

Finance Package
Great Greek Mediterranean
Grill

Durham
North Carolina

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Great Greek Mediterranean Grill



Simply. **Delicious.** Greek.

Multi-Unit • Area Developer • Master License



Remarkable Success Creates Unique Franchise Opportunity

Are you craving a unique Fast-Casual franchise opportunity in the super-hot Mediterranean and Greek category? You aren't alone. Your future customers are craving the very same thing! Diners love the great taste and healthy options with Mediterranean cuisine and they especially love the delicious selections at The Great Greek Mediterranean Grill.

The Great Greek serves authentic third generation Greek family recipes. In addition, three key factors set us apart:

- **High quality ingredients** with sauces, soups, dressings, marinades and desserts made from scratch daily. This leads to a passionately loyal customer base.
- The **food is as fresh as you can get**. We chop, slice and trim it ourselves each and every day. We don't compromise on our commitment to freshness, ever.
- The **service matches the food**. Each team member provides outstanding hospitality, so each customer feels special. This creates an exemplary experience for every customer, so they enjoy coming back.

With a wide range of delicious menu options and a customer base that's longing for fast-casual options in the hot Mediterranean category, The Great Greek is an excellent opportunity for multi-unit, area developer or Master License Partner consideration.

Our History

The Great Greek Mediterranean Grill has a history of scrumptious food and a loyal customer base. The first location opened on May 5, 2011 in Henderson, Nevada. It was originally owned and operated by a Greek/Armenian family before being purchased by Nick Della Penna and Trent Jones, third generation restaurateurs with over 30 years' experience in the hospitality industry. They made operational changes to the restaurant, enhancing the restaurant's performance. And took it to a whole new level of success.

Building on that success, they opened a second location on June 7, 2017 and since then have opened additional locations in Las Vegas and South Florida.

Nick and Trent began to look for a franchising expert who could take their concept and help it expand around the globe and they found that with the United Franchise Group, The Global Leader for Entrepreneurs. Building on more than 35 years of franchising history, UFG is introducing The Great Greek to communities around the world.



The Great Greek Fast-Casual Difference

- Our recipes are authentic third-generation Greek family recipes
- Our meals and desserts are all made from scratch with fresh, whole ingredients
- Our restaurants have received a variety of awards for their delicious food options and family-friendly atmosphere
- Greek/Mediterranean cuisine is highly sought after because of its bold flavors and healthy options
- Simply. Delicious. Greek.





Award Winning **Fast-Casual** Opportunity In Highly Coveted Mediterranean Cuisine

Consumers across the country are seeking delicious, new, healthy options when dining out. New research confirms Mediterranean food is the big winner with diners both when it comes to one-time trial and for eating frequently.* Mediterranean food features big, bold flavors and healthy ingredients that make it delicious to enjoy.

The American Heart Association, famous TV doctors, and chefs everywhere have promoted the Mediterranean diet - full of olive oil, whole grains, lean proteins, tomatoes, fresh vegetables and spices like cardamom, mint and sumac - as the most healthful way to eat. Add to that, the ease of dining at The Great Greek's attractive fast-casual locations and you have a highly sought-after destination for diners.

The popularity of our fresh, made-from-scratch food, the healthy options, the dining experience, and the industry recognition are all ingredients in our recipe for success.

We offer popular menu options that health-conscious customers are looking for.



Bob Anderson, President, The Great Greek Mediterranean Grill

Bob Andersen, President of The Great Greek Mediterranean Grill has had a long relationship with United Franchise Group, beginning in 1996, as a Regional Manager, through 2001, as Regional Vice President. Following that success, he led multiple organizations in QSR, fast casual and full-service restaurant brands, achieving remarkable results in sales performance, great customer experience, and unit growth. Bob rejoined UFG in 2019. His experience in developing prosperous restaurant franchises from Pizza, Burgers, Chicken, Subs and now Greek and Mediterranean, has gained recognition from the national press, including Nation's Restaurant News "Hot Concepts" and Fast Casual Magazines "Top Concepts to Watch" awards.

Greek Food. Great Support. United Franchise Group

The Great Greek is part of the United Franchise Group family of brands. United Franchise Group is the Global Leader for Entrepreneurs and home to some of the world's most successful franchise brands with locations around the world.

CEO Ray Titus is a widely recognized leader in the franchise industry. He started the company in 1986 with the Signarama brand in Farmingdale New York. He has now grown United Franchise Group to include some of the franchise industry's top-ranked, award-winning brands.



Ray Titus
United Franchise Group CEO

World Class Support

Each franchisee and area developer for The Great Greek will benefit from the expertise and personal attention they will receive from the support team at the United Franchise Group. Our skilled professionals will provide comprehensive world-class training, marketing launch expertise and ongoing programs to ensure you get off the ground quickly.

Real Estate & Financing

- Location & set-up assistance to ensure your locations capitalize on exposure opportunities
- The dedicated real estate team assists with demographics and lease negotiations on your behalf
- Financing opportunities available

Training

- Comprehensive training program at our West Palm Beach, Florida world headquarters followed by on-site training at your location
- Access to online training tools and collaborative systems
- In-depth franchise operations manual

Ongoing Support

- Ongoing visits and communications from our support and executive staff
- Private access to valuable information and ongoing programs to help your location grow
- Regional meetings and national conventions

Marketing

- Grand opening program, PR campaigns, online marketing solutions, printed materials and ads created by in-house marketing team
- Advertising programs designed to provide ongoing solutions for driving traffic to your store and creating brand awareness for this exciting new brand in the fast-casual restaurant industry

UNITED FRANCHISE GROUP
"The Global Leader for Entrepreneurs"

World Headquarters
West Palm Beach, Florida

THE GREAT GREEK
Mediterranean Grill



East West Investments USA



East West

**Franchisee and Area Developer
for
The Great Greek Mediterranean Grill**



East West Investments USA is expanding the footprint of the Great Greek Mediterranean Grill franchise over the next 10 years. Strategic growth plans include the entrance of 60 restaurants to selected cities across the United States. As the franchisee and area developer, East West Investments will be opening two locations in each defined region beginning in 2021 based on market demographics.

WHY GREAT GREEK MEDITERRANEAN?

Healthy, fresh dining options are more important than ever to consumers. Great Geek Mediterranean Grill offers authentic third-generation Greek family recipes. High quality ingredients and fresh, non-processed produce and meat are the cornerstone of the restaurant's success. Outstanding hospitality and service is yet another way that Great Greek is able to outperform other fast-casual options.



In addition to offering healthy options and a superb dining experience, the Great Greek was the gold medal winner of the Best New Restaurant and Best Family Friendly Restaurant awards, and was also recognized with awards for Best Mediterranean and Best Power Lunch. The fresh food, knowledgeable service and experienced management all help ensure that Great Greek is an operational and financial success in each local market area.



HISTORY OF GREAT GREEK

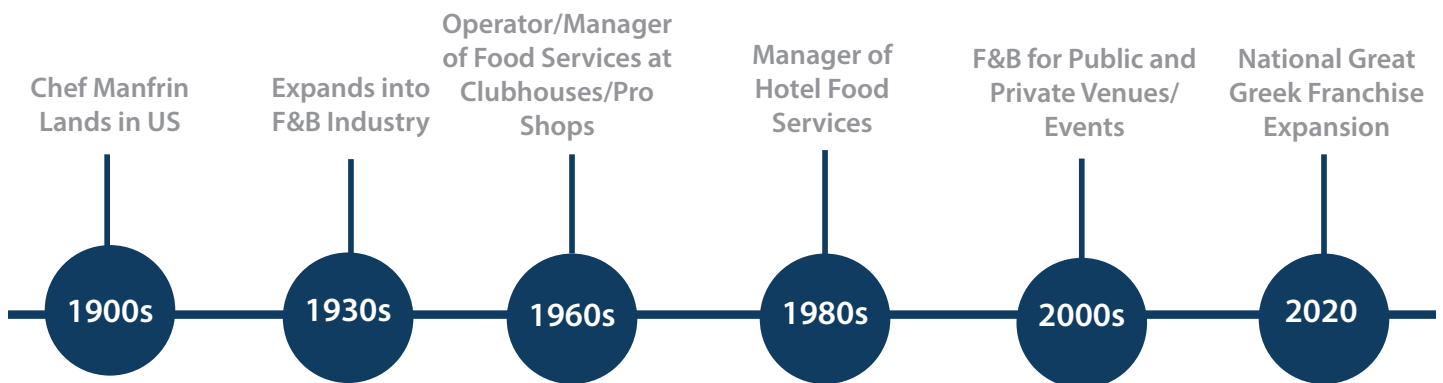
The first location opened in 2001 in Henderson, Nevada. It was originally owned and operated by a Greek/American family before being purchased by Nick Della Penna and Trent Joes, third-generation restaurateurs with over 30 years' experience in hospitality industry.



PROVEN EXPERIENCE

The corporate roots of East West Investments go back almost 60 years. However, the story really began more than 100 years ago in Europe with a young chef named John Manfrin. Manfrin's culinary passion took him through France, Switzerland, and Russia before he landed in the United States in the early 1900s. The family business expanded into many niches, including the food and beverage industry. This segment took hold in the 1960s when they served as the operator and manager of food services in private membership community clubhouses and golf pro shops in Florida. In the 1980s the business further expanded by coordinating food and beverage for a hotel property located in the heart of Walt Disney World, and later by entering the public and private realm of food services in Illinois including premium casual dining, fast food, and event catering.

Today, after four generations and significant growth and diversification, East West Investments is taking the next step in the progression of this family-run business by embarking on a corporate structured national expansion with Great Greek Mediterranean Grill restaurants.



EXPERT SUPPORT AND ASSISTANCE

As a member of the United Franchise Group family of brands, Great Greek franchisees receive world-class training, marketing launch expertise and ongoing programs to ensure the location is able to get off the ground as successfully and quickly as possible. The services provided as a member include:



GREAT GREEK RESTAURANTS

Great Greek has 16 stores that are opened and operating or preparing to launch a grand opening in early 2021, including the following locations:

Aurora, Colorado
Westminster, Colorado
Palm Beach Gardens, Florida
Port St. Lucie, Florida
Winter Garden, Florida
Shelby Township, Michigan
Troy City Center, Michigan
Maple Grove Arbor Lakes, Minnesota
Downtown Las Vegas, Nevada
Henderson, Nevada
Northwest Las Vegas, Nevada
Southwest Las Vegas, Nevada
St. Rose Parkway, Henderson, Nevada
The Bend, Las Vegas, Nevada
Rocky River, Ohio
The Colony, Texas

Additionally, national franchisees have executed franchise agreements and committed to open 94 Great Greek restaurants in the following states:

California
Colorado
Florida
Illinois
Michigan
Minnesota
New Jersey
Ohio
Utah
Virginia

FRANCHISE LOCATIONS

East West Investment's expansion plans include adding 60 restaurants over a 10-year period to key cities across the United States:

2021/2022

Raleigh/Durham, North Carolina
New York, New York
Los Angeles, California
Miami, Florida

2023

San Diego, California
San José, California
San Francisco, California
Boston, Massachusetts

2024

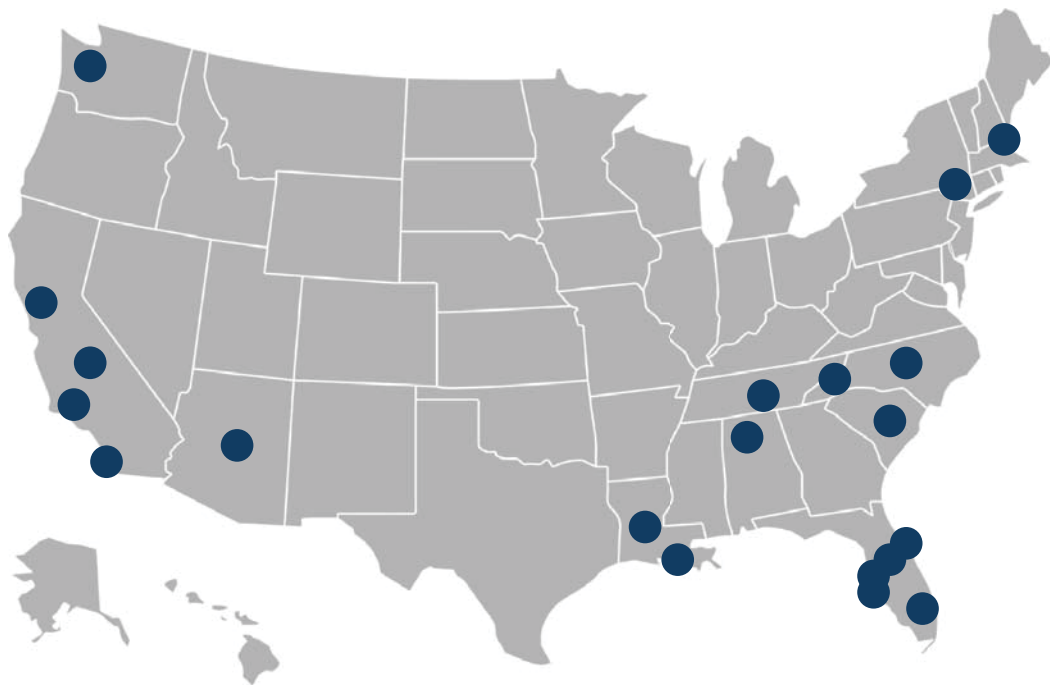
Miami Beach, Florida
Tampa/St. Pete, Florida
Jacksonville, Florida
Sarasota, Florida
Phoenix, Arizona

2025

Nashville, Tennessee
New Orleans, Louisiana
Greenville, South Carolina

2026

Wilmington/Boone, Asheville, North Carolina
Seattle, Washington
Huntsville, Alabama
Inverness/Ocala/Villages/Panama City Beach, Florida



EFFECTIVE PARTNERS

We recognize that success lies in our ability to forge great partnerships with companies that possess the experience, fortitude and solid values upon which we have built our brand. We are proud to partner with FDG-USA and Southeast Construction Group to help us permeate the market with the Great Greek franchise.

FDG-USA has been chosen to provide design services for all 60 Great Greek locations across the United States.

Southeast Construction Group will serve as the construction manager for both new-build stores and redevelopment. With more than 30 years experience, they bring a level of expertise and service that is synonymous with East West's mission.

East West Investments is partnering with local business team members with long-standing relationships to ensure that local restaurant experience, hospitality management and executive oversight is adequately provided with each store opening. Additionally, local investors will be invited to join key opportunities in select markets to further leverage proposed expansion plans.



Aerials



UNDER CONTRACT
3.39 ± AC

UNDER CONTRACT
1.56 ± AC

UNDER CONTRACT
3.39 ± AC

LEASED

6,500 SF AVAILABLE

Publix

COMING SOON:
CONVENIENCE STORE & FUEL STATION

6,500 SF AVAILABLE

Chipotle

HEARTLAND.
REALTY





COMING SOON

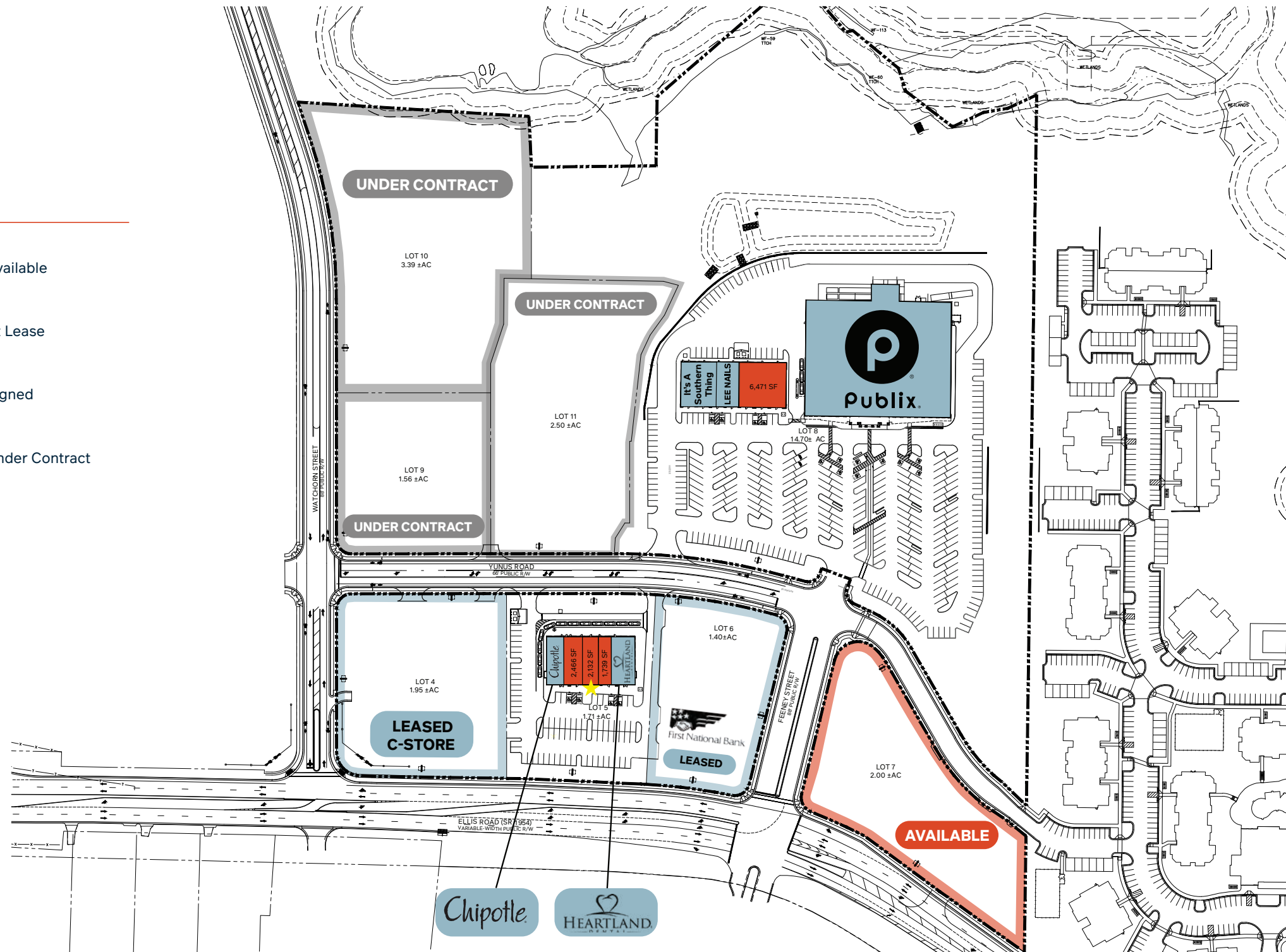
First National Bank

EXIT 8, DURHAM FREEWAY: 0.25 MILES

Site Plan

KEY

-  Available
-  At Lease
-  Signed
-  Under Contract



SITE PLAN IS CONCEPTUAL AND CREATED FROM GIS INFORMATION. FINAL SITE PLAN SHALL BE REVISED FROM SURVEY AND LOCAL MUNICIPAL REQUIREMENTS. D:\OneDrive - Milbec Concepts LLC\THOMPSON THRIFT\PROJECTS\ELLIS ROAD DURHAM NC\2021.03.10 Publix Leasing Plan\21_0310_Publix_Leasing_Plan.dwg



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Design



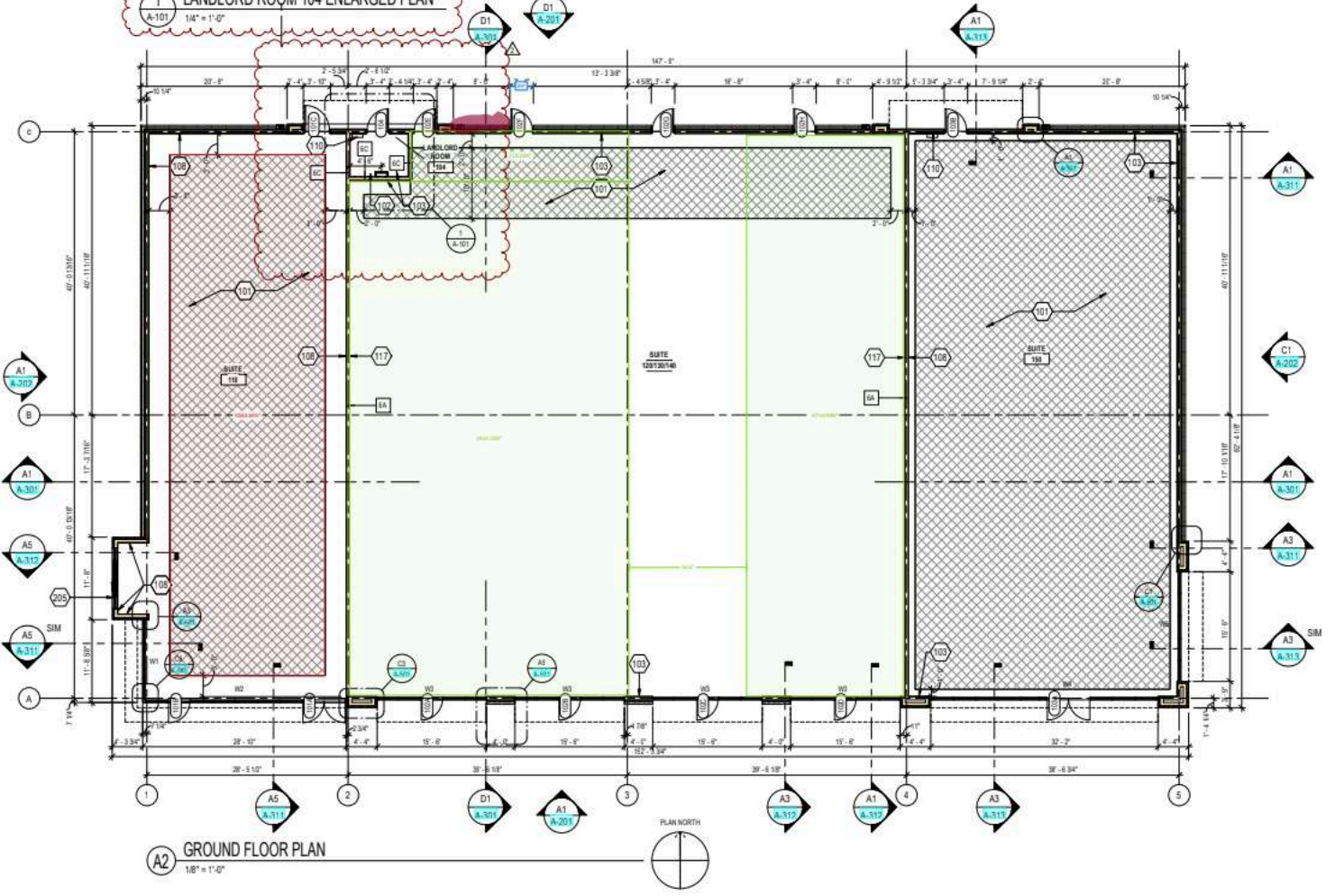
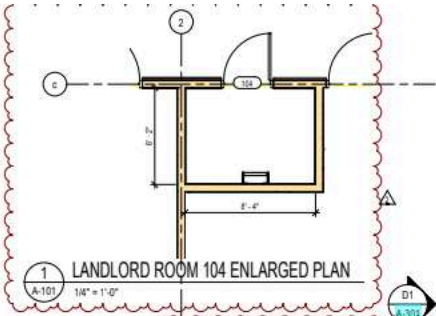


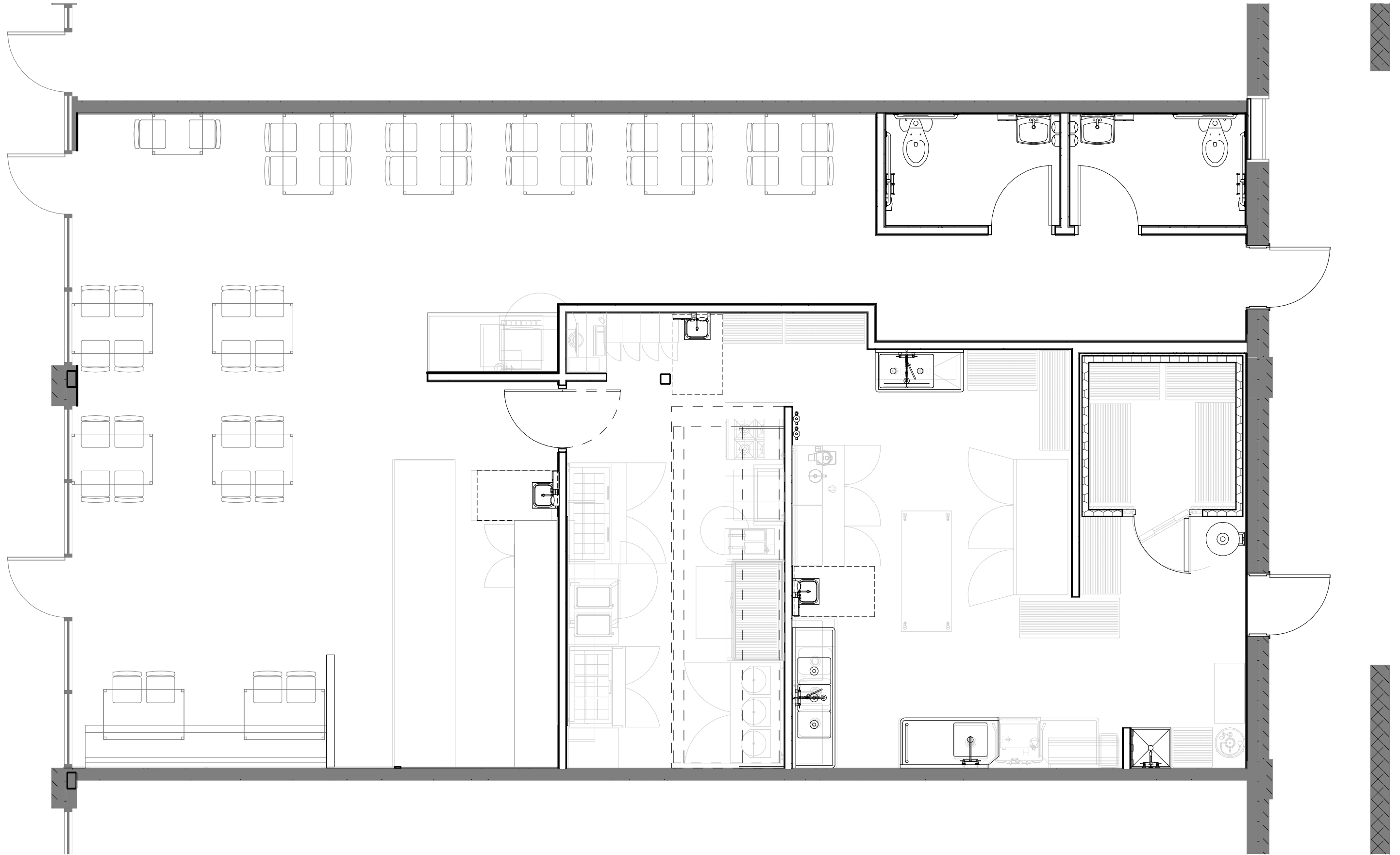




NAL

CAUTION



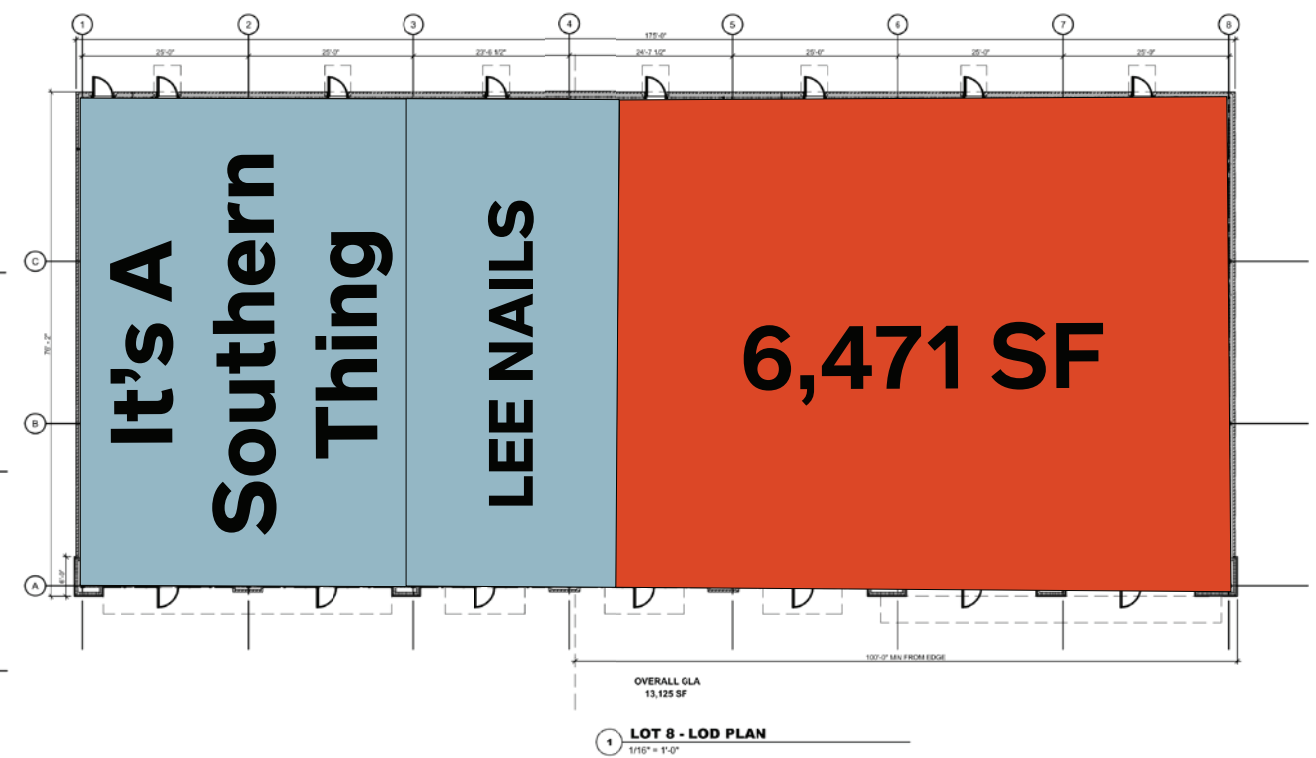
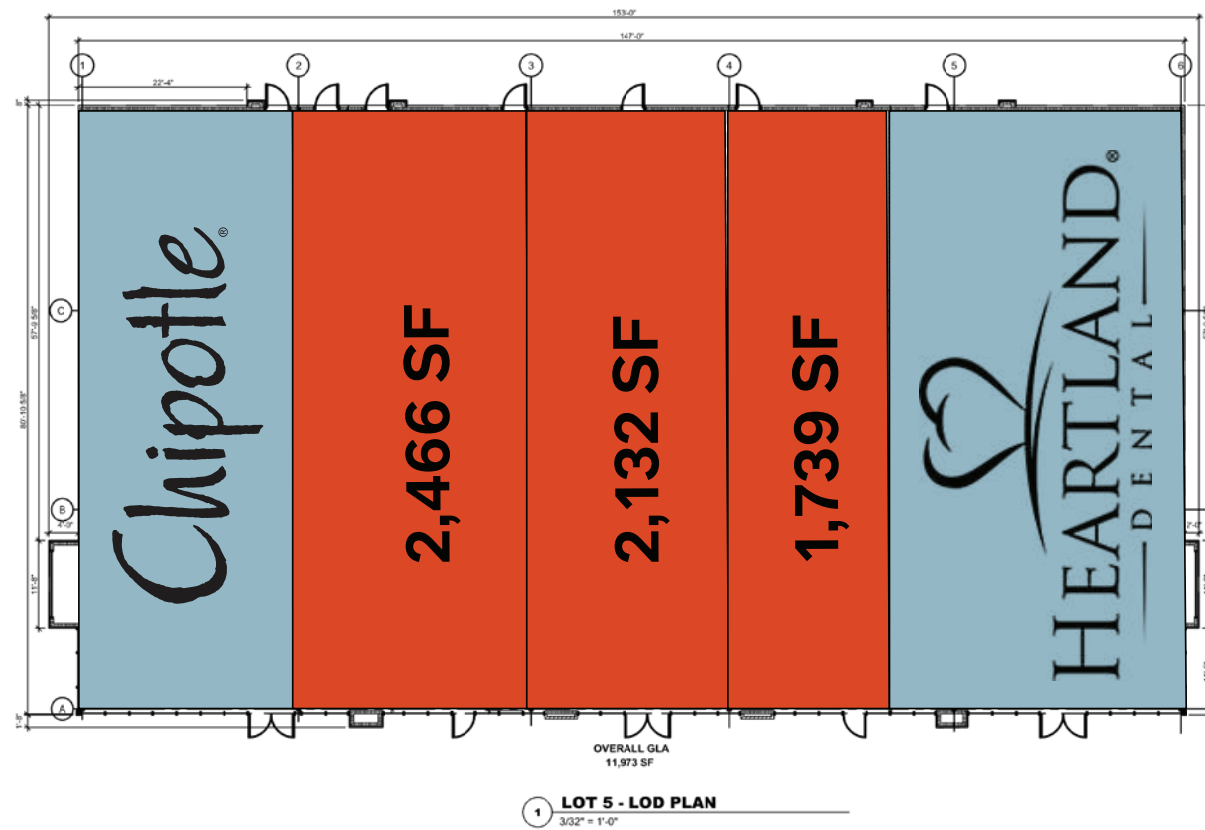


Co-Tenants

Outlot MTB

Publix Shops

- KEY**
- ▲ Available
 - ▲ At / Near Lease
 - ▲ Signed



Construction Photos





BLAND
LANDSCAPING CO. INC.

BLAND
LKN





SPEED
LIMIT
45

COMING
SOON
9/10/21 3:21

Coming Soon!



DENTAL CARE

AT ELLIS CROSSING

www.dentalcareatelliscrossing.com

(919) 321-0540







Business Plan



BUSINESS PLAN

TGG Durham Ellis LLCDBA The Great Greek Mediterranean Grill
January 3rd, 2023

Durham, North Carolina

Confidentiality Statement

The Durham Ellis Crossing Great Greek Mediterranean Grill Business Plan and the information contained herein are confidential and intended solely for the use of qualified persons to whom it is distributed by TGG Durham Ellis LLC DBA The Great Greek Mediterranean Grill, or by third parties authorized by TGG Durham Ellis LLC DBA

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Company Overview

The Great Greek is a modern take on classic tastes like savory meats, fresh vegetables, delicious tzatziki, hummus, sauces, and more. From comfort-foods fresh off the grill, to lighter-tasting seafood and salad, to nutritious well-balanced meals, everything at The Great Greek is meant to satisfy the appetite of any palates.

The Great Greek was founded by two third-generation culinary trained restaurateurs with more than 30 years in the food and hospitality business. Like anyone who loves truly good food, their favorite childhood memories were those spent with family and friends, crowded around a table for a meal made with care and love.

Born out of a commitment to a chef-driven menu and made-to-order signature menu items, premium hospitality, and high-quality and/or local, healthy ingredients. The Great Greek Mediterranean Grill is well positioned in the limited-service, fine fast-casual niche market, and stands out when compared to other assembly line fast food restaurants. The Great Greek Mediterranean Grill locations have thrived throughout suburban Clark County, NV for almost 10 years. Currently, there are 25 locations operating or under construction in the United States, with an additional 100 restaurants in the development pipeline.

There are many key factors that sets The Great Greek Mediterranean Grill restaurants apart from the competition. At the forefront is the fine fast casual customer experience. With a culture of commitment to customer experience rather than low cost, and the spirit of authentic Mediterranean hospitality where everyone's welcome. Our dining room is comfortable for our guests, and you'll always feel right at home with smiling faces, table service, and a bright cheerful atmosphere.

We also take great pride in making almost every item on our menu 100% from scratch in house, cooking your meal right when you order it and serving it to you tableside, exactly how you like it. This premium service model not only enhances the customer dining experience, it creates a loyal customer for life!

In addition, if there's one thing that Mediterranean culinary culture knows how to do – it's feed a crowd. Off-premises menus are designed to serve lunch, dinner, and appetizers to individuals, families, small and large groups for all occasions with a flexible menu of choices satisfy and selective food choice. The Great Greek's to-go, catering and delivery menu provides large trays of our restaurant favorites like Souvlaki Skewers, delicious dips, self-serve bars for make-your-own gyro, and classic desserts to end your meal.

Our cohesive customer engagement, loyalty, rewards, mobile and digital strategies optimize how our brand engages with customers more effectively, increase customer traffic, increase average tickets, and ultimately boost sales and revenue. Integrating mobile customer data with data from other sales and marketing channels and external sources to deliver personalized, on-time offers to boost traffic and check average.

BUSINESS PLAN

The Great Greek Mediterranean Grill is a part of United Franchise Group (UFG) family of brands. UFG is the Global Leader for entrepreneurs and home to nine (9) of the most successful franchise brands, with nearly 1,600 locations in more than 80 countries around the world. Their commitment to the success of each franchisee is second to none, as they will provide extensive classroom and in-store training, comprehensive marketing program, grand opening launch assistance and ongoing collaboration to get off the ground quickly and grow successfully. In addition, they will provide comprehensive site selection, lease negotiation, design, and construction assistance, as well as online and onsite learning, training, and operations manuals.

The Great Greek Mediterranean Grill Fine Fast Casual Difference

- Chef-driven menu
- Made-to-order signature menu items
- Premium customer experiences
- High-quality and/or local, healthy ingredients
- Proven easy-to-operate business model
- Reputable and established brand since 2011



Restaurant Industry Outlook

RESTAURANT INDUSTRY SALES (\$B)



RESTAURANT INDUSTRY EMPLOYMENT



LOCATIONS: 1 million+

RESTAURANT INDUSTRY SHARE OF FOOD \$



CONSUMERS



- **9 in 10 consumers** say they enjoy going to restaurants.
- **3 in 4 consumers** say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- **Two-thirds of consumers** say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- **4 in 10 consumers** say restaurants are an essential part of their lifestyle.

61% Consumers who say they order more healthful options at restaurants than they did two years ago.

Current restaurant food trends indicate that the fast-casual chains will expand more. For 2019, this segment is expected to reach US\$863 billion in total sales. Fast-casual restaurants are booming today, and this trend looks to continue. They serve better-tasting food in a limited-service style. They're among the leaders in technology use in the food-service industry. Since 1999, the fast-casual segment has grown by 550% until today. Experts expect the segment to continue growing. This segment would include Mediterranean food franchises such as The Great Greek that offer quick, high-quality, and healthy meals without the full-service restaurant price tag. Consumers are spending an average of \$232 per month on eating outside the home, with the millennial generation spending even more.

One of the most consistent trends over the last ten years has been to-go sales outpacing dine-in sales growth. While dine-in sales have trended up over last twelve months, they've rarely been positive. Conversely, to-go sales have accelerated at a faster pace and are now approaching 10 percent growth year over year.

The economy has a profound influence on consumers' spending. Unemployment in the U.S. is low, and discretionary spending is on a slow but steady rise. Consumer spending is sitting comfortably high, and 2020 looks like spending should remain steady throughout the year. In the restaurant industry specifically, things are expected to at least stay on the same level as they were in 2019.

For 2019, 25% of American adults are actively trying to manage their health by being very meticulous with what they eat or drink. 45% of younger adults—those between 18 to 24—are more determined to healthy food consumption. The Great Greek can satisfy this new consumer trend with the well-known Mediterranean Diet that has been endorsed by many health professionals.

As the economy continually improves, IBISWorld reports that consumer confidence will grow and they'll budget increasing amounts of money for eating out. The major increase in spending projected for 2018 is being driven by the fast-casual industry. Consumers are shifting their spending toward quicker; more convenience-oriented options and sales will be up another 2.5 percent to around \$234 billion this year. The growth rates in the fast casual business are doubling those of full-service restaurants, "millennials have turned increasingly to fast-casual restaurants to satisfy their hunger when dining out."

Operations Plan

The Durham, North Carolina Great Greek Mediterranean Grill General Manager will be 100% present, working and involved in the day-to-day operations of the restaurant managing staff, supplier relationships, customers, inventory, and daily task. Although it may take extra resources, time, and money ± excellent customer service generates positive word-of-mouth for our business, keeps guests happy and encourages them to keep coming back again.

The general operation of the business will follow the recommended process of the franchisor. While adopting the process is not required, it just makes good business sense to follow the proven plan.

9 Our restaurant will be open 7 days a week for lunch and dinner requiring multiple shifts and will also provide cater options.

9 To achieve optimal labor cost control, the staffing schedules will be written in a manner that enables management to increase or decrease the hourly labor needed based on sales volume.

9 We will also implement proper rotation and labeling techniques to ensure high quality products are available to support peak demand and business hours. During off-peak hours, we will gear activities toward replenishment and ongoing preparation.

9 We will manage receiving, inventory maintenance and ordering and ensure there is alignment with customer demand and schedules for ordering will be set up to ensure maximum freshness, such as ordering several times each week. Using this method, standard supply and grocery foodservice orders will arrive with lower frequency, according to a schedule that considers storage capacity and the needs of the restaurant.

9 The layout of the front of the house and back of the house will be designed for flexibility and efficiency.

Personal experiences provide qualities that we can draw on to manage and run the business and grow it steadily. The bottom line is that we aim to run a tight ship and empower our staff to be the best and deliver the best customer service experience.

Products

We are committed to serving flavorful chef-driven menu and made-to-order signature menu items made from high-quality and/or local, and healthy ingredients. Our proprietary signature menu item The Great Greek Gyro is sliced to order from a cone, the grilled souvlaki chicken, steak, lamb, and shrimp, are seasoned and marinated with our proprietary spices and blends and cooked to order, salads, tzatziki, hummus, soups, and desserts are all *freshly prepare in our store ± every day*. We put the ³HDW'LQWR great food.

APPETIZERS

AVGOLEMONO SOUP

3.95

Chicken - Lemon Juice - Rice
Pita Bread

TZATZIKI 4.95

Greek Yogurt - Labne -
Cucumber - Garlic - Dill
Pita Bread

HUMMUS 4.95

Garbanzo Beans - Garlic -
Tahini - Lemon Juice
Pita Bread

TIROKAFTERI 4.95

Cream Cheese - Feta
Roasted Peppers - Pita Bread

MELITZANOSALATA

4.95

Roasted Eggplant - Olive Oil
Lemon Juice - Garlic
Pita Bread

FOUR DIP COMBO

11.95

Tzatziki - Hummus -
Tirokafteri - Melitzanosalata
Pita Bread

DOLMADES 5.95

Grape Leaves - Rice
Lemon Juice - Herbs

SPANAKOPITA

3.95

Spinach - Feta - Puff Pastry

SALADS

CLASSIC GREEK SALAD

LARGE 7.95 | SMALL 5.95

Romaine Lettuce - Tomatoes -
Cucumbers - Red Onions - Feta
Kalamata Olives - Pita Bread
Housemade Greek Vinaigrette

MAKE IT YOUR OWN
WITH AN ADD-ON >

GREAT GREEK RICE BOWL 8.95

Rice Pilaf - Romaine Lettuce
Tomatoes - Red Onions
Cucumbers - Garbanzo Beans
Kalamata Olives - Feta - Tzatziki

MAKE IT YOUR OWN
WITH AN ADD-ON >

ADD-ONS

CHICKEN BREAST
+3.95

JUMBO SHRIMP
+4.95

ATLANTIC SALMON
+6.75

GYRO MEAT*
+3.95

STEAK TENDERLOIN*
+4.95

AUSTRALIAN LAMB*
+4.95

FALAFEL
+3.00

DOLMADES
+3.95

SANDWICHES



FALAFEL PITA

GREAT GREEK GYRO 8.95

Beef & Lamb or Chicken Breast
Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Feta

TRADITIONAL GYRO 7.95

Beef & Lamb or Chicken Breast
Tomatoes - Red Onions - Tzatziki

FALAFEL PITA 7.95

Housemade Chickpea Fritters - Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Hummus

ATHENIAN BURGER 8.95

Certified Angus Beef* - Romaine Lettuce - Tomatoes -
Red Onions - Tzatziki - Feta

GREEK SALAD WRAP 5.95

Romaine Lettuce - Tomatoes - Red Onions - Garbanzo Beans
Cucumbers - Kalamata Olives - Feta - Hummus - Tzatziki
Flour Tortilla

MAKE IT YOUR OWN WITH AN ADD-ON >

GYRO MEAT* +3.95, FALAFEL +3.00, CHICKEN BREAST +3.95,
+SHRIMP 4.95

ENTREES

SOUVLAKI PLATE

CHOOSE A SKEWER >

CHICKEN BREAST 12.95
STEAK TENDERLOIN* 15.95
AUSTRALIAN LAMB* 15.95
JUMBO SHRIMP 15.95

Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

GREAT GREEK PLATE

GYRO MEAT* 12.95
FALAFEL 10.95

Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

MEZZE PLATE 11.95

Dolmades, Falafel, Spanakopita,
Hummus, Side Salad, Tzatziki & Pita



STEAK TENDERLOIN SOUVLAKI PLATE

SIDES

FETA FRIES 2.95

FRENCH FRIES 2.50

RICE PILAF 2.50

SIDE SALAD 3.95

MAKE IT A
COMBO

INCLUDES A FOUNTAIN DRINK
OR BOTTLED WATER

+

YOUR CHOICE OF:

FRENCH FRIES +3.50 • FETA FRIES +3.95
RICE PILAF +3.50 • SIDE SALAD +4.50
AVGOLEMONO SOUP +4.50

GREAT GREEK
FAVORITE

GLUTEN FREE

VEGETARIAN

DAIRY FREE

*Cooked to order. Consuming raw or undercooked meats, poultry, seafood, shell stock or eggs may increase your risk of foodborne illness, especially in case of certain medical conditions.

Customers

One of the favorite things our customers will love about *The Great Greek Mediterranean Grill* is its “fine fast-casual” style – the perfect style for a Mediterranean restaurant. Our restaurant will combine the convenience and speed of a fast-casual restaurant with a food and service fine dining quality. Each guest or group will place their order at the counter, sit down at a table, and have their made-to-order meal delivered to them in 7-9 minutes. When the meal is complete, we will clear and clean the table just like a full-service experience.

The typical customer will fall into one of the following categories:

- ✓ Individuals seeking high-quality foods and an improved dining experience.
- ✓ Workers, families requiring a quick and affordable option, without sacrificing a high-quality food.
- ✓ Young adults, foodies and those willing to spend a few more dollars for fresh, flavorful, and healthy food options.



Competition

There are many national chains competing in the fast-casual dining restaurant industry. Our competitors include:

Zoes Kitchen

CAVA

Chipotle Mexican Grill

Pei Wei

Jets Pizza

Little Greek

Simple Greek

Panera

Windy City Grille

Blue Ginger Asian Kitchen

Our restaurant will strongly differentiate itself from the competition and has a strategy to penetrate our target market by delivering a premium hospitality experience. 1) flavorful made-to-order menu items 2) high-quality and/or local, and healthy ingredients. 3) authentic Mediterranean hospitality where everyone's welcome and comfortable.

Marketing Plan

As a *The Great Greek Mediterranean Grill* franchisee, we have access to innovative marketing plans which include a multi- channel approach focusing on our local market. We will employ several strategies simultaneously to reach customers, which includes a mix of traditional marketing, online exposure, and special promotions. Our traditional marketing strategies include:

As a franchisee we will also receive a grand opening took kit, public relations campaigns, online marketing solutions, printed materials, mailers and point-of-purchase displays created by the *Great Greek Mediterranean Grill* inhouse marketing team. Printed marketing materials will be created by the franchisor for use in the store, which includes flyers, trifold, business cards, letterhead, envelopes, shipping labels and store forms. A start-up supply will be provided and an easy online ordering system will allow purchase of additional supplies as needed. These will be personalized with the local store’s contact information.

Store visibility is key, and we realize that **location** and **drive-by visibility** are one of the main way’s customers find dining establishments. In addition to window graphics and standard store signs, our visibility will be enhanced with stake signs, banners, or flags that the franchisor will provide.

After the first 90 days, we will fall into a consistent marketing calendar. As a *The Great Greek Mediterranean Grill* franchisee, we are required to spend 3% of gross sales to national marketing as well as spend 1% of sales locally to promote *The Great Greek Mediterranean Grill*. This fund collectively makes decisions that benefit the *Great Greek Mediterranean Grill* franchise system, subsequently driving additional traffic to each individual location. Catering will be an important component of annual revenue from Year 1.



The collage features several marketing materials:

- Menu:** A menu titled "EXPERIENCE THE UNIQUE FLAVORS OF AUTHENTIC GREEK CUISINE!" listing various items under categories like APPETIZERS, CLASSIC GREEK SALAD, SIDES, ENTREES, and DESSERTS. It includes items like "Agionissimo Steak", "Greek Salad", "Pita Bread", "Meatballs", and "Honey Lemon Chicken".
- Promotional Flyer:** A blue flyer with the text "FREE DESSERT ***GEEK SWEET***" and "20% OFF YOUR ORDER ***GEEK SWEET***".
- Another Flyer:** A blue flyer with the text "FREE HUMMUS ***GEEK HUMMUS***".
- Logo and Contact Info:** The logo for "THE GREAT GREEK Mediterranean Grill" is visible, along with the address "10441 New Independence Hwy, Suite 100, Winter Garden, FL 34787" and the phone number "407.794.1700".

Management Team and Key Staff

Executive Directors responsibilities include oversight of all operations, sales, marketing, legal and accounting team members.

Key Staff – Key staff who have already been identified will be hired as the restaurant is closer to opening. Staff of 20 qualified individuals will include:

- General Manager
- Sales Director
- Catering Director
- Assistant Manager
- Kitchen Manager
- Line Cook
- Prep Cook
- Dishwasher
- Busser
- Cashiers
- Servers

Financial Plan

New Restaurant Development Budget		
Description	Amount (\$)	Percentage of Total Costs
Hard Costs		
Construction	\$399,510	39.01%
Equipment	\$101,784	9.94%
Furniture	\$22,000	2.15%
POS - Menu - Tech	\$24,000	2.34%
Signage	\$19,000	1.86%
Small Wares	\$12,500	1.22%
Business Management	\$3,200	0.31%
<i>Hard Costs Subtotal</i>	<i>\$581,994</i>	<i>56.83%</i>
Soft Costs		
Project Fees	\$119,847	11.70%
Pre-Opening Training	\$29,007	2.83%
Marketing Launch	\$24,500	2.39%
Funding Costs	\$268,747	26.24%
<i>Soft Costs Subtotal</i>	<i>\$442,101</i>	<i>43.17%</i>
Total Costs	\$1,024,096	100.00%

New Restaurant Five-Year Pro Forma Summary						
Category	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue (Less Sales Tax)	\$1,394,767	\$1,489,483	\$1,680,405	\$1,911,466	\$2,177,186	\$8,653,306
Cost of Goods Sold	\$430,007	\$431,950	\$487,317	\$554,325	\$631,384	\$2,534,983
Gross Profit	\$964,760	\$1,057,533	\$1,193,088	\$1,357,141	\$1,545,802	\$6,118,323
Hourly Labor Costs	\$226,690	\$241,107	\$261,869	\$301,149	\$336,136	\$1,366,951
Management Salary	\$115,238	\$122,153	\$144,948	\$169,672	\$199,148	\$751,159
Payroll Related Expenses	\$59,005	\$63,060	\$69,626	\$78,568	\$87,937	\$358,197
Direct Operating Expenses	\$178,915	\$205,122	\$235,261	\$269,920	\$309,778	\$1,198,996
Occupancy Expenses	\$128,241	\$130,340	\$133,552	\$136,860	\$140,267	\$669,259
Fixed Expenses	\$104,536	\$106,283	\$108,292	\$110,603	\$113,260	\$542,973
Net Operating Profit	\$152,135	\$189,467	\$239,540	\$290,370	\$359,276	\$1,230,788
Non-Operating Expenses	\$99,735	\$99,735	\$108,826	\$120,263	\$135,767	\$564,325
Net Profit/Loss	\$52,400	\$89,732	\$130,714	\$170,107	\$223,509	\$666,462

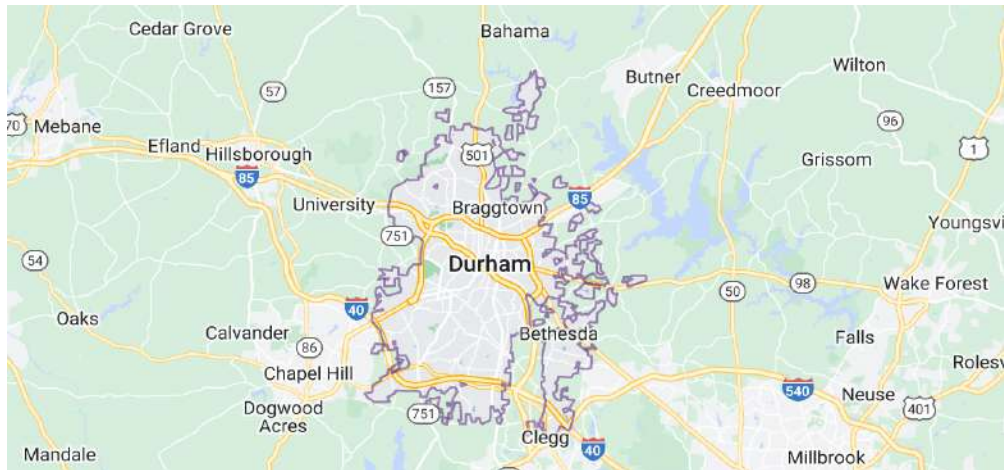
Development Schedule

Complete Market Analysis	Complete
Identify Locations	Complete
Property Due Diligence	Complete
Issue Letter of Intent	Complete
Negotiate Letter of Intent	Complete
Execute Letter of Intent	Complete
Design Test Fit	Complete
UFG Approval	Complete
Lease Negotiation	Commence
Execute Lease	January 2023
Architectural Design	Complete
Secure Development Permit	Commenced
Construction Bidding	February 2023
Award Construction Contract	February 2023
Secure Building Permit	February 2023
Order Equipment	February 2023
Commence Construction	April 2023
Order Signage	April 2023
Execute Vendor Agreements	April 2023

Commence Marketing Program	June 2023
Commence Staff Hiring	June 2023
Commence Staff Training	June 2023
Complete Construction	July 2023
On Site Training/Set Up	July 2023
Pre - Grand Opening	July 2023
Grand Opening	July 2023

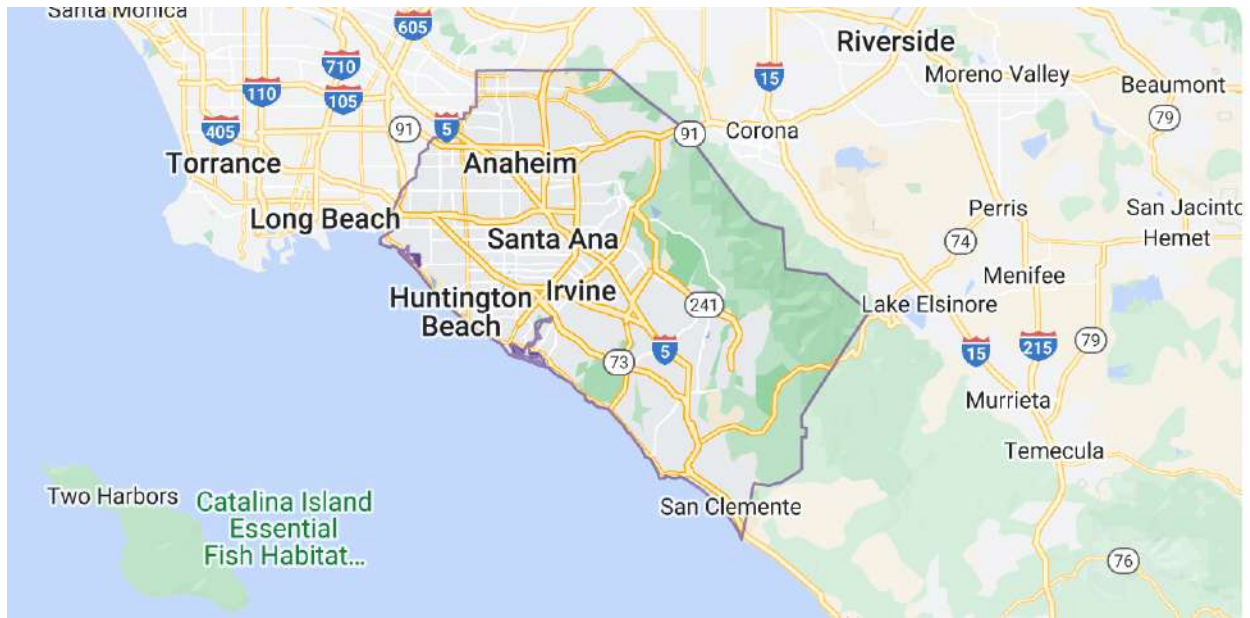
Market and Property Maps

DURHAM MAPS



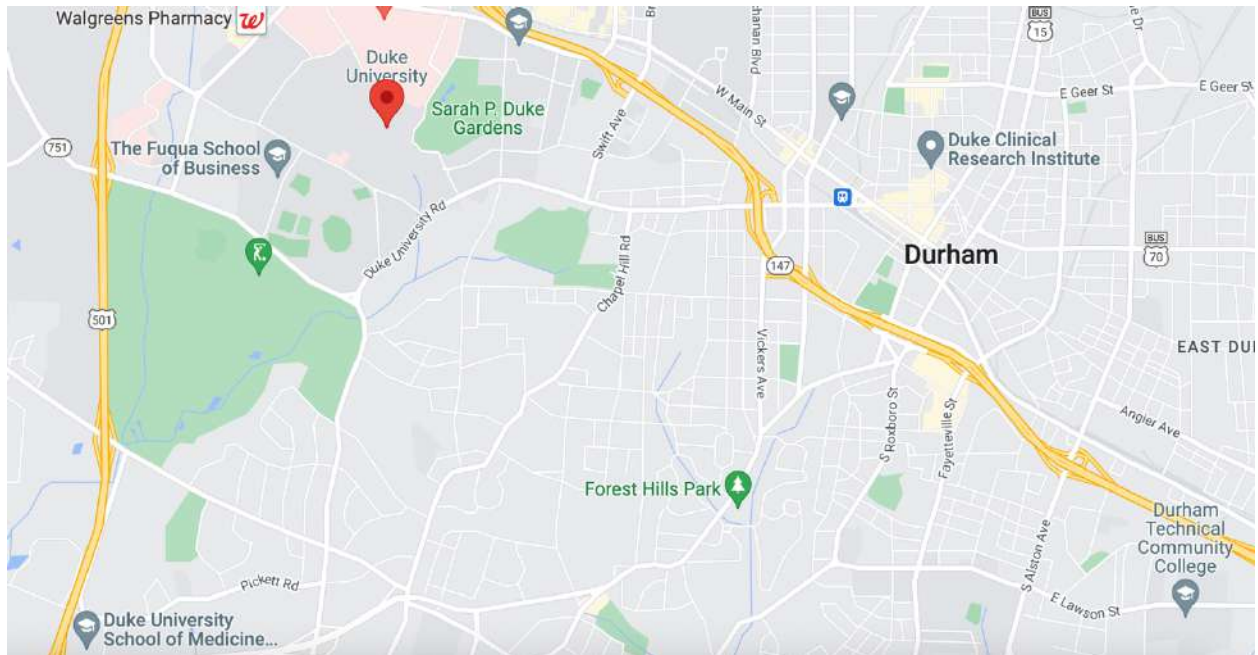
Durham

Durham is a city in the U.S. state of North Carolina and the county seat of Durham County. Small portions of the city limits extend into Orange County and Wake County. With a population of 283,506 in the 2020 Census, Durham is the 4th-most populous city in North Carolina, and the 75th-most populous city in the United States. The city is located in the east-central part of the Piedmont region along the Eno River. Durham is the core of the four-county Durham-Chapel Hill Metropolitan Area, which has a population of 644,367 as of U.S. Census 2019 Population Estimates. The Office of Management and Budget also includes Durham as a part of the Raleigh-Durham-Cary Combined Statistical Area, commonly known as the Research Triangle, which has a population of 2,079,687 as of U.S. Census 2019 Population Estimates.



Orange County

Orange County is located in the Los Angeles metropolitan area in Southern California. As of the 2020 census, the population was 3,186,989, making it the third-most populous county in California, the sixth most populous in the U.S., and more populous than 27 U.S. states and Washington, D.C. Although largely suburban, it is the second most densely populated county in the state, behind San Francisco County. The county's three most populous cities are Anaheim, Santa Ana, and Irvine, each of which has a population exceeding 300,000. Santa Ana is also the county seat. Six cities in Orange County are on the Pacific coast, including Seal Beach, Huntington Beach, Newport Beach, Laguna Beach, Dana Point, and San Clemente.



Duke University

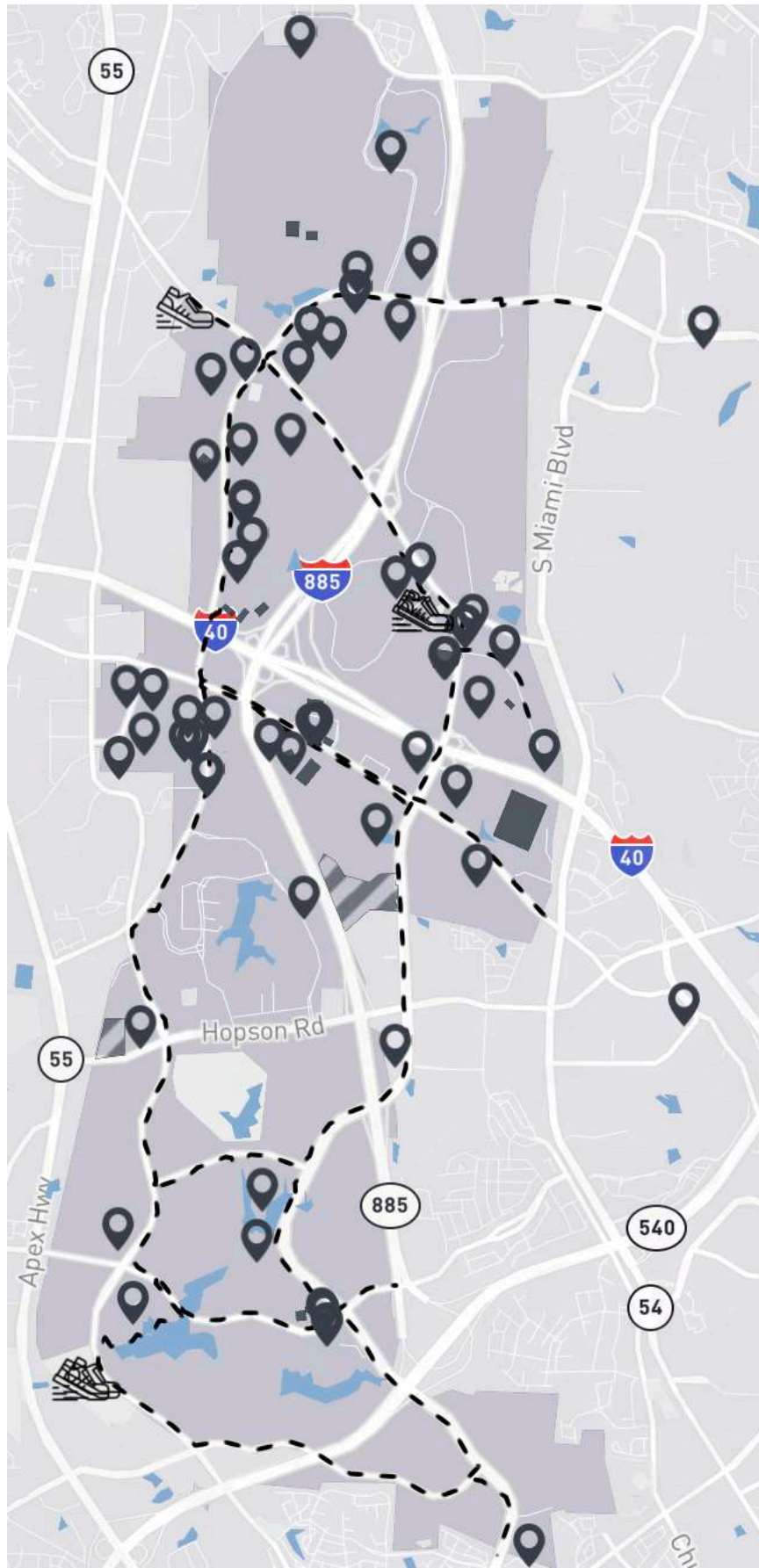
Duke University is a private research university in Durham, North Carolina. Founded by Methodists and Quakers in the present-day town of Trinity in 1838, the school moved to Durham in 1892. In 1924, tobacco and electric power industrialist James Buchanan Duke established The Duke Endowment and the institution changed its name to honor his deceased father, Washington Duke.

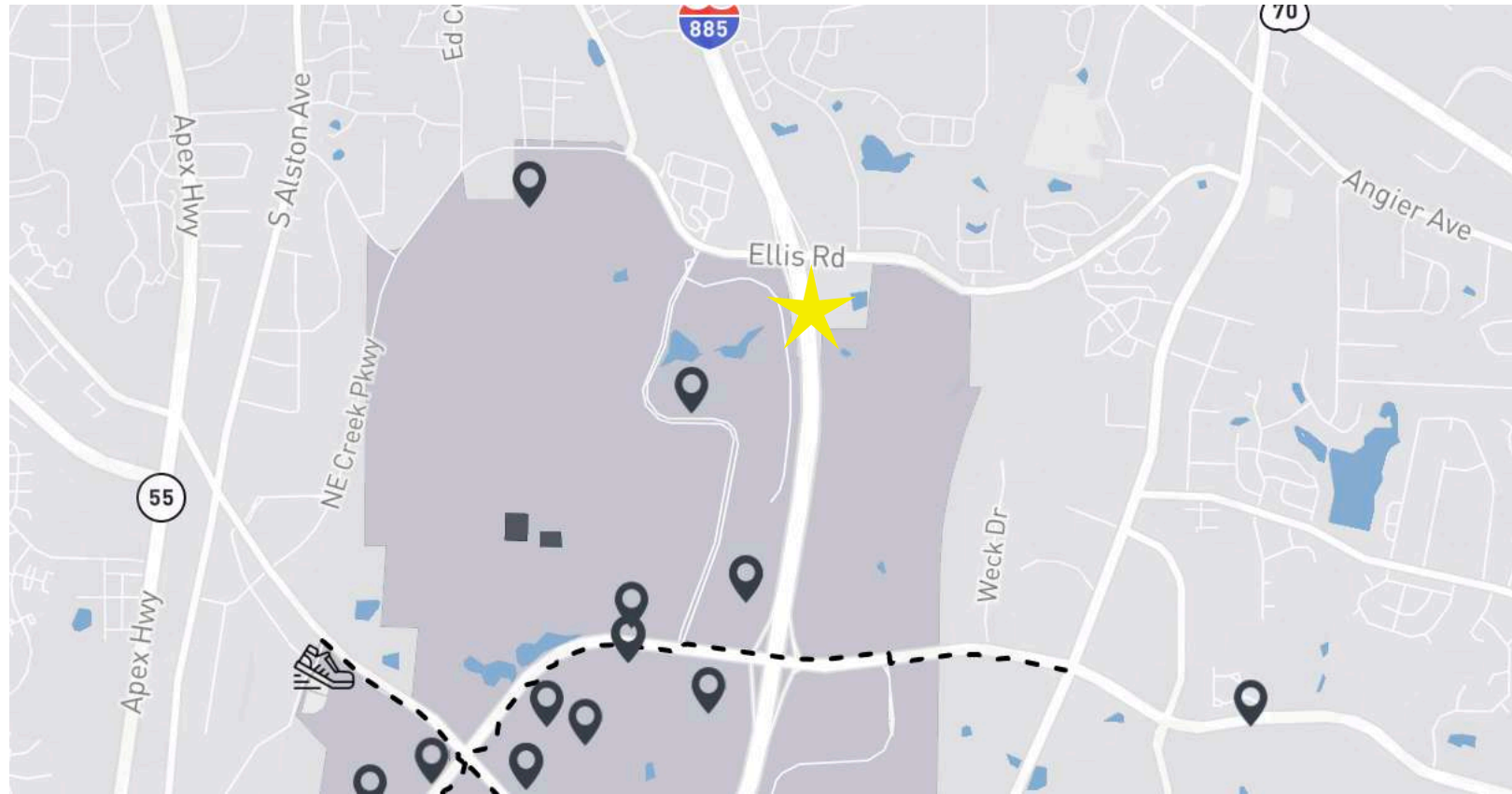
The campus spans over 8,600 acres (3,500 hectares) on three contiguous sub-campuses in Durham, and a marine lab in Beaufort. The West Campus—designed largely by architect Julian Abele, an African American architect who graduated first in his class at the University of Pennsylvania School of Design—incorporates Gothic architecture with the 210-foot (64-meter) Duke Chapel at the campus' center and highest point of elevation, is adjacent to the Medical Center. East Campus, 1.5 miles (2.4 kilometers) away, home to all first-years, contains Georgian-style architecture. The university administers two concurrent schools in Asia, Duke-NUS Medical School in Singapore (established in 2005) and Duke Kunshan University in Kunshan, China (established in 2013).



Durham Triangle

The Research Triangle, or simply The Triangle, are both common nicknames for a metropolitan area in the Piedmont region of North Carolina in the United States, anchored by the cities of Raleigh and Durham and the town of Chapel Hill, home to three major research universities: North Carolina State University, Duke University, and University of North Carolina at Chapel Hill, respectively. The nine-county region, officially named the Raleigh–Durham–Cary combined statistical area (CSA), comprises the Raleigh–Cary and Durham–Chapel Hill Metropolitan Statistical Areas and the Henderson Micropolitan Statistical Area. The "Triangle" name originated in the 1950s with the creation of Research Triangle Park, located between the three anchor cities and home to numerous high tech companies.





Research Triangle Park

Company Buildings in Research Triangle Park













Current Research Triangle Park Businesses

Company Type	Number of Business
B Corporation	1
Biotechnology (5)	5
Biotechnology + Life Sciences (89)	89
Clean + Green Technologies (10)	10
Education (11)	11
Financial + Insurance Services (5)	5
Foundations, Institutes, + Science Associations (20)	20
Information Technology (34)	34
Instruments + Advance Materials (15)	15
Life Sciences (5)	5
Nonprofits (14)	14
Service Providers (73)	73

<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Unity Digital Agency
<ul style="list-style-type: none"> • Altis Biosystems • EOS Remediation 	<ul style="list-style-type: none"> • Qpix Solutions • Scion NeuroStim, LLC • RedRock MediPharm
<ul style="list-style-type: none"> • BioAesthetics • BindusChem • BD Technologies • bioMONTR • BioMedomics, Inc • Biogen • Camras Vision • Collective BioTherapy, Inc. • ChemoGenics BioPharma • ChemQ Bioscience LLC / VitroPrep • Clinical Strategies & Tactics Inc. • Creative Scientist, Inc • Creative PEGWorks • Copernicus Group IRB • Clinical Sensors, Inc. • DAI Global Health • Dharma Laboratories, LLC • Diaago • Endacea, Inc • Eclipse Life Science, Inc. • Pine Laboratories • Precision Biosciences • Purdue Pharma L.P. 	<ul style="list-style-type: none"> • AgBiome • AgTech Accelerator Corporation • Alera Labs • Alexandria Center® for AgTech • Alpha Nano Tech • Arspichem • Alexandria Innovation Center • Ascent Bio-Nano Technologies • Attagene, Inc • Asklepios BioPharmaceutical, Inc. • Avazyme • Avertica • Avolynt • Avioq • BASF Corporation • BeFC • BioCryst • DTS Language Services, Inc. • Fennec Pharmaceuticals Inc • FUJIFILM Diosynth Biotechnologies • G1 Therapeutics • GENEWIZ • USDA Forest Service Southern Research Station

<ul style="list-style-type: none"> • Quanticision Diagnostics • Redbud Labs • RxDataScience, Inc. • Sapere Bio • Synchrogenix (GlobalSubmit) • Sirga Advanced Biopharma, Inc • Syner-G Pharma Consulting • Syngenta • Worldwide Clinical Trials • Zen-Bio, Inc • ZY Therapeutics Inc. • T3D Therapeutics Inc • Synnovator, Inc <ul style="list-style-type: none"> • • • ViraTree • Vijaya Pharmaceuticals LLC • ViiV Healthcare • Vestaron Corporation • Connecture Inc. • Credit Suisse • Fidelity Investments • Horne LLP • InvestorFlow, LLC. • American Association of <ul style="list-style-type: none"> • Textile Chemists and • Colorists (AATCC) • ARL (Army Research Laboratory) • International Microelectronics Assembly and Packaging Society (IMAPS) <ul style="list-style-type: none"> • Society (IMAPS) 	<ul style="list-style-type: none"> • United Therapeutics Corporation • 5Metis • Biomason • BaseTrace • Cleanvolt Energy • LemnaTec Corp. • Ecoplexus • Tetra Tech, Inc • Urbix, Inc. • United States Environmental Protection Agency (US-EPA) • Nala Systems • Certitrek Group • Global Teaching Partners • Durham Technical Community College • Go Global NC • NC State Education Assistance Authority • Research Triangle High School • Teach for America, Inc. • North Carolina State <ul style="list-style-type: none"> • University Jenkins MBA (RTP campus) • Joint Department of <ul style="list-style-type: none"> • Biomedical Engineering (NC State & UNC) • iDrive Hand over Hand Driving School LLC • UNC Eship Center • Joint Department of <ul style="list-style-type: none"> • Biomedical Engineering (NC State & UNC)
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<ul style="list-style-type: none"> • Burroughs Wellcome Fund • International Services Assistance Fund (ISAF) • International Society of Automation • NIEHS National Institute of <ul style="list-style-type: none"> • Environmental Health • Sciences • International Union of Pure & Applied Chemistry (IUPAC) <ul style="list-style-type: none"> • AppViewX • Information Technology • Asociar • Information Technology • B&R Business Solutions • Information Technology • Ciena Corporation • Information Technology • Cisco Systems, Inc • Information Technology • Cloud Giants • Information Technology • Service Providers • Compass Datacenters • Information Technology • Connect Cause • Information Technology 	<ul style="list-style-type: none"> • NC State Education Assistance Authority • National Humanities Center • NISS National Institute of Statistical Sciences <ul style="list-style-type: none"> • North Carolina Biotechnology Center • North Carolina <ul style="list-style-type: none"> • GlaxoSmithKline Foundation • Research Triangle Foundation of North Carolina • RTI International • Sigma Xi, The Scientific Research Honor Society • The Council for <ul style="list-style-type: none"> • Entrepreneurial Development • (CED) • Society of Biomolecular • Imaging and Informatics <ul style="list-style-type: none"> • Converged Services • Cyberlux • Information Technology • Instruments + Advanced Materials • Dassault Systemes Americas Corp. • Information Technology • Service Providers • Information Technology • DCube Solutions • Information Technology • Service Providers
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<ul style="list-style-type: none"> • Information Technology • Service Providers • Lenovo • Information Technology • MCNC • Information Technology • Nonprofit • NC Families Accessing Services Through Technology (NC FAST) • Information Technology • NetApp, Inc • Information Technology • Network Development Group • Information Technology • NextGen Center • Information Technology • Oak City Tech • Information Technology • Plan2Play • Information Technology • Remarque Systems, Inc. • Med Aditus • Life Sciences • Service Providers • Pfizer 	<ul style="list-style-type: none"> • Dell EMC • Information Technology • Delta Electronics (Americas) Ltd. • Information Technology • FORTNA • Information Technology • IBM Corporation • Information Technology • Intelligaia • Information Technology • Service Providers • Keen • Information Technology • Klearly • BD Technologies • Biotechnology + Life Sciences • Instruments + Advanced Materials • Cyberlux • Information Technology • Danfoss Drives • ECSI Fibrotools, Inc. • Instruments + Advanced Materials • Goldfinch Sensor <ul style="list-style-type: none"> • Technologies & Analytics LLC • JMC (USA), Inc • Linde • Lucideon • Medtronic
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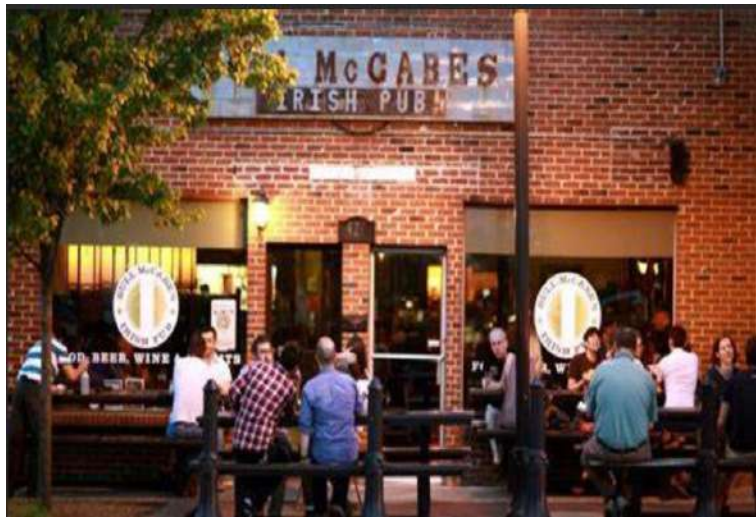
<ul style="list-style-type: none"> • Pro-ficiency • Armstrong McGuire • Code the Dream • International Union of Pure & Applied Chemistry (IUPAC) • Foundations, Institutes, + Science Associations • MCNC • Information Technology • National Humanities Center • Foundations, Institutes, + Science Associations • NC Healthcare Information and Communications Alliance <ul style="list-style-type: none"> • (NCHICA) • North Carolina Biotechnology Center • Biotechnology + Life Sciences • DTS Language Services, Inc. • eni • Service Providers • Executive Service Corps of The Triangle • ezTagile, LLC • First Environments Early Learning Center • Front Rush • Halo Maritime Defense Systems • Hangar6 • Hansen Photo Inc. 	<ul style="list-style-type: none"> • Instruments + Advanced Materials • Memscap, Inc • Instruments + Advanced Materials • Micross AIT • Service Providers • Troxler Electronic Laboratories, Inc • Instruments + Advanced Materials • Underwriters Laboratories, Inc • Wolfspeed, a Cree company • Xintek, Inc • Research Triangle Foundation of North Carolina • Foundations, Institutes, + Science Associations • Stop Soldier Suicide, LLC • The Council for <ul style="list-style-type: none"> • Entrepreneurial Development • (CED) • 21st Century Creations • Service Providers • 3BP Consulting • Advarra • Service Providers • Alexander Business Suites • Service Providers • AMBCopy, LLC • Apex Family Wealth • Aprio, LLP • Boomy Corporation • Bright Horizons at The Enrichment Center • Brown Black Law Office
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- High Quality Entomology Services
- Hive Digital
- Intelligaia
- Information Technology • Klearly
- Information Technology
- Lulu
- Luminas Strategy
- Marlin Wastewater Services
- Med Aditus
- Life Sciences
- Merritos
 - Metas Solutions
 - Micross AIT
 - Department of Public Works
 - Entrepreneurial Development
- North Carolina Health News
- North Carolina MBDA Business Center
- Pack Light Global
- Pharm-Olam International
- Press Record Media
- Service Providers • PSI
- Service Providers
- Purple Goldfish Think Tank
- Service Providers
- Red Reef Advisors
- Research Triangle Cleantech Cluster
- RTP Capital Advisors
 - RTP.Studio

- Carolina Center for ABA and Autism Treatment
- Clinical Strategies & Tactics Inc.
- Biotechnology + Life Sciences
- Cloud Giants
- Information Technology
- Continuous Precision Medicine
- Cutting Edge Information, LLC
- Dassault Systemes Americas Corp.
- Information Technology • DCube Solutions
- Information Technology
- DHR Marketing
 - Micross AIT
- Instruments + Advanced Materials
- Mispro Biotech Services
- Montague Capital Partners LLC
- Motor & Equipment Manufacturers Association
 - (MEMA)
- Murano Corporation
- Mylestone HR Consulting
- NC Department of Public Safety
 - State of North Carolina

Restaurants near Research Triangle Park







Research Triangle Park Market Research

The Research Triangle Park, which is also known as RTP, established itself in 1959 and became a primary driver for economic growth in the Triangle area. It's fairly close to the middle of the 'Triangle' and thus the name Research Triangle Park (RTP). The park is bounded by the cities of Cary and Morrisville, which along with Raleigh, Durham, and Chapel Hill have become hotbeds for the technology industry. Today, the Research Triangle Park is home to many of the world's top technology and healthcare companies and the list of numerous companies continues to grow. The list of businesses in RTP currently sits around 300 and includes companies like IBM, Cisco, Microsoft, NVIDIA, GlaxoSmithKline, and more.

Oftentimes the Research Triangle Park is referred to a miniature Silicon Valley thanks to the density of technology companies that operate in the area.

Thanks to the Research Triangle Park the surrounding cities of Cary, Morrisville, and Apex have seen a large uptick in their economic growth. With so many folks moving to the Raleigh area for job changes or better ways of life the neighboring towns have experienced a large growth in their populations. Specifically, cities like Holly Springs, Fuquay-Varina, Garner, Clayton, and Wake Forest.

Raleigh-Durham Airport

Located near the Research Triangle Park there is the Raleigh-Durham International Airport which is continually growing, adding new flights, and bringing in new airlines to assist with the increased demand of folks doing business and living in the Triangle. The Raleigh-Durham International Airport, also known as RDU is one of the many reasons Raleigh and Durham have experienced so much growth. The airport is clean, efficient, and helps folks to travel for business or pleasure throughout the United States and Internationally.

Homes in the Triangle

One of the many reasons so many people are moving to the Triangle is the affordability of homes for sale in our area. Is easy to find homes price around the \$300,000 mark on average and that number continues to grow as more and more people are looking to relocate. Many folks are moving to the Triangle from California or one of the colder cities in the north thanks to the affordability, the weather, and the overall quality of life that North Carolina offers.

RTP is a research and technology industrial park about 7 miles long and 2 miles long located in Durham County in about the middle of the Triangle. It isn't a town or city, it's an area in the middle of the Triangle set aside for research and development. Many big companies are located there. Driving through RTP feels like there's nothing there because the buildings are set back behind trees and it really does look like a park. It very convenient to RDU airport.

Each of the 3 towns has a large university. Chapel Hill is the home of the University of North Carolina (UNC), Duke University is in Durham and NC State is located in Raleigh. The 3 cities are

about 30 minutes apart. Duke University Hospital and UNC Health are huge, award winning hospital centers.

For the past 60 years, many of the innovations and ideas that shape our world were formulated, hatched and brought to reality in the wide swath of piney forest known as Research Triangle Park. The park was founded as an attempt to keep the talent that was being churned out by Duke, UNC and N.C. State within the state. But now it draws talent from all over the globe and holds unique prestige among technological and innovation hubs.

Since its founding, “RTP has been a model for many research parks around the world,” Scott Levitan, Research Triangle Foundation’s chief executive, said. But it is not merely a lesson in history.

RTP is governed by a board of 28, which includes the presidents of the three universities, and it consists of 24 million-square-feet of built space spread across 7,000 acres. It is home to more than 300 companies, 50,000 employees and an additional 10,000 contractors. Its size is matched by its fiscal and cultural capital, which has been a driving force behind the growth and prosperity of the area at large. According to a study by RTI International, the park pays its employees more than \$700 million in annual income.

It has a roster of industry giants, including RTI, as well as Cisco and IBM, and is still growing.

Though its current scope may have seemed unimaginable to its founders, its mission is the same: to foster innovation, endear future-shaping companies to the area, and work in concert with regional world-class universities and industry leaders. It has always been a vision of the future.

RTP was established in 1959 by local leaders and academics who saw a need to move away from the Piedmont’s standard industries like agriculture, furniture and textiles, and to focus instead on what the future of commerce might look like.

Nestled in the center of the Triangle, the park was seen as a hub in which the three universities could coexist in their research and as an axis of thought that could lure the world’s most fascinating and forward-thinking companies.

These goals have largely been met.

RTI was one of the first big successes, opening simultaneously with the park. Its growth and focus on scientific applications helped spark interest in other companies, and many followed the nonprofit into the budding park.

1960-1985

In its first 25 years, RTP's growth and development was characterized almost entirely by large firms such as IBM and Burroughs-Wellcome locating R&D facilities within the Park. From this point on, the word was out—RTP was a place for emerging research and technology companies.

There was untapped talent available at the local universities, and an intelligent culture and affordable cost of living that scientists and technologists loved.

The park is an unincorporated area, and state law prohibits municipalities from annexing areas within the park. Some local government functions are served by the Durham-Wake Counties Research and Production Service District, a special tax district created in 1986 that is conterminous with the park, wherein the property tax rate is limited to 10 cents per \$100 valuation. The park has special zoning as a Research Applications District in the Wake County portion, and a Scientific Research Park in the Durham County portion. As of October 2012, both zoning areas are in the process of being revised to allow higher density development. The zoning changes are coupled with legislative changes allowing for Urban Research Service Districts (URSD) within the Park, which can include a mix of retail and residential usages. These newly permitted URSDs could levy taxes at the same rate as a neighboring city.

1990s

Additionally, around this time, the region was impacted by a business shift toward the outsourcing of contract research and clinical trials. RTP's collaborative model once again figured prominently in CRO success: many drew heavily on the statistical and analytical expertise at the Triangle's university partners Duke, NC State and UNC, as well as North Carolina's home-grown firm, SAS.

2000

Following the merger of Glaxo-Wellcome and Smith Kline Beecham into GlaxoSmithKline in 2000, 61% of entrepreneurial spinouts specialized in new drug discovery and medical device development. During this same period, the Triangle's collaborative model added two important components: the NC Biotech Center and the Microelectronics Center of North Carolina. These organizations were the nation's first state-funded non-profits that promoted small firm success in life sciences and microelectronics.

2050

The state's hands-on policy of loans, grants, counseling, and networking worked: North Carolina today ranks among the top three states in bioscience employment and has become a

world leader in vaccine research and manufacturing. It is home to an \$86 billion a year agricultural biotech industry that will play a major role in feeding a world population expected to reach nine billion by 2050.

A park within the park

The Triangle Universities Center for Advanced Studies Inc. (TUCASI) was established in 1975 and intended to serve the three Founding Universities (Duke University, NC State University, and UNC-Chapel Hill) within the Research Triangle Park.

The Research Training Program (RTP) provides block grants, on a calendar year basis, to higher education providers (HEPs) to support both domestic and overseas students undertaking research doctorate and research master's degrees, known as higher degrees by research (HDRs).

The objectives of the RTP scheme are to:

- provide flexible funding arrangements to support the training of domestic students and overseas students undertaking HDRs at Australian HEPs
- deliver graduates with the skills required to build careers in academia and other sectors of the labor market.
- support collaboration between HEPs and industry, and other research end-users • support overseas students undertaking HDR studies at Australian HEPs.

Students can be offered RTP Scholarships for one or more of the following:

- tuition fees offset
- stipend for general living costs
- allowances related to the ancillary cost of research degrees.

Research masters' students – period of support

RTP Scholarships are available to domestic and overseas students enrolled in an accredited HDR course at an Australian HEP. RTP Scholarships are available for a maximum period of 2 years for research master's degree. Under temporary arrangements enacted in 2020 to reduce impacts of COVID-19, this maximum period was extended to 2 years and 6 months (full-time students), at the discretion of HEPs.

Research doctorate students – period of support

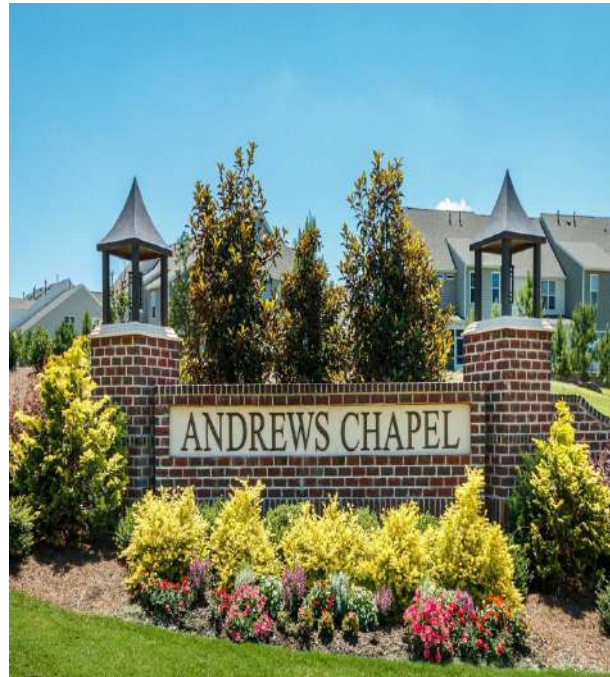
RTP Scholarships are available for a research doctorate degree for a minimum of 3 years, up to a maximum of 4 years, at the discretion of the HEP. Under temporary arrangements enacted in 2020 to reduce impacts of COVID-19, this maximum period was extended to 4 years and 6 months (full-time students), at the discretion of HEPs.

RTP funding is administered by individual HEPs who each have their own application and selection process. Students need to contact their chosen provider directly to discuss how to apply for the RTP scheme.

The craft of building a community in some ways mirrors RTP's larger story: creating a shared space and mutual history, embracing innovation through in-the-moment connections over a quick bite to eat – or a locally crafted beer during one of The Frontier's Thursday Happy Hours. But RTP's main focus – as it was on day one, year one – is on what's next.

RTP is poised to begin work on phase one of a gargantuan addition – a \$1 billion, 2 million-square-foot, pedestrian-friendly and mixed-use campus that will include retail and office space, a 400-room hotel and 13.5 acres of open space. Split into two phases, the project is expected to be completed in 2026 and generate \$83 million in tax revenue by 2028, according to an economic impact study conducted by RTI. Once up and running, the study says, the development will produce some 4,200 on-site jobs.

Residential Developments near Ellis Crossing





MARKET AREA PHOTOS

Durham's One City Center



Southbank Building



Snow Office Building



Downtown Durham Historic District



Berkshire Residential



Hock Plaza



Erwin Square



Duke Chapel



Hill Building



Storage Center



Best buy distribution center



Durham Exchange Club Industries -
Food Distribution Center



Trade Area Restaurants

Restaurants

Alpha Peruvian Charcoal Chicken



Banh's Cuisine



Bali Hai Mongolian Grill



Burger Bach



Pomodoro Italian Kitchen



Vine Sushi and Thai



Chipotle



Panera Bread



Juju Durham



Taberna Tapas



NanaSteak



M Pocha



Refectory Cafe



Cucciolo Osteria



Clouds Brewing-Durham







Market Survey Gallery

Liberty Distribution



hgregg Distribution Center



Amazon Fulfillment Center



Good Work, Inc. - Food Distribution Center



FEDEX OFFICE



UPS Customer Center



Durham Market Research

Durham Marketing Research

Durham has successfully transformed its business and economic landscape from one based upon tobacco and textile products to a modern, cutting-edge economy. GlaxoSmithKline, IBM, and Cree are just some of the forward-thinking companies that have headquarters in Durham.

Durham consistently ranks in the top 10 least challenging places to live with seasonal allergies.

Durham's economy has seen three major phases in the last 200 years.

First, the tobacco industry dominated the city. Durham quickly developed a vibrant community. In the 1950s, Durham took on a new venture with the development of Research Triangle Park.

Durham's growth began to rekindle during the 1980s, with the construction of multiple housing developments, and the beginnings of downtown revitalization.

Today, Durham is a vibrant, unique community that continues to grow and prosper with new industry and amenities for all.

Fueled by the country's largest research park – the Research Triangle Park (RTP) - and generations of results-driven entrepreneurs, Durham is a rocket ship.

Where Start-ups Thrive

Durham is in the midst of an entrepreneurial boom. Entrepreneurs and startups are attracting national attention from the public sector, Silicon Valley investors, and talented individuals worldwide.

Talent is plentiful with three Tier 1 research universities at our doorstep: Duke University, UNC Chapel Hill, and NC State. Other terrific institutions like NC Central University plus eight additional colleges and universities provide Durham with an abundance of highly-skilled, specialized workers.

Durham County has seen the job market increase by 2.0% over the last year. Future job growth over the next ten years is predicted to be 42.5%, which is higher than the US average of 33.5%.

Tax Rates for Durham County

- The Sales Tax Rate for Durham County is 7.5%. The US average is 7.3%.
- The Income Tax Rate for Durham County is 5.5%. The US average is 4.6%.

Income and Salaries for Durham County

- The average income of a Durham County resident is \$29,801 a year. The US average is \$28,555 a year.
- The Median household income of a Durham County resident is \$52,038 a year. The US average is \$53,482 a year.

In 2020, Durham, NC had a population of 276k people with a median age of 34.1 and a median household income of \$61,962. Between 2019 and 2020 the population of Durham, NC grew from 269,702 to 276,341, a 2.46% increase and its median household income grew from \$58,905 to \$61,962, a 5.19% increase.

The 5 largest ethnic groups in Durham, NC are White (Non-Hispanic) (40%), Black or African American (Non-Hispanic) (37.1%), White (Hispanic) (8.47%), Asian (Non-Hispanic) (5.32%), and Two+ (Non-Hispanic) (3.36%).

None of the households in Durham, NC reported speaking a non-English language at home as their primary shared language. This does not consider the potential multi-lingual nature of households, but only the primary self-reported language spoken by all members of the household.

90.3% of the residents in Durham, NC are U.S. citizens.

The largest universities in Durham, NC are Duke University (6,971 degrees awarded in 2020), North Carolina Central University (1,761 degrees), and Durham Technical Community College (1,317 degrees).

In 2020, the median property value in Durham, NC was \$243,000, and the homeownership rate was 51.6%. Most people in Durham, NC drove alone to work, and the average commute time was 22.8 minutes. The average car ownership in Durham, NC was 2 cars per household.

Climate

Durham is classified as a humid subtropical climate (Cfa) according to the Köppen classification, with hot and humid summers, cool winters, and warm to mild spring and autumn. Durham receives abundant precipitation, with thunderstorms common in the summer and temperatures from 80 to 100 degrees F. The region sees an average of 6.8 inches (170 mm) of snow per year, which usually melts within a few days.

Food

If our community and culture are the bones of Durham, our beating heart is, without doubt, our restaurants, breweries and craft beverages. Believe the locals and the press — Durham's food scene gives us life, every single day.

There's more than enough to go around. Food and drink are Durham's bread and butter. But don't feel bad if you fill up on artisanal bread before the next course.

Rosewater ice cream. Ginger cider. Espelette pepper jelly short ribs. Hush honeys. You won't forget these flavors. We've got ramen to warm the soul and fried okra to call home about. Award-winning cocktails and dishes from visionary restaurateurs make for meals that delight the senses... and keep generations of delectable Durham tradition alive.

Wind your way through our streets on your tour de tastes. Durham is where Korean barbecue food trucks blossom into brick and mortar botanical gardens and beer halls; and where spouses and

siblings stitch together culinary dreams to form the locally born and bred delights we've come to love.

Many places brag that they're the foodie capital or tastiest town. Perfect presentation is just a chapter; the story of Durham's food scene extends to a comprehensive farm-to-table philosophy of sustainable practices and collaborative ventures. From coffee beans to curried international specialties, we're layers deep in culinary magic.

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The Triangle

With diverse businesses, highly skilled talent and low tax rates, it's no wonder the Research Triangle Region is the first choice for growing businesses. Google selects the Triangle for new engineering hub. Apple picks the Triangle for new technology campus. Forbes' best state to do business. Home to companies across industries, attracting talent from all over the world and forming the partnerships that fuel innovation. The lowest corporate tax rate in the U.S.

An affordable cost of living, vibrant culture and world-class universities are enticing to employers and employees all looking for the life they want to live. 65% of our graduates stay in the Triangle after graduation. 70% projected population growth by 2046. It's only getting better, with over 17% job growth over the last 5 years.

Orange County

Orange County is located in the Los Angeles metropolitan area in Southern California. As of the 2020 census, the population was 3,186,989, making it the third-most populous county in California, the sixth most populous in the U.S., and more populous than 27 U.S. states and Washington, D.C. Although largely suburban, it is the second most densely populated county in the state, behind San Francisco County. The county's three most populous cities are Anaheim, Santa Ana, and Irvine, each of which has a population exceeding 300,000. Santa Ana is also the county seat. Six cities in Orange County are on the Pacific coast, including Seal Beach, Huntington Beach, Newport Beach, Laguna Beach, Dana Point, and San Clemente.

Orange County is included in the Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area. The county has 34 incorporated cities. Older cities like Old Town Tustin, Santa Ana, Anaheim, Orange, and Fullerton have traditional downtowns dating back to the 19th century, while newer commercial development or "edge cities" stretch along I-5 between Disneyland and Santa Ana and between South Coast Plaza and the Irvine Business Complex, and cluster at Irvine Spectrum. Although single-family homes make up the dominant landscape for most of the county, Northern and Central Orange County is relatively more urbanized and dense as compared to those

areas beyond Irvine, which are less dense, though still contiguous and primarily suburban rather than exurban.

The county is a tourist center, with attractions like Disneyland, Knott's Berry Farm, Mission San Juan Capistrano, Modjeska House, Segerstrom Center for the Arts, Yost Theater, Bowers Museum, Balboa Island, Angel Stadium, Downtown Santa Ana, Crystal Cove Historic District, the Honda Center, the Old Orange County Courthouse, the Irvine Ranch Natural Landmarks, and several popular beaches along its more than 40 miles (64 km) of coastline. It is also home to a major research university, the University of California, Irvine (UCI), along with a number of other notable colleges and universities such as Chapman University and Cal State Fullerton. More recently, statewide droughts in California have further strained Orange County's water security.

Orange County has the largest modeling, simulation & training cluster in the country, serving aviation and aerospace, healthcare and medical technologies, emergency services, entertainment, homeland security, information technology, education, microelectronics, optics and photonics and transportation.

North Carolina

North Carolina is more than 53,000 square miles that spans the mountains in the west, the piedmont region in the center, and the coastal plain region in the east. The state is home to rural communities, small towns, cities, and large metropolitan areas, each with their own industrial composition. North Carolina is also divided into eight "prosperity zones," groupings that intend to ensure economic growth across the entire state.

North Carolina's population growth has exceeded that of the United States each year from 2016 through 2020. Projections show that North Carolina's growth rates will outpace that of the nation through 2021 population projections.

Over the period of 2000 to 2019 North Carolina's per capita personal income has risen by 73% but it has consistently remained below that of the US. Per capita personal income in the United States has grown by 84% over this time. The gap between North Carolina's per capita personal income compared to the nation's has widened over this time. In 2000, NC's deficit was \$3,100, compared to \$8,703 in 2019.

2020 numbers for per capita personal income are not yet available. Due to the COVID-19 economic recession, however, we expect the numbers to be slightly lower next year.

In April and May of 2020, North Carolina's unemployment rate rose to unprecedented levels because of the COVID-19 pandemic and resulting policies aimed at curbing infections. These local and state policies required residents to stay home and many businesses, especially those in the service and hospitality industry, to close or reduce operating hours for weeks or months at a time. At the height of the economic shutdown in April and May, the unemployment rate among North Carolina residents was at 12.9%, higher than it was at any point during the Great Recession. Although the unemployment rate has decreased to 6.2% as of November 2020, it

remains higher than it was prior to the start of the pandemic when it was at a historically low rate of 3.6%.

The main food that North Carolina is known for is barbecue. North Carolina has two styles of barbecue: Eastern and Lexington. Eastern, found from the coast to the Piedmont, cooks whole hogs over oak coals, and then seasons the meat with a thin, tangy vinegar and pepper sauce.

For iconic local food that North Carolina is known for, let's start in Ocracoke Island, an isolated spot that's a three-hour ferry ride from the mainland. Here, Eduardo's Taco Stand has dished up tens of thousands of tacos—carnitas, pollo, asada, fresh catch—to visitors for more than a decade. Visit Ocracoke and you'll discover this little food truck is something between an institution and a landmark; on every visit to the island I eat an embarrassing number of tacos! My favorites are always fresh fish, or the crab, or the carnitas, or any of them, really.

In Raleigh, spots like Roast Grill—which serves one thing: hot dogs, one way—are synonymous with downtown dining. But new restaurants, like Crawford & Son, Bida Manda and Brewery Bhavana have become iconic for their playful take on Southern cuisine (Crawford & Son), pure Laotian cuisine (Bida Manda), and inspired spin on dim sum and craft beer (at Brewery Bhavana), adding to the list of local favorites found across the state.

Throughout the state, there's a laundry list of iconic restaurants: Crook's Corner in Chapel Hill, Charlotte's Heirloom, Kindred in Davidson, and little spots like Winnie's Tavern, home to Wilmington's Best Burger, or Duck Donuts, a made-to-order (seriously) donut spot that started on the Outer Banks and has spread like wildfire.

Located in the Blue Ridge Mountains, the North Carolina city of Asheville is once again making waves for its innovative culinary scene, earning the No. 1 spot in Yelp's newly released top cities for foodies survey, an honor it also received in 2020.

"Blending the flavors of the American South with Appalachian fare, Asheville boasts a unique mountain-to-urban creative food scene," a representative from Yelp said in a release sent to Travel + Leisure.

United Franchise Group Site Approval

COMING LATE 2022

DURHAM, NC

Marketplace at Ellis Crossing



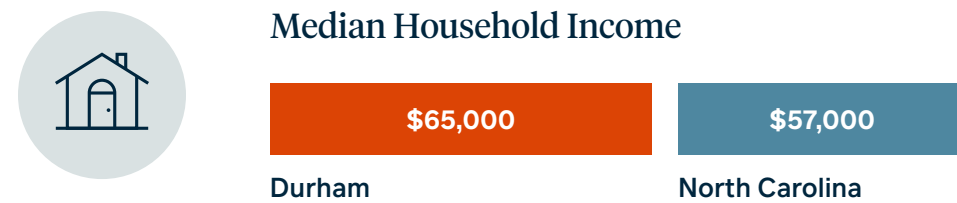
Location



LOCATION OVERVIEW

Durham, NC

The 4th most populous city in North Carolina, Durham is the core of the four-county Durham-Chapel Hill Metropolitan Area. Home to Duke University and North Carolina Central University, Durham is part of Research Triangle Park and is steadily growing.



Demographics

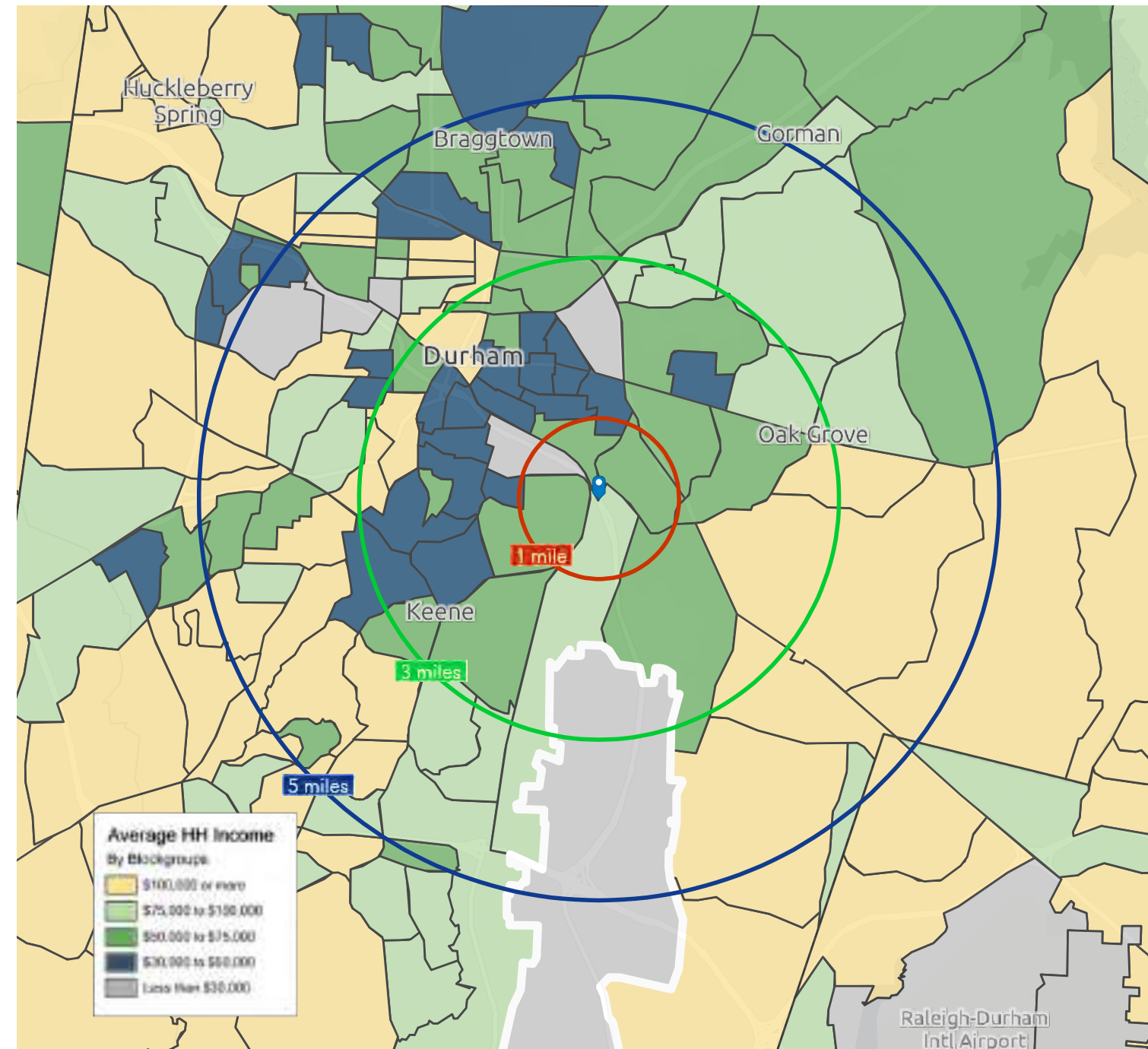
	1 mile	3 miles	5 miles
POPULATION			
2021 Population	4,055	76,012	179,030
2026 Projected Population	4,366	84,031	194,970
2021 Estimated Employees (daytime)	2,521	35,427	99,314
HOUSEHOLDS			
2021 Estimated Households	1,380	28,654	69,914
2021 Estimated Household Income	\$59,821	\$65,245	\$79,914
2021 Estimated Median Household Income	\$47,310	\$45,510	\$57,441

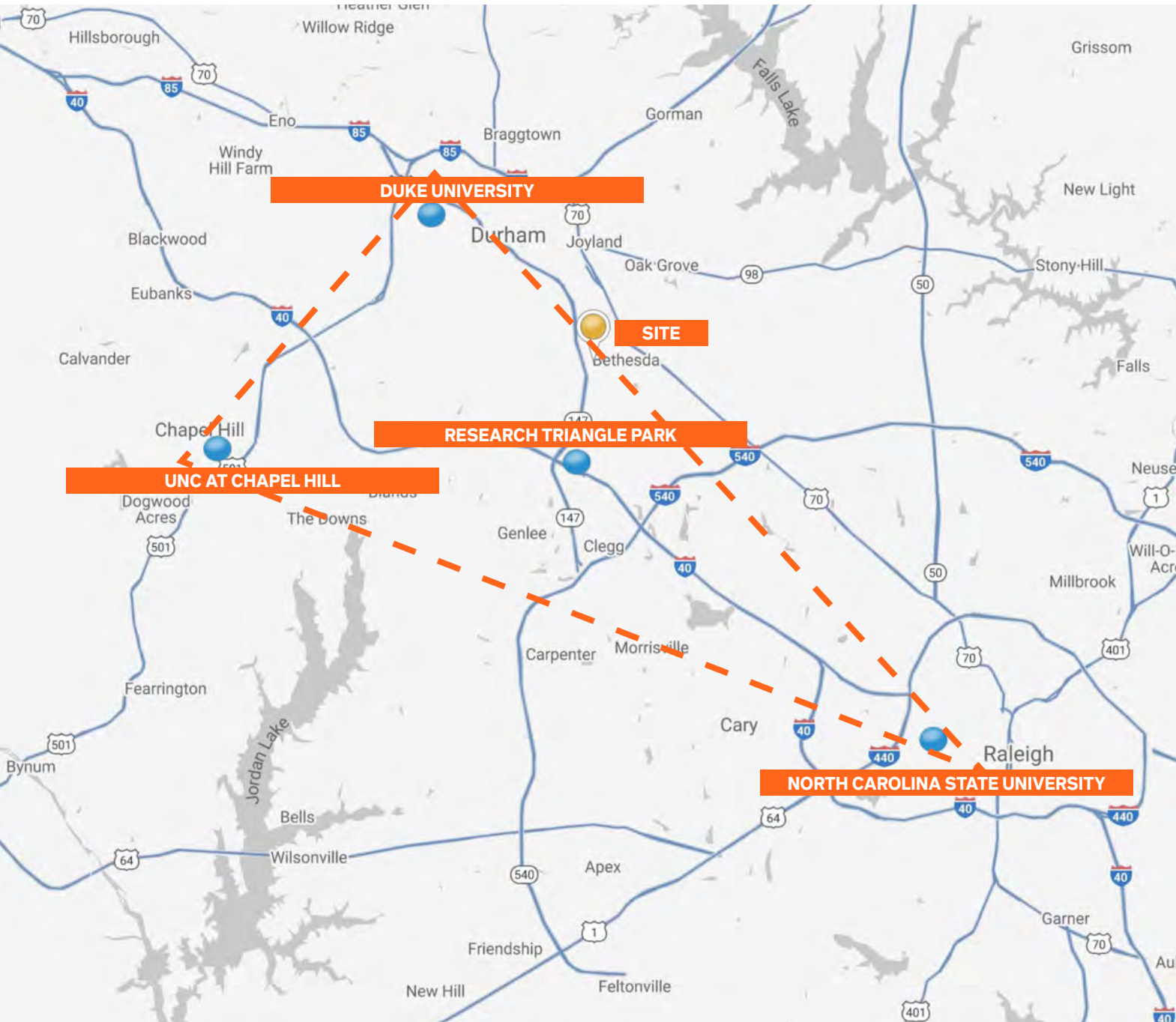


LOCATION

Area Highlights

- 20 miles from Downtown Raleigh and 5 miles from Downtown Durham, this mixed-use development is ideally located between two of the fastest growing cities in North Carolina.
- Part of Research Triangle Park, which consists of 11+ million SF of office/research and 7+ million SF of industrial/distribution. With over 300 research companies and more than 55,000 high-tech workers, the local vicinity has quickly become one of the most newly-developed areas in the country.
- Road improvements are in place and are expected to promote economic development for this area; improving access between Durham and Research Triangle Park and Raleigh-Durham International Airport.
- There are several new multifamily and residential developments, with more planned and under construction.
- On the SWC of Hwy. 147 & Ellis Road, Duke University opened Duke Research and Discovery @RTP its new \$100M campus, an expansion to the Duke University School of Medicine. This campus will host up to 250 faculty members and researchers.
- Genesis, a 5.5M SF of commercial development is underway and spans 104 acres on E. Cornwallis Road, west of the on-ramp to Durham Freeway. DPR Construction's 100,000 SF headquarters is expected to be completed in December 2022.
- Apple's new \$1B campus in Research Triangle Park will consist of 1 million SF and creating 3,000+ jobs with an average salary of \$187,000.





Research Triangle Park

RTP is a collaborative Innovation Center founded to improve economic outcomes for the citizens of North Carolina.

- Centered between three Tier-1 research universities; Duke University in Durham, University of North Carolina in Chapel Hill, and North Carolina State University in Raleigh.
- 7,000 acres comprised of hundreds of companies focused on research, including: science and technology, government agencies, academic institutions, startups, and non-profits.
- In 2020, RTP broke ground on HUB RTP, a \$1.5B new urban center featuring retail, office, residential, hotel, and green space across 100 acres.
- RTP currently has over 300 companies that employ almost 55,000 talented workers. 50% of the population in RTP's surrounding counties have bachelor degrees, and nearly 1 in 5 have a graduate degree.

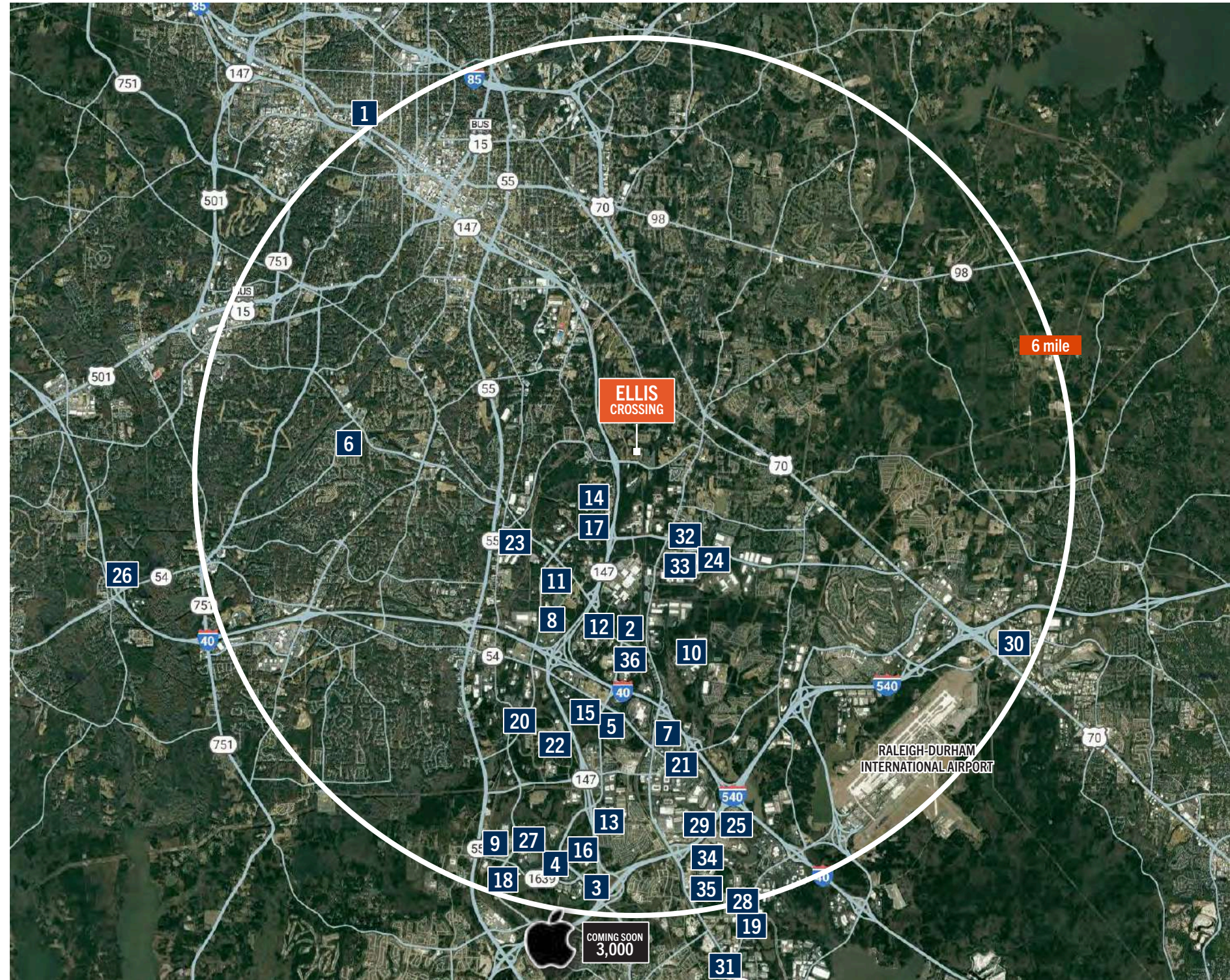


*maps and information courtesy of rtp.org

Top Employers - 6 Mile Radius

MARKETPLACE AT ELLIS CROSSING

#	COMPANY	EMPLOYEES
1	Duke University & Duke Health Systems	43,022
2	IBM (International Business Machines)	8,000
3	Cisco Systems	5,000
4	Lenovo	5,000
5	Fidelity Investments	4,300
6	Blue Cross Blue Shield of NC	3,785
7	IQVIA	2,700
8	Grifols	2,517
9	Credit Suisse	2,505
10	Cree	2,500
11	Wolfspeed, a Cree company	2,318
12	RTI (Research Triangle Institute)	2,191
13	Sensus (a Xylem brand)	2,072
14	bioMerieux Inc.	2,000
15	GSK (GlaxoSmithKline)	1,900
16	BASF	1,800
17	Biogen	1,600
18	Laboratory Corporation of America	1,500
19	Netapp	1,500
20	Trialcard	1,300
21	EPA (U.S. Environmental Protection Agency)	1,250
22	Novo Nordisk Pharmaceutical Industries	1,200
23	NIEHS (National Institute of Environmental Health Sciences)	1,000
24	Toshiba Global Commerce Solutions	850
25	Veritas Collaborative	792
26	Channel Advisor	737
27	AICPA	700
28	Novozymes	700
29	PPD (Pharmaceutical Product Development)	666
30	Teleflex Medical 1	660
31	Syneos Health	600
32	CTG (Computer Task Group)	600
33	Fujifilm Diosynth	600
34	PBM Graphics	550
35	GE Aviation	550
36	Oracle	549
37	Microsoft	547
38	Syngenta Crop Protection, LLC	500



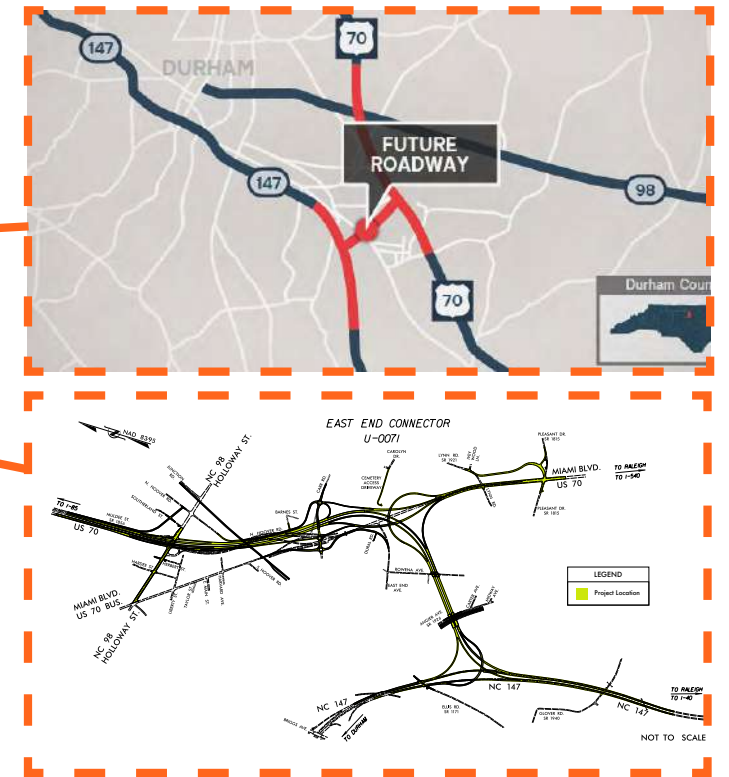
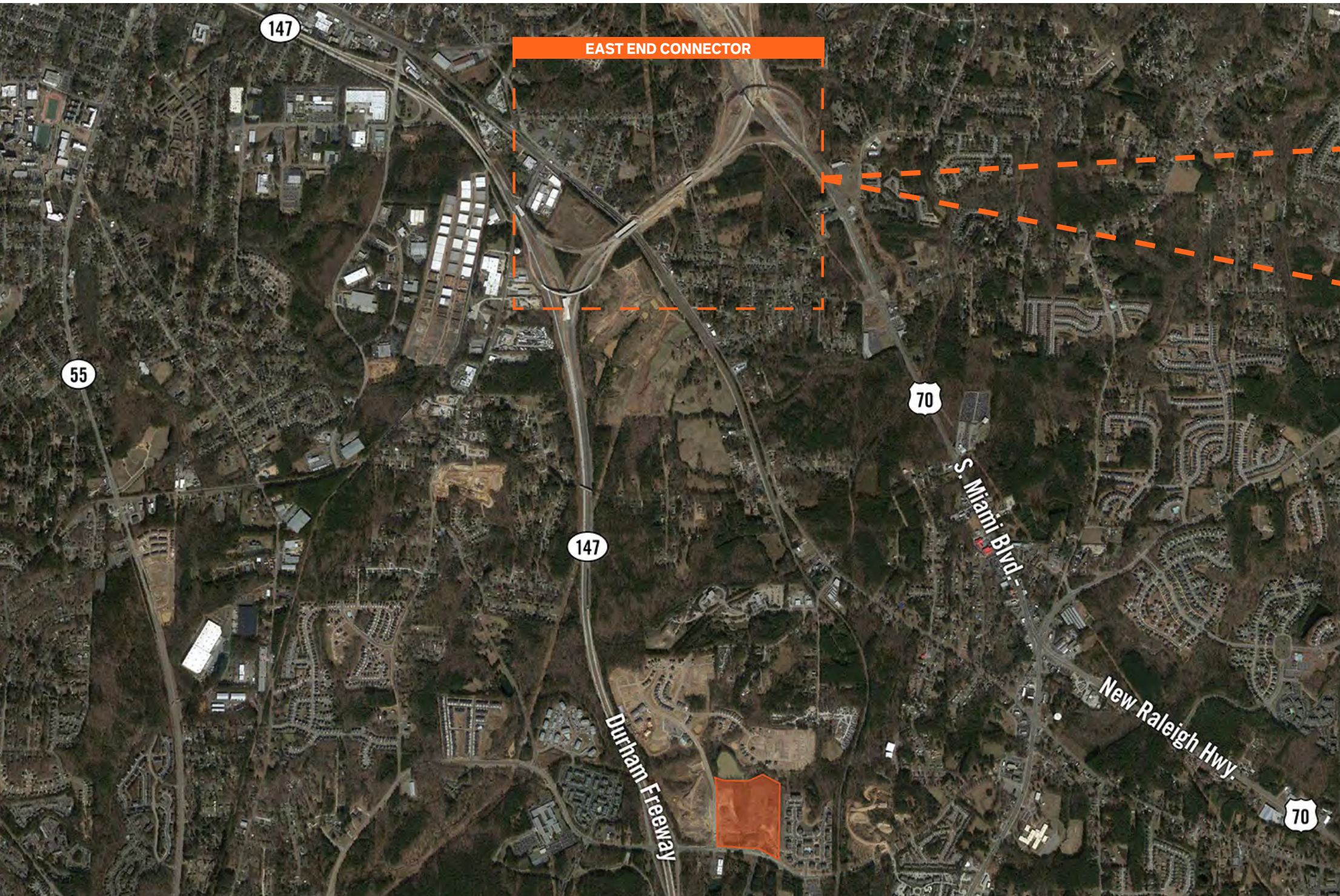
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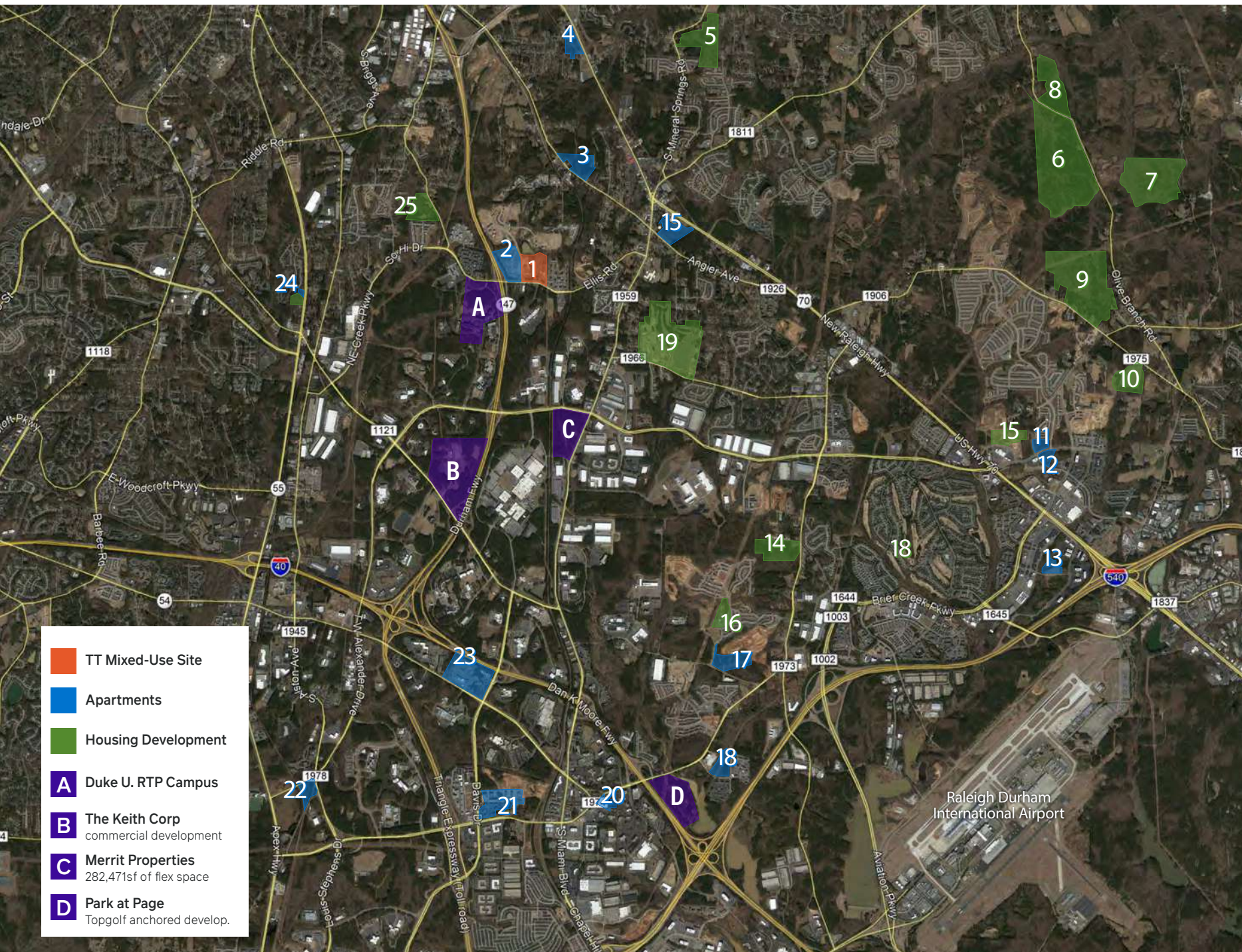


The N.C. Department of Transportation is building the East End Connector in Durham County to provide a direct connection between the Durham Freeway (N.C. 147) and Miami Boulevard (U.S. 70) – two major east-west highways in the Triangle – and improved access to I-85 and I-40.

Work involves building a 1.25-mile freeway from N.C. 147 to U.S. 70 and converting approximately 2.75 miles of U.S. 70 – which will be part of the East End Connector – to a freeway.

Construction begins	February 2015
Traffic shift to new N.C. 147 northbound lanes	August 2019
N.C. 147 complete	March 2020
East End Connector opens to traffic	November 2020
Project complete	Late 2022

INFO SOURCE: NCDOT



New and Proposed Residential Developments

#	DEVELOPMENT NAME	COMPLETION DATE	# UNITS
1	THOMPSON THRIFT MIXED-USE SITE	-	-
2	The Village at Ellis Crossing (Apartments)	2023	264
3	3723 Angier Avenue (Apartments)	NA	521
4	Fox Crossing (Apartments)	NA	162
5	South Mineral & Pleasant	NA	184
6	1202 Olive Branch (Townhomes)	NA	616
7	Olive Branch Reserve	NA	350
8	Lochwood (Townhomes)	NA	108
9	Leesville Road Assemblage (Townhomes)	NA	344
10	Sykes Properties	NA	80
11	8000 ACC Blvd (Apartments)	NA	224
12	The Cambridge at Brier Creek	2021	205
13	Brier Creek Apartments	2024	261
14	Tanglewood (Townhomes)	NA	182
15	Oak Grove Commons	NA	115
16	Creekside at Bethpage	2022	655
17	Bethpage Apartments	NA	228
18	Arrington Lot 3 (Townhomes)	NA	65
19	Lakeshore by Centex	2021	250
20	Candour House (Apartments)	2021	276
22	Alexander Crossing	NA	176
23	HUB RTP	2022	850
24	Nova RTP (Townhomes / Apartments)	2021	46 / 37 apts
25	1432 Ellis (Townhomes)	NA	200

6,000+ NEW RESIDENTIAL UNITS BUILT OR COMING SOON



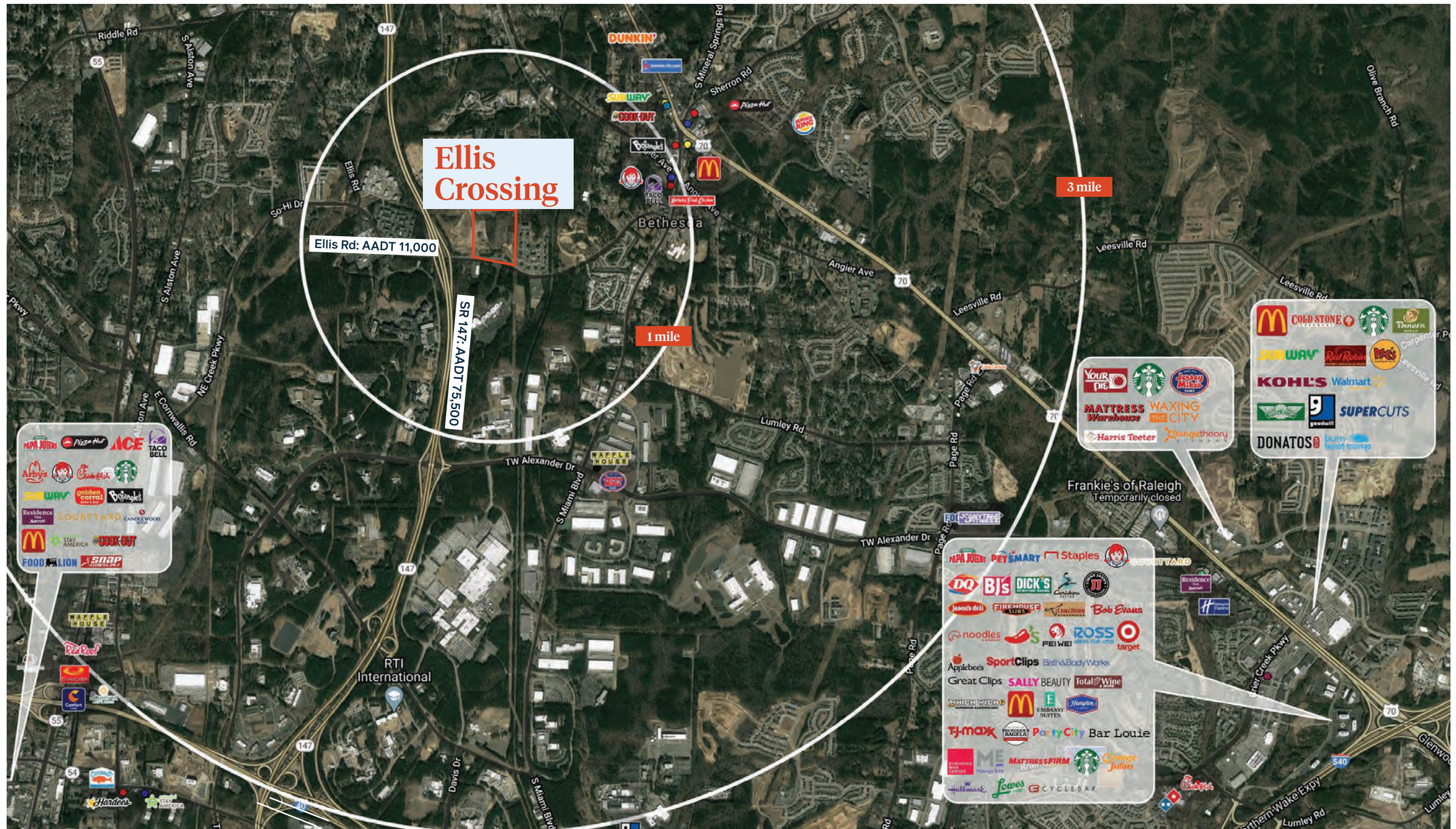
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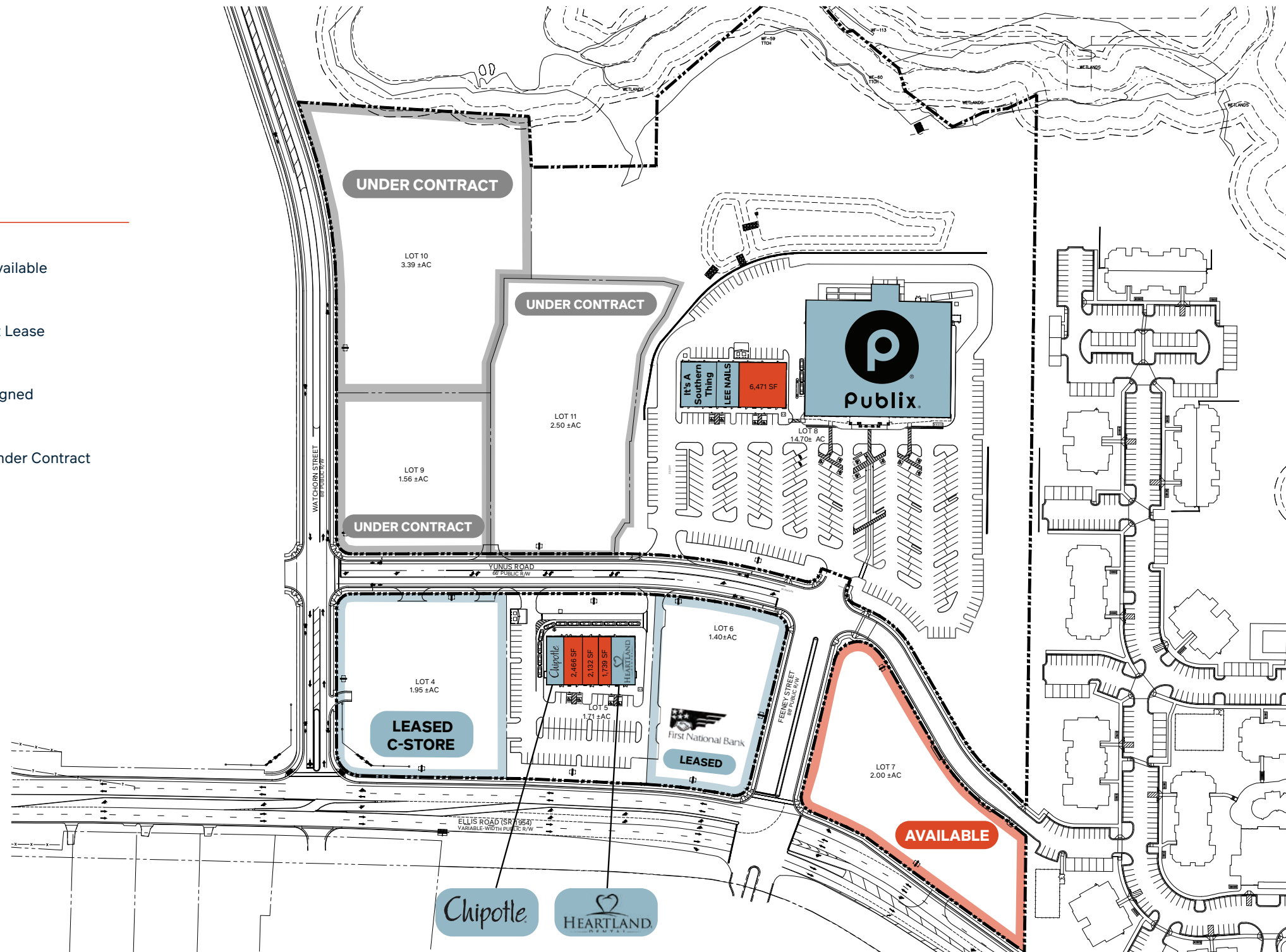
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KEY

-  Available
-  At Lease
-  Signed
-  Under Contract



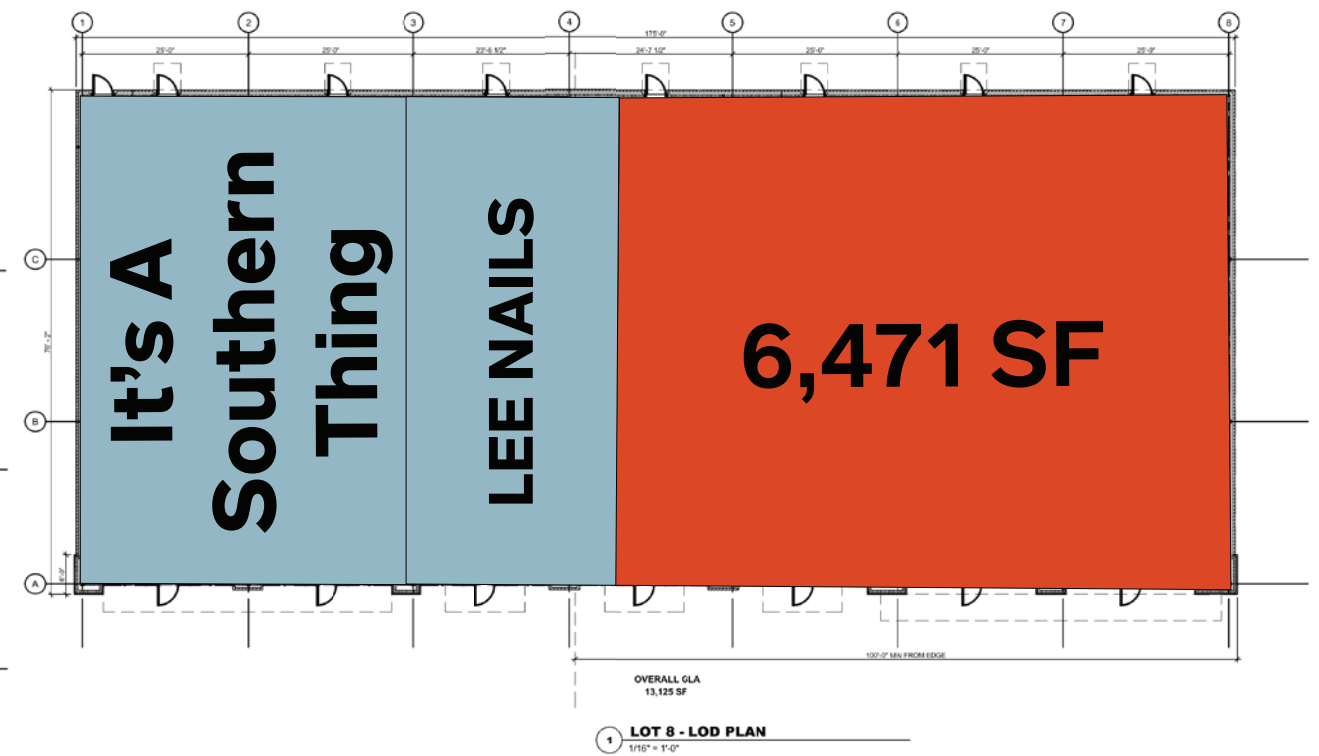
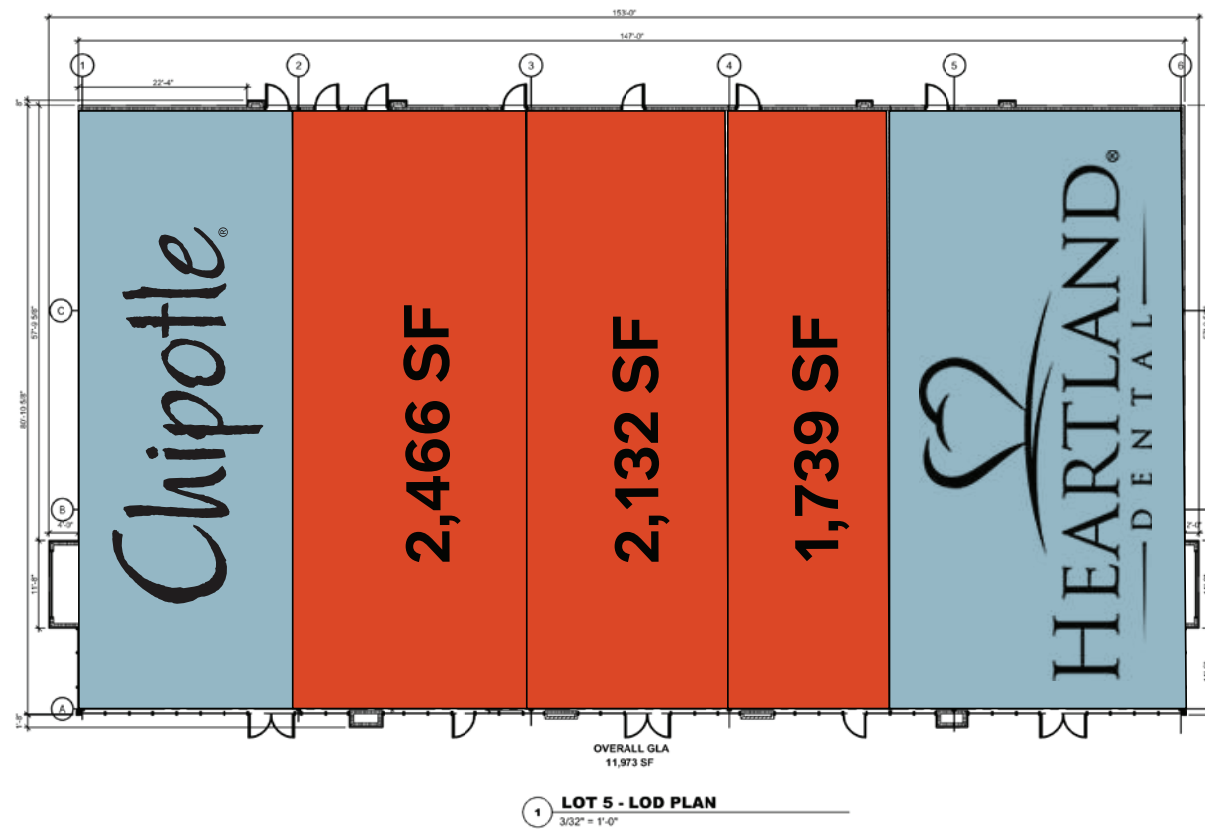
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Outlot MTB

Publix Shops

KEY

- ▲ Available
- ▲ At / Near Lease
- ▲ Signed



Customer Reviews

The Great Greek Mediterranean Grill Customer Reviews

Florida

Lake Nona

Staff were friendly. The gyros were fresh and tasty. There is wide selection on the menu but for a first visit I decided to go with a classic gyro. Definitely get the baklava ice cream for dessert! (Lake Nona)

I fell in love with this place! It was so customizable, fresh & delicious! They have vegan options available which made me happy and the staff was so friendly. I would totally come back here again!"

West Palm Beach

Yumo! This is our second time to this location and every time we go there the place is clean the people are friendly food comes out quickly and it taste delicious let alone very affordable.

Delicious food friendly staff.

The Greek salad was very good and the humus with pita was very delicious

Great service, great food, and great prices. The food was very fresh. All the veggies were crisp and the pitas tasted like they were freshly baked. Even the kids chicken fingers came with a small salad. I will definitely go back.

The whole experience was wonderful. Large portions, tasty food, price & service. If you like the true taste of Greece this is a must.

Port St. Lucie

We did not know what to expect but was surprised at the service and the food. We both had the gyros with fries and it was plenty of food. I will try the lamb chops next time; they did look good.

If you are looking for a quick casual meal this place is very good. The food and the staff were both great.

We love this spot. It's not fancy, but the food is great and won't break the bank. Anything we have ordered -- from gyros to Greek Salad -- has been delicious and is always served with a smile. Give it a try!

Orlando Skyhouse

Had the great Greek gyro with grilled chicken. The pita was soft, the chicken was moist and tender, the tomatoes were fresh and the red onion diced up to the right size with an almost crunch that brought that extra zest of flavor. The Tzatziki brought it all together in a blend that was very balanced. Added the Feta fries and it made for a solid lunch. Staff was very warm and welcoming as well. Would have taken a picture of the food, but dove in and didn't stop eating once the food arrived.

I love this place. Let's start off by saying- it's very clean restaurant, inside and out.- the staff is kind, knowledgeable and personable- parking

My son and husband went with me to lunch one day, and we were glad that we did. The gyros were excellent, the Greek salad nearly incomparable. Very safe environment during the Coronavirus! Staff did a great job with distancing , masks, and service.

is tough but you can always park in the sky house apt garage- Hummus and bread - so smooth and fresh with hints of garlic- Lamb Skewer - made to order, soo many flavors tender and juicy5/5 will return!!!

Great presentation of the gyro. Not sloppily thrown together like a few other places ive been in central Florida. Fast and accurate service, and the taste is exactly what it should be. It's my first time and i definitely am adding this place to my go-to list.

Winter Garden

Great food and service! This place is always slammed when I get my to go order, but the food and service is always spot on and consistent. Cant pick a favorite. salmon, steak tips are my to go, also the rice bowl with a protein. Food is fresh and great when you don't want to cook and don't want to consume fast food. Repeat customer for life Customer service is always great and prompt, very pleasant hard working staff!

very nice place, honest price and the food is excellent! Despite not having service at the tables, the servers are very polite and attentive.

This is the second time that I have eaten here and it's delicious. I went here with my fiancé for lunch. The gyro is really loaded and we got the great Greek Gyro which also includes feta cheese. My fiancé and I eat got a beer, an order of Greek fries, and a great Greek Gyro. We tried a pilsner and a lager. It was the first time that either of us had a Greek beer and they had a sharp bite at the end so they weren't our favorites. The Greek fries were AMAZING! They're crispy, flavorful, cheesy, and hot. The employees are friendly and the food is delivered quickly. I would recommend this restaurant if you like Greek food.

Do you like Greek food? I love Greek food! This place was amazing. Went with my gal pals while on a weekend trip in Orlando. The food was

made fresh so it did take a little bit for our food to be ready and the portion size was quite large. We enjoyed the gyros and chicken souvlaki. It's a little on the pricier end but..... It's worth it! 10/10 recommend!

South Carolina

Charleston

I am so impressed with this cafe! We enjoyed a Mezze Plate and a Falafel in a pita along with Dolmides (stuffed grape leaves) . We expected to have the standard fare- pre made dips, etc and what we got was absolutely delicious, fresh made, chef quality food. Prices are very reasonable and quality is super. The cafe was very clean, service was friendly and prompt and the plates were attractively arranged. The quality of the food far exceeds "fast food". Portions are appropriate to pricing and variety of offerings mean everyone can find something they like.

We just had delivery from The Great Greek and we all loved our meals. If the gyros and chicken kabobs were this good with delivery, I imagine they would be fantastic fresh to table. Good, fresh food- hummus, falafel, salads! Well done, thanks.

My wife and I stopped in for lunch. We each had Greek Salads...mine with gyro meat and my wife with falafel. The salads each came with pita bread and tzatziki sauce on the side. With a soft drink, the total was less than \$25 and the salads were substantial. The service was excellent and friendly and the menu was varied enough that i am confident everyone will find something tasty to order.

This new Greek restaurant is both welcoming and delicious. A welcome addition to Legacy Place, there is a nice though not extensive variety of Greek options. All are prepared well. Service is with a big smile.

Mt Pleasant

One of the best gyro's ive had!! I missed eating them and enjoyed one from the northwest location near my house, definitely coming back!!

I just ordered this soup and I can't agree more with others. This soup is fantastic. I had a favorite before, but I think this one just moved to the top of my list! So good and hot just like I like my food!

food was amazing, chicken was fresh and tasty will come back again!

Best Greek food ever! The portions are huge, and the food is always super fresh and delicious. Highly recommend!

Virginia

Falls Church

It was amazing and I've tasted several Greek restaurants but none compare to the ones from this restaurant!

This place is AMAZING!

Amazing taste and service! The food is always so delicious and fresh always hot when receiving it! The employees are very welcoming and hospitable! 10/10 on every aspect for this place!

Texas

Friendswood

My wife and I always come here for a quick bite. The gyros are absolutely delicious and everything tastes, and is 100% fresh.

Food was excellent. Blake was all over. Greeted us. Took our order. Made a great suggestion (Tirolafteri) Cleared plates in entire dining room. Great service BLAKE!!

This place doesn't miss. My favorite is the rice pilaf bowl with medium rare lamb (no tomatoes). My family and I order from here at least 1 or 2 times a week

San Antonio

This was our 1st time visiting and won't be our last. The service was great and the food tasted delicious. I appreciate that they offered tables,

booths and also outdoor seating. We'll definitely be back soon!
I had a gyro and feta fries, and it was really good.
Awesome soda fountain, good sweet and unsweetened tea.
The inside is nice too.
The place

promotes hienz ketchup but use off brand... not impressed by that.
Back here for a gyro though!

All of the food was terrific. The gyros were great, both chicken and lamb.
Souvlaki was excellent and salads fresh. The pita bread is so soft I couldn't
stop eating it. We sat outside and it was a little breezy but comfortable with
a nice view. Definitely a place to try if you like Greek food. Oh yeah, the
feta fries!!

The Colony

Great job. Please keep up the good work!!!

Soooo good! I can't believe the portions that they give! We ordered extra
taziki not realizing every meal comes with pita and taziki. We literally have
pita bread for the full summer !! The Greek salad was great and so was
everything else. All 6 of us enjoyed our meal! We easily ordered online and
the order was ready by the time it said it would be on the website. All in all
great experience!!!

What a great Greek restaurant. The service is great and fast!

Ohio

Middleburg Heights

Ordered take out. Easy handoff- but the feta fries?! That's the real star.
Even to-go they were amazing. Love the food quality here.

Delicious! Very clean and has outside seating.

The staff is ALWAYS kind and friendly. Food is phenomenal every-time I have been here. I have tried everything on the menu and it never fails to amaze me. I would highly recommend them 1000 times over.

Nice new casual dining restaurant in Tradition. Had the lamb souvlaki, feta fries with an order of baklava for desert and I would recommend them all.

New Jersey

Florham Park

I have love this place. Beautiful staff and clean facilities. And the food is top notch.

I have worked for various Greek places over the years, and I can honestly say this is the best Greek food I've ever had

The food here is delicious. I've gotten the lamb beef gyro and feta fries, both delish.

Nevada

Nellis

We love it here. We eat here at least twice a week. Great food, amazing staff and the cookies on the bottom row are my weakness! Fabulous addition to Tradition!!

Great restaurant find in Tradition! Staff is warm and welcoming and very willing to explain the food options.

Gyro and Feta Fries and a Small Greek Salad. Yum!

Love this place! Weekly coupons are the bomb. Good food, great service and amazing prices. We keep coming and bringing new customers.

St Rose Parkway

Adorable in every way. A local restaurant where everything is made in house.

I have been here multiple times and have never been disappointed. The food is delicious.

We went there for the first time about 2 weeks ago and really enjoyed it all. The food was really good and the service was excellent.



Market Analysis

Project Management

Development, Design and Construction Process

Responsibility: East West

Development, Design and Construction Process

The following is a detailed description of the sequential components of the development management process for each location within each city that will be undertaken in phases based upon mutual acceptance of the Business Plan and closing of project funding.

- ◆ Project definition
- ◆ Conceptual design
- ◆ Design development
- ◆ Construction documents
- ◆ Procurement
- ◆ Construction
- ◆ Project close-out

Project Definition

Develop Project delivery strategy. Analyze Project requirements for function, quality, cost, and time. Evaluate operational and legal constraints. Recommend a design and construction strategy that best addresses all of these issues.

Program development. Develop functional requirements for the Project, incorporating any applicable user groups.

Develop a Project budget. Prepare a detailed Project budget. Clearly identify all categories of cost. Include construction cost, land cost, legal fees, consultant fees, building permits, testing laboratories, furnishings, fixtures, equipment, landscaping, and project management fees.

Document Project organization and procedures. Develop organization charts for project development entity, architect, consultants and contractors. Prepare a Project directory with names, addresses and responsibilities of all individuals and organizations associated with the Project. Document procedures for decisions, communications, distribution of reports, billings, etc.

Manage selection of consultants. Develop selection procedures. Receive and evaluate written proposals and conduct interviews in order to select architects, engineers and other consultants. Negotiate all applicable contracts.

Identify appropriate building systems. Select alternate building systems appropriate for the Project. Review function, price, and relevant construction practices to determine compatibility and the cost effectiveness.

Prepare preliminary cost estimate based on historical models. Establish a preliminary budget for each Project, based on a statistical analysis of completed Projects adjusted for current conditions.

Develop cost models. Develop budgets for each major building system and other elements of construction. Compare these cost models with design estimates as each Project progresses.

Develop master schedule. Prepare master schedules for each project showing duration, responsibility and precedence for major activities. Establish the duration of each Project and identify the most critical activities. Update and expand the level of detail as each Project progresses.

Develop decision tracking system. Identify, monitor and report on the status of key decisions and issues which influence the progress of each Project.

Develop Project control system. Identify and define the control system (Information technology) which will be used as a tool to communicate, monitor, and control Project costs, schedule, and quality.

Conceptual Design

Implement on phased construction techniques. Establish a division of work into separate contracts to permit phasing. Consider such factors as construction durations, construction document preparation, long-lead-time materials and equipment, labor availability, trade jurisdictions, and interface problems between contractors.

Establish and monitor detailed design schedule. Expand each project design schedule indicating milestones for each phase. Monitor and report on progress and problems.

Develop preliminary procurement schedules. Prepare project schedules for the bidding or negotiation of construction contracts. Develop schedules for the bidding, shop drawings, fabrication and delivery of direct-purchased equipment.

Develop design phase schedule. Produce detailed schedules of activities for each of the design phases. Include both graphic and numeric reports.

Prepare final budget. Establish final budgets for all categories of work. This will become the basis for all financial reporting as each Project progresses.

Initiate Project accounting reports. Based on each final budget, initiate reporting systems which includes detailed budget categories for consultant fees, construction costs, developer costs, contingencies and reserves. Produce monthly Project accounting reports to compare each budget to current estimates, contractual obligations, changes and anticipated changes.

Estimate alternate building systems. Estimate the cost of alternate building systems in order to finalize selections prior to design development.

Estimate design concepts and compare to cost models. Estimate conceptual design in progress and compare to preliminary cost models.

Identify value engineering and life-cycle cost study areas. Identify areas for value engineering study as the design of each project progresses. Energy, maintenance and operational considerations dictate, perform life-cycle costing studies to evaluate the most cost effective systems.

Report on escalation changes. Monitor the rate of inflation for labor, materials and equipment. Update unit costs accordingly.

Identify interested contractors and suppliers. Investigate and prequalify contractors and manufacturers interested in bidding the work. Review plans with them and promote their interest in each Project.

Design Development

Monitor the design development schedule. Review the preparation of bid documents and compare to schedules developed during the conceptual design phase. Report on activities which are on or behind schedule. Recommend corrective action as required.

Review plans and specifications for technical accuracy and coordination. Review plans and specifications as they are being developed. Check construction feasibility and coordination of all design disciplines. Advise on contract provisions for controlling construction schedules. Advise on special and general conditions sections of specifications for each project.

Conduct value engineering review of design development. Conduct a multi-disciplinary value engineering review to evaluate alternatives for building systems that are not within budget.

Report on escalation changes. Monitor the rate of inflation in the construction industry and update cost Projections accordingly.

Estimate final design development. Prepare a construction cost estimate for all building and site development in categories comparable to previously developed cost models and budgets.

Compare design development to cost models. As drawings progress, compare estimates to cost models and budgets by category.

Update Project accounting reports. Prepare current Project accounting reports. Include Project cost summaries and detailed cost status reports.

Identify long-lead delivery items for early purchasing. Identify materials and equipment which require long delivery times and are critical to the progress of the work. Develop a strategy for purchasing these items directly and later assigning them to a contractor.

Identify interested contractors and suppliers. Maintain contracts developed during conceptual design phase. Continue to promote interest in each Project.

Construction Documents

Establish final procurement strategies. Finalize Project strategies considered during the conceptual design stage. Finalize all bid packages and phasing techniques.

Review plans and specifications for technical accuracy and coordination. Review plans and specifications as they are being developed. Check construction feasibility and coordination of all design disciplines. Advise on contract provisions for controlling construction schedules. Advise on special and general conditions sections of the specifications.

Recommend contract provisions. Prepare contract provisions for inclusion in the construction specifications. Require performance by the contractors to support quality, cost and schedule objectives.

Prepare bidding documents. Advise on general conditions and develop bid forms for all bid packages.

Bid long-lead-time materials and equipment. Organize and manage the bidding of long-lead-time materials and equipment. Prepare bid forms and distribute bidding packages. Review and analyze bids.

Update master schedule. Update the master schedule to reflect the current Project plan. Prepare

both graphic and numeric reports. Distribute to all members of the Project team.

Establish and monitor detailed construction document schedules. Update, expand, and review schedules which identify individual areas of responsibility for the preparation of construction documents. Monitor and report on progress.

Establish submittal procedures. Document all procedures required for the submittal of materials, samples and shop drawings. Develop and maintain schedules and logs.

Report on escalation changes. Monitor the inflation rate in the construction industry and update cost Projections accordingly.

Compare current design to cost models. As working drawings proceed, compare current estimates to cost models. Recommend modifications as required.

Estimate final construction documents. Prepare detailed cost estimates of final construction documents. Display cost information in categories that can be compared to budgets, cost models and bid results.

Update Project accounting reports. Prepare current Project accounting reports. Include Project cost summaries and detailed cost status reports.

Identify interested contractors and suppliers. Maintain contacts developed during the design development phase. Continue to promote interest in each Project.

Procurement

Conduct pre-bid conferences. Organize and direct conferences prior to the receipt of bids. Include all bidding contractors, the consultants and project management staff.

Manage issuance of addenda. Work with the architects and engineers in the preparation of addenda to the construction documents, and issue all addenda to qualified bidders.

Receive bids. Secure and evaluate bids and recommendations on award of contracts.

Negotiate contracts. Where elements of work are not competitively bid, negotiate to establish a fair and equitable price for the work to be accomplished.

Construction

Conduct preconstruction conference. Organize and direct a preconstruction meeting contractors and development consultants. Establish Project organization, lines of authority and Project procedures.

Engage and maintain on-site staff. Manage a field staff to administer the work of the construction contractors. Inspect the work for conformance with plans and specifications.

Manage testing agencies. Select independent testing agencies. Coordinate their work, review their reports and make recommendations regarding their findings.

Prepare detailed construction schedules. Develop construction schedule outlining start and finish dates for procurement and construction activities. Establish major milestones for each segment of the work.

Monitor progress of the work. Review contractors construction schedules. Observe construction progress and report deviations from the schedule which will jeopardize job progress. Work with contractors to develop recovery plans.

Control construction quality. Review capabilities of proposed subcontractors and evaluate their suitability. Evaluate proposed procedures and equipment prior to use. Observe work in progress and report defects and deficiencies.

Maintain jobsite records. Maintain a current record of contracts, drawings and specifications; inventory handbooks, technical standards and operating manuals; log shop drawings and samples; and file correspondence, directives and meeting minutes.

Process pay requests. Develop and implement a procedure for the review and processing of contractor applications for payment. Review contractor's schedule of values for use in processing payments.

Recommend changes in the work. Make recommendations for changes in the work which are dictated by field conditions or will save time or money or improve quality.

Maintain Project accounting system. Maintain an accurate, up-to-date construction cost accounting system. Include costs of contracts, direct purchased materials and other appropriate items. Make revisions to incorporate approved changes as they occur.

Process change orders. Develop and implement a system for the preparation, review and processing of change orders. Estimate the cost of all change orders and negotiate with contractors.

Coordinate processing of shop drawings. Monitor submittals and expedite approvals of shop drawings. Maintain logs and sets of documents.

Conduct regular job meetings. Schedule and conduct regular meetings at the job site. Include all client and contractor representatives and appropriate consultants. Discuss job progress. Track and record decisions.

Assist in claims defense. Support the client in the defense and resolution of claims related to the Project. Assemble and analyze data.

Prepare field reports. Maintain daily job site reports. Record weather, numbers of workmen, equipment in use, general activities and special occurrences. Prepare monthly status reports which record the progress of the work and comment on quality, cost and time issues.

Monitor safety plans. Review the safety plans developed by each of the contractors. Make recommendations and monitor the adherence to such Projects.

Manage insurance process. Manage the processing of insurance claims, payments and rebates.

Arrange for photographic record of each Project. Arrange for sequenced video coverage or monthly photographs of the work in progress.

Project Close-out

Develop close-out schedule. Produce a detail schedule of close-out activities. Include punch lists, equipment testing, start-up procedures and occupancy.

Assemble operating manuals and warranties. Collect and catalogue all procedures manuals and instructions for the operation of mechanical, plumbing, electrical and special equipment. Collect all warranties.

Coordinate acceptance inspections. Schedule and direct inspections to develop punch lists. Establish substantial and final completion dates.

Close out construction contracts. Work with each contractor to monitor the completion of punch list items and to finalize all outstanding changes in their scope of work. Verify the payment of retainers.

Coordinate systems testing projects. Organize and manage the testing of mechanical, plumbing, electrical and special building systems.

Implement start-up procedures. Plan and monitor the start-up and adjustment of all building systems.

Coordinate occupancy. Work with the client to schedule the installation of furnishings, fixtures and equipment as well as phasing the relocation of personnel.

Participate in management of warranty work. Work to ensure that the contractors honor their warranty responsibilities in a timely manner.

Franchise Agreement Summary

Summary and Key Points of “The Great Greek Mediterranean Grill” Franchise Disclosure Document

General Information:

“Great Greek Franchising, LLC” and “The Great Greek Mediterranean Grill” (both Florida limited liability companies) principal business address is 2121 Vista Parkway, West Palm Beach, Florida 33411. They are owned by UFG Holdings Group, LLC (a Florida limited liability company) and TGG Partners, LLC (a Nevada limited liability company) with addresses located at 2121 Vista Parkway, West Palm Beach, Florida 33411 and 10655 Park Run Dr., Suite 130, Las Vegas, Nevada 89144, respectively. UFG Holdings Group, LLC is intimately familiar with the franchising business, as they are the owners of ten franchise businesses with over 1600 locations across the globe. “Great Greek Franchising, LLC” sole business activity relates to the franchising of “The Great Greek Mediterranean Grill.” In this document, the “Franchisor” refers to Great Greek Franchising, LLC, while “we,” “us,” “our,” & “franchisee” refer to East West Investments USA.

“The Great Greek Mediterranean Grill” has competition limited to restaurants and food service businesses. These franchises are subject to all applicable federal, state, county, or local laws and agency regulations which could include aspects of operations such as food preparation safety, emissions from business, indoor air quality, food/menu labeling, disclosure of caloric/nutritional value, and licensing/permitting.

On April 30th, 2020, UFG Corp. reported that there were 5 franchised locations operating. At the end of their fiscal year, April 29th, 2021, UFG Corp. reported that there were 11 locations that were open and operating, meaning that 6 opened during the UFG Corp. fiscal year. In the period from April 30th, 2020 to April 29th, 2021, UFG Corp. reported \$469,314 as royalty revenue (6% of franchised locations’ gross revenue) from these locations. This means that across these 11 locations, gross revenues totaled \$7,821,900 ($\$469,314 / .06$). Gross revenues (defined by UFG Corp.) refer to total sales minus sales tax and unused gift card balances.

Obligations & Milestones:

Here are the obligations of East West Investments USA, which are contingent on reaching specific milestones:

Pre-Operations Obligations:

Initial Franchise Fees

- Upon signing a "Deposit Receipt" (aka "binder"), we are required to pay a \$9,500 deposit to the franchisor that is fully refundable if we choose not to open a The Great Greek Mediterranean Grill franchise.
- When the "Franchise Agreement" is signed by us, we are required to pay \$39,500 and the binder/deposit receipt will be applied to the balance. This means we are required to pay an additional \$30,000 to the franchisor.

Raleigh/Durham (NC), Inland Empire (CA), & Miami (FL)

- o Under a "Multi-Unit Development Agreement" (MUDA): A \$39,500 initial franchise fee must be paid for 1st restaurant within the MUDA, and \$29,500 for the remaining restaurants within the MUDA. A \$20,000 deposit is required after the initial location's franchise fee is paid on the first location and will be applied to the next location's initial franchise fee. We must sign a franchise agreement and pay the \$29,500 (less \$20,000 deposit) within five days of signing a lease or acquiring a restaurant's premise.

Restaurant Package: (\$163,520 total), includes equipment, coolers, furniture, Point of Sale System (POS), Digital Menu Board System, Dining Area Furniture, small wares, interior trade dress, sound system, management computes, outdoor sign, uniforms, grand opening marketing and promotional package for a 2000 sqft location.

- Deposit of \$12,500 must be paid upon execution of the franchise agreement/MUDA
- Second Payment of \$37,500 must be paid within 10 days of signing a lease for a TGG location
- Remainder of the Balance Due at the earlier of (1) construction permits approval or (2) upon funding of the construction loan

Real Estate Service Charge: (\$0-\$3,500, provided by Franchise Real Estate) site selection & lease negotiation assistance

- Due to UFG Corp. before opening of location

Design & Project Management Fee: (\$10,000) assistance in managing the construction or remodeling and finishing of the location for your business

- Due upon execution of a Franchise agreement/MUDA

Initial Training Fee: (\$500 plus living expenses for employee)

- Included in Franchise Fee: Level 1 Training for 2 people (includes airfare/lodging/one meal per day for 1 person training)
- Not Included: Level 2 Training (\$500/person) & travel/living expenses during Level 2 training

Opening Assistance: To be able to get opening assistance, franchisee must have a “Certificate of Occupancy” and pass county/city initial “health inspection.”

- Fee may be applied if travel is booked within 14-days’ notice of the Restaurant completing all inspections

Grand Opening Advertising and Promotion: Franchisee is required to spend at least \$20,000 on a marketing program that happens 30-120 days prior to opening. UFG Corp. provides marketing/advertising advice/consultation prior to the promotions start.

Obligations during Operations: Compliance with Law and TGG Manual/System Operating Procedures

- Within the 1st 120 days of operation, Franchisee must supply a report detailing the Franchisee’s investments costs to develop and open the business to the Franchisor
- Royalty: 6% of Gross Revenues (payable every week)
- Marketing/Brand Fund Contribution: 3% of Gross Revenues (payable every week)
- Local Marketing: 1% of Gross Revenues must be spent on marketing/advertising in the local market
- Customer Complaint Resolution: Franchisor will solve customer complaints and charge franchisee actual expenses for remediation
- Quarterly Financial Statements and Annual Tax Returns must be provided to Franchisor by Franchisee
- If any problems arise and UFG Corp. must resolve them, Franchisee must pay back actual costs plus a 10% administrative fee

Insurance Requirements:

- (i) comprehensive general liability policy with a minimum combined single limit covering bodily injury, property damage and products, and completed operations of \$1,000,000;
- (ii) all-risk property insurance including fire, vandalism, theft, burglary and extended coverage with primary and excess limits of at least 80% replacement value of the Business and its inventory, equipment and fixtures;
- (iii) Employment Practices Liability Insurance with a combined single limit of at least \$500,000 including full prior acts coverage, third party coverage and Fair Labor Standard Acts coverage;
- (iv) if the Business serves alcoholic beverages, separate coverage for liquor liability (commonly referred to as Dram Shop Liability) with limits of not less than \$1,000,000 single limit per occurrence and \$2,000,000 aggregate limit;(v) Hired and Non-owned Auto Insurance (“HNOA Insurance”) with limits of not less than \$500,000 single limit per occurrence and \$1,000,000 aggregate limit;
- (vi) all insurance required by applicable law, including workers’ compensation and disability (limits may vary according to geographical location). If the applicable laws in Franchisee’s state do not require the owners of the Business to be covered by worker’s compensation insurance, Franchisee shall elect coverage for himself or herself.

Corporate Assurances:

UFG Corporation provides real estate/location assistance through its affiliate, "Franchise Real Estate," which provides consultation/analysis of the following aspects: demographics, site selection, lease negotiation, construction management, location design and layout, and assistance with obtaining building renovation costs.

UFG Corp. provides project management services to ensure that the design and construction process happens in a coordinated manner to ensure efficiency and quality.

UFG Corp. provides fit-out assistance and installation in-store to fully vet all products and systems listed in Schedule A.

UFG Corp. provides "Pre-Opening" assistance which includes Level 1 training at Corporate Headquarters, advisory/consulting role during design/construction, having a UFG Corp. executive oversee the first five days of operation, providing an operations manual (including standard policies/procedures & instruction on how to run the business efficiently across all business aspects).

UFG Corp. provides "Post-Opening" assistance which includes proactive notification of any alterations/improvements to the system, bulletins on sales and service methods, marketing development and techniques, and/or business and operating procedures, & offer advice regarding franchisee's equipment, computer hardware/software, & food service processes.

UFG Corp. executives are obligated to visit every location periodically and provide advice/feedback on how to make operations more efficient and improve customer experiences. Advice and guidance will be given with respect to: methods and procedures for the purchase, storage, display, preparation and sale of approved products and the supply of approved services; New and additional products and services as Great Greek Franchising may approve, from time to time, to be used or offered for sale by the Business; The purchase, operation, maintenance and use of equipment, displays, uniforms, materials and supplies; Implementation of advertising and promotional programs approved by Great Greek Franchising; Establishment and implementation of administrative, bookkeeping, accounting, inventory control and general operating procedures for the operation of the Business; Prices to be charged for menu items sold in the Business; and The operation, cleanliness and efficiency of the Business.

UFG Corp. will provide additional marketing/advertising services using the "Brand Marketing/Advertising Contributions" and will spend them specifically for each respective location.

UFG Corp. will maintain a website that includes loyalty/rewards/promotional programs to increase brand awareness.

UFG Corp. provides policies on how to operate accounting/bookkeeping systems accurately and in accordance with GAAP.

UFG Corp. provides the franchisee with a list of other franchisees to contact for advice based on their experience opening a TGG location.

UFG Corp. provides an in-depth checklist and preferred timeline of all things that are required to be submitted prior to opening to ensure a cohesive and stable opening.

Assignment, Default, Dispute Resolution, Indemnification, Termination, Transfers

Assignment

Default & Termination: Article 14

Dispute Resolution – All breaches/issues must be brought up within one year of their occurrence.

- Option for Non-Binding Mediation: If the option for mediation is exercised, participation by both parties is mandatory and shall execute a confidentiality agreement regarding all aspects of mediation. Mediation will be brought to the American Arbitration Association under Commercial Mediation Procedures. The fee for the mediator shall be split equally by both parties and shall take place in the state of the franchisee's principal location of business.
 - o Limitations: Neither party can pursue litigation until after mediation has been completed. The franchisor is not subject to mediation if the franchisee is over 45 days late on any payment owed to the franchisor or mediation related to indemnification or insurance requirements
- Arbitration: Arbitration shall occur in accordance with the American Arbitration Association under Commercial Mediation Procedures. Judgment upon the award of the arbitrator may be entered in any court having jurisdiction thereof.
- Damages: Franchisor and Franchisee agree to waive any punitive or monetary damages not measured by the prevailing party, unless authorized by federal law. The franchisee shall be held liable for the "lost future income" from royalty feeds upon termination due to default.
- Legal Costs: Non-prevailing party shall pay the legal proceeding fees of the prevailing party.

Indemnification – Article 16

Termination –

Transfer – Article 15

Transfer By Franchisee or upon Death/Incapacity to Run Business: Franchisee must give the franchisor 60 day notice of the proposed transfer, Franchisor has the right to purchase assets in the proposed transfer at the same price as the potential assignee within 30 days of receipt.

Franchisor may impose these conditions for transfer:

- (a) Great Greek Franchising receives a transfer fee equal to \$24,500 or ten percent (10%) of the selling price of the business (whichever is greater) or the then-current transfer fee as established by Great Greek Franchising at the time of transfer;
- (b) the proposed assignee has completed Great Greek Franchising's franchise application processes, met Great Greek Franchising's then-applicable standards for new franchisees, and been approved by Great Greek Franchising as a franchisee;
- (c) the proposed assignee is not a Competitor;
- (d) the proposed assignee executes Great Greek Franchising's then-current form of franchise agreement, which form may contain materially different provisions;

- (e) Franchisee has paid all monetary obligations to Great Greek Franchising in full, and Franchisee is not otherwise in default or breach of this Agreement;
- (f) the proposed assignee and its owners and employees undergo such training as Great Greek Franchising may require;
- (g) Franchisee must turn over to Great Greek Franchising all digital assets, including, but not limited to, all digitally-stored content (such as images, photos, videos and text files), whether stored locally at the Business or accessible via the internet, the cloud, or another digital storage device (such as a USB drive or zip drive) or stored with a third-party digital-storage provider (such as OneDrive or Dropbox); and all user names and passwords for any and all email accounts, social networking websites (such as Facebook®, Twitter®, LinkedIn®, Google+®, YouTube®, Pinterest®, Instagram®, Tumblr®, Flickr®, Reddit®, Snapchat®, TikTok®, Twitch®, Quora®, Medium®, Triller®, and WhatsApp®), blogs, review websites (such as Yelp® or Angie's List®), and any other online communities where the Business created or shared online content, or held itself out as speaking for or representing the Business.
- (h) Franchisee and the transferee and its owners execute a general release of Great Greek Franchising in a form satisfactory to Great Greek Franchising; and
- (i) the Business fully complies with each System Standard.

Project Budget

Durham NC		Sqft	\$210.00
Schedule A Included		163,520	81.72
			\$260.63
Summary	\$/Sqft.	Budget	% of Budget
Construction Costs	\$210.00	399,510	39.01%
Equipment		101,784	9.94%
Furniture		22,000	2.15%
Milwork & Fixtures		0	0.00%
POS - Menu -Tech		24,000	2.34%
Signage		19,000	1.86%
Small Wares		12,500	1.22%
Business Management		3,200	0.72%
HARD COST SUB-TOTAL	\$260.63	581,994	56.83%
Project Fees & Deposits		119,847	11.70%
Pre-Opening Training Costs		29,007	2.83%
Marketing Launch Costs		24,500	2.39%
Funding Costs		268,747	26.24%
SOFT COST SUB-TOTAL		442,102	43.17%
NEW RESTAURANT COSTS		1,024,096	100.00%
		755,348	
Construction Cost	2,233	Sqft	
Tenant Improvement Costs		450,000	
Construction Management Fee		9,000	
Hood & Ansul		7,500	175
Tenant Improvement Allowance	\$30.00	(66,990)	
Net Construction Costs		399,510	39.01%
Equipment Costs			
Equipment Package	Inc. Sched A	75,020	7.33%
Freight, Delivery, Install & Start-up	Inc. Sched A	14,500	1.42%
Taxes	Estimated Taxes	12,264	
Total Equipment		101,784	9.94%
Furniture Costs			
Dining Area Furniture	Inc. Sched A	17,000	
Outdoor Furniture		5,000	
Taxes	See Est. Tax w/ Equipment	0	
Total Furniture		22,000	2.15%
Millwork/Fixtures (in Construction)			
Front Counter			
Back Counter			
Beverage Counter			
Freight & Delivery			
Install			
Taxes			
Total Fixtures		0	0.00%
POS - Menus & Tech Costs			
POS	Inc. Sched A	10,000	
Menu System	Inc. Sched A	6,500	
Management Computer & Wifi	Inc. Sched A	1,500	
Audio/Video	Inc. Sched A	4,000	
Low Voltage Installation		0	
Survailance System		2,000	
Taxes	See Est. Tax w/ Equipment	0	

Total POS		24,000	2.34%
Signage & Trade Dress Costs			
Outdoor Signage	Inc. Sched A	14,000	
Interior Trade Dress & Signage	Inc. Sched A	5,000	
Blinds			
Taxes	See Est. Tax w/ Equipment		
Total Signage		19,000	1.86%
Smallwares Costs			
Smallwares	Inc. Sched A	12,500	
Delivery	Inc. Sched A		
Taxes	See Est. Tax w/ Equipment		
Total Smallwares Costs		12,500	1.22%
Project Fees			
Franchise Fee		39,500	
Legal/Accounting		15,000	
Architect/ Design		33,597	
Project Management Fee		10,000	
Permits/Licences		15,000	
Insurance	1-4% of constr. Costs	6,750	
Total Fees & Deposits		119,847	11.70%
Pre-Open Training Costs			
Management Salaries		9,000	hire asap
Initial Training Costs & travel		11,000	
Pre-Opening Team Training Expense		6,007	
Training Product		3,000	7-12k
Total Training Costs		29,007	2.83%
Project Funding Costs & Deposits			
Loan Packaging Service Fee		10,575	
Lender Costs		153,586	
SBA Fees		54,671	
Interest Expense in Construction		5,169	
Working Capital		35,000	
Lease Deposits		8,746	
Utility Deposits		1,000	
Free Rent (after open)		0	
Net Project Funding Costs		268,747	26.24%
Launch Marketing Costs			
Marketing Colateral (Menus-Bus Cards-Promos-Etc)	Inc. Sched A	3,000	
Grand Opening Promotional & Marketing Launch	Per franchise Agreement	21,500	
Total Management & Marketing Costs		24,500	2.39%
Business Management Costs			
Telephone System		200	
Office/Organizational /Safe		2,500	
Uniforms	Inc. Sched A	500	
Total Management Costs		3,200	0.31%

Annual Proformas



***Please refer to the Business Proforma
which is being submitted separately as
an excel document.***

East⊕West