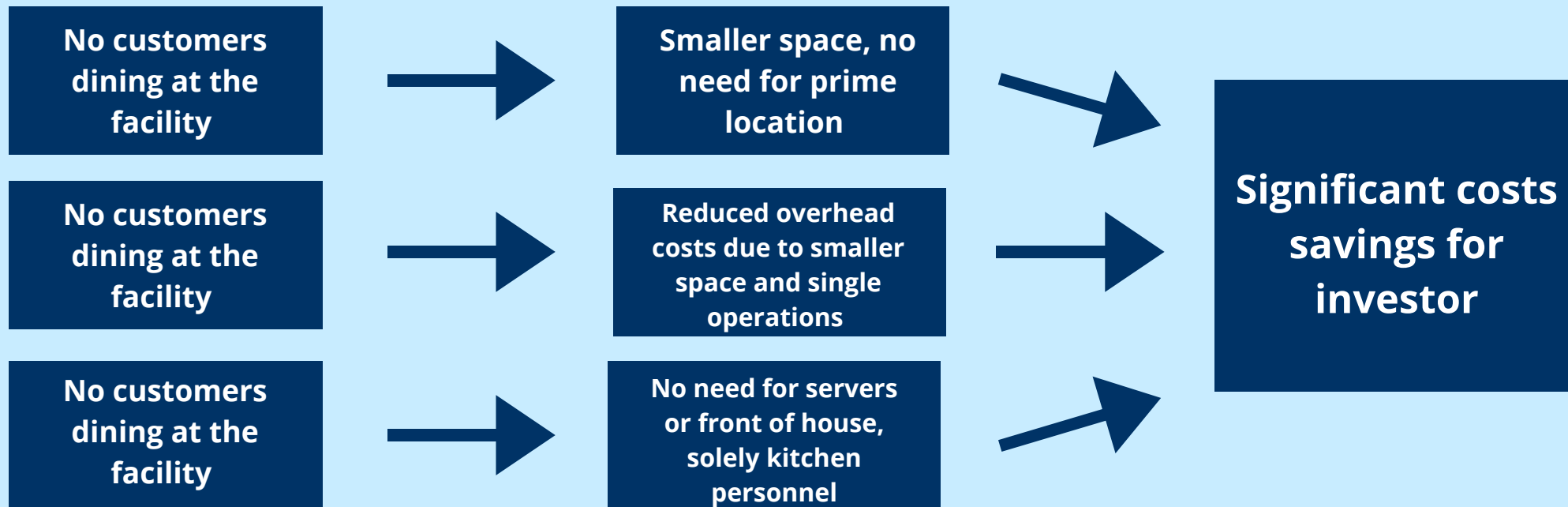


- The Ghost Kitchen restaurant segment currently represents roughly \$10 billion of restaurant sales today, and is expected to represent over \$100 billion in restaurant sales by 2025
- Huge industry with room for many players – 31% of US consumers reported to use 3rd party delivery services AT LEAST once a week
- Online ordering has grown 300% faster than dine-in revenues every year over the last 5 years.
- 59% of Millennial orders in the Food industry in 2019 were reported to have been either takeout or delivery



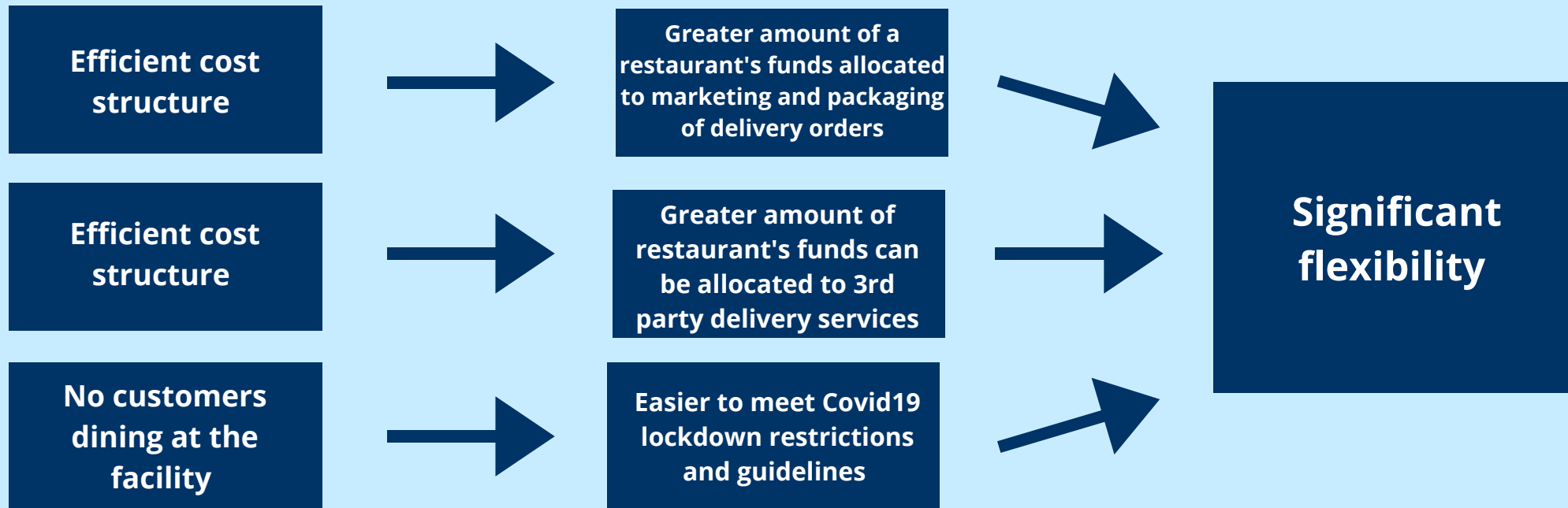
# Benefits of Investing in a Ghost Kitchen: Efficient Budgeting

Ghost Kitchen facilities have a stronger ability to operate on an efficient budget than traditional brick and mortar restaurants, particularly given that they typically incur a lower rent, have reduced overhead costs, and a smaller payroll to account for. All of these decreased costs added together lead to significant savings for the owner of a Ghost Kitchen concept



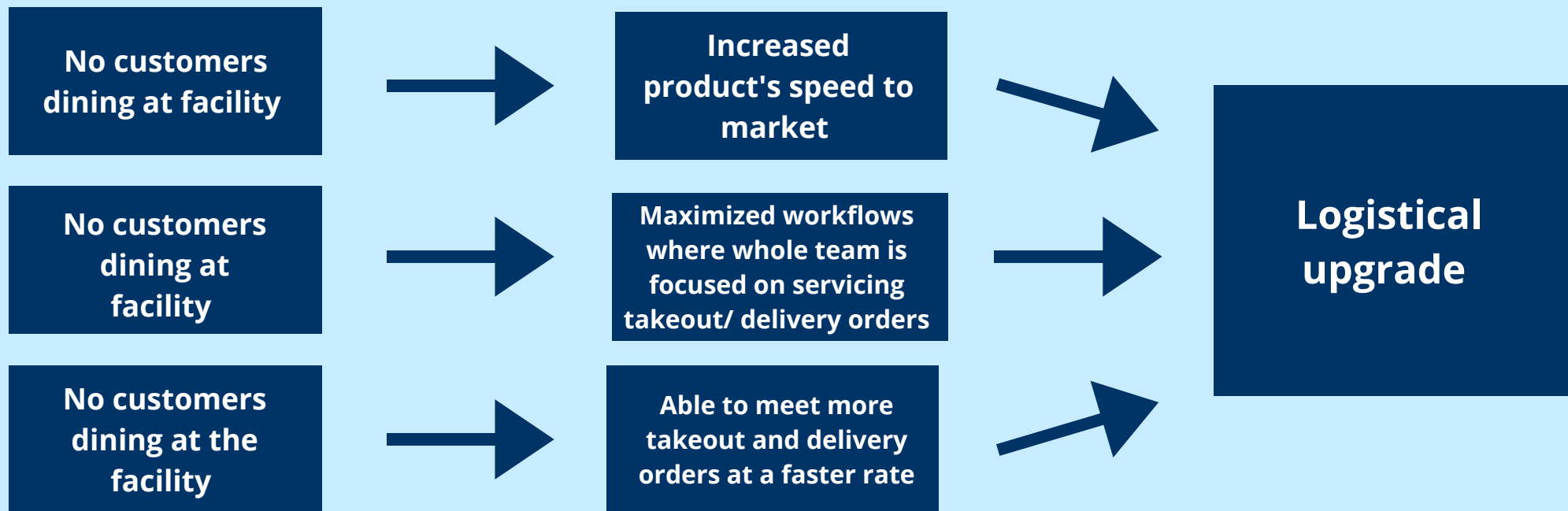
# Benefits of Investing in a Ghost Kitchen: Significant Flexibility

Ghost Kitchen facilities have a significant flexibility, which allows for restaurants to further meet modern delivery demands and to adapt to recently imposed Covid-19-related operational restrictions with a greater ease. All of these flexibility benefits improve the operations of the business for a ghost kitchen franchise owner.



# Benefits of Investing in a Ghost Kitchen: Logistical Upgrade

Ghost Kitchen facilities have a logistical upgrade to their facility given that their operational structure is catered solely towards takeout and delivery orders. This single objective of the facility itself provides a number of benefits that allows the concept to operate in a smoother and more efficient manner.



# Example Unit Financials



Within **5 months** of opening the example unit had an **average weekly sales** of **\$24K** and an **average monthly sales** of **\$70K**

The **average monthly labor-related expenses** for this example unit was **\$26k** with **9-10 employees** total. The concept is open from 8:00am to 11:00pm

**3 months** after beginning operations the example unit was **profiting** an **average \$12k a month**. Profits were expected to reach **\$15k-\$17k** by the **6th month** of operations

The information above comes from the Item 19 of a well-established Healthy Fast Food Restaurant concept franchise's Franchise Disclosure Document (FDD).



# Example Ghost Kitchen Restaurant Information

“Words can't describe how they take a simple hot dog up several notches!!!”

The estimated investment cost ranges from **120,000 to 350,000** USD.

Franchises offer support in finding ideal store location as well as training on employee management or food outsourcing in order to better ensure the franchisees' success. If preferred, they can also enter into an operating agreement with investor where they operate the unit on the investor's behalf

# Final Thoughts

- Consumer tastes have certainly evolved as they have become more inclined to bring outside dining to within their homes.
- Recent lockdown restrictions due to the Covid-19 pandemic have exacerbated this trend as consumers are now more reluctant to eat outside of their homes.
- We at Visa Franchise have been able to identify a number of successful Ghost Kitchen franchises that stand out in particular from their competitors due to their overall business model and ongoing support they offer their franchisees.



**If you have  
additional  
questions, feel  
free to contact  
us!**

**www.visafranchise.com**  
**contact: info@visafranchise.com**  
**phone: +1 (888) 550-7556**