

# KOKORO<sup>®</sup>



## FRANCHISE PROSPECTUS 2026



KOKORO<sup>®</sup>

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# ABOUT KOKORO

Nestled in Kingston-upon-Thames, KOKORO started out as a small Korean-Japanese restaurant in 2010. With only three tables available at the start, KOKORO has expanded into a booming franchise with over 83 locations across the UK. KOKORO's success can be attributed to our customers' appreciation for authentic and delicious meals, supported by good service through KOKORO's reliable quality management in sourcing and packaging.

The key to success is very simple: you keep the food tasty, fresh, and healthy. The hard part is how you do it and how you maintain it. KOKORO in Japanese translates to heart, mind or soul. These are the most important ingredients in KOKORO's food. Currently KOKORO is undergoing rapid growth as a franchisor and it is ready to share its success stories and invaluable advice that stems from past experiences accumulated with our prospective franchisees.

A stylized, handwritten signature in black ink, reading 'Rak Kyu Park'.

**RAK KYU PARK**  
FOUNDER



# VISION WITH KOKORO

**KOKORO**(こころ) means **heart**,  
**mind** or **soul** in Japanese.

These are the most important  
ingredients in **KOKORO**'s food.

## Proven Recipe to Success

- **Food:** Our chefs meticulously prepare fresh meals at each branch, showcasing a beloved signature menu that has earned rave reviews from our satisfied customers. With quick and efficient service, we strive to ensure a consistently delightful dining experience for all.
- **Training:** Our Franchisees receive training sessions including food preparation, fish handling, cooking, admin, and HR, so that they are set up for success.
- **Support System:** Once our franchisees open their stores, we will be there to hold their hands until their businesses stabilise

## Franchise Fee

- **Licence Fee:** £30,000 +VAT payable on signing the Franchise Agreement
- **Royalty:** monthly sum equal to 6% of Gross Turnover

## Sizzle and Spice: The Irresistible Allure of Asian Inspired Cuisine

With the rising popularity of Asian cuisine, particularly Korean and Japanese, in the UK for their diversity and originality, we proudly present the well-balanced combination of these flavours to create the unique "KOKORO" experience. Our menu is inspired by interesting Asian flavours that have become widespread in the UK, reflecting the vibrant and dynamic culinary landscape. Embark on a delightful journey with us as we bring the rich tapestry of Korean and Japanese culinary traditions to your table.

## Growth Potential

We offer restaurateurs sustainable business opportunities and collaborative potential, both in the UK and across Europe





# FINANCING SOLUTION

Financing is available with our partner banks



## Need funding?

Our partner banks will help fund up to 50% to start your business depending on your credit history and eligibility.

Up to 50% of the total capital requirements, you can aboard your Kokoro Journey!





# PACKAGE SUMMARY

## Franchise Licence Fee [Payee: KFL]

- 10 year licence fee
- Territory protection
- Operations Manual (on loan)
- Representation on the main KOKORO website

## Set-up Support Packages [Payee: KFL]

- Marketing Graphics
- Opening Support

## Premises Cost [Payee: Builder & Property specialist]

- Restaurant or takeaway business property
- Property finding service
- Store fitting
- Kitchen equipment
- Property contract admin fee (£ 2,000) [Payee: KFL]

## Working Capital Requirement [Franchisee bank account]

- Franchisees are expected to have required working capital for the operation in their account

# FRANCHISE EARNING POTENTIAL

## KOKORO Franchisee P&L 3 Year Summary

The earning potential for KOKORO Franchisees has been based upon the performance achieved within our current KOKORO stores. The ultimate success of a KOKORO Franchise is, however, down to the hard work and commitment of each individual franchisee.

Despite figures provided being based upon prior performance, there is no guarantee that prospective franchisees will achieve the projections. It is the prospective franchisee's responsibility to ensure that they are comfortable with the projections prior to entering any agreement.

All figures shown are exclusive of VAT Figures based on 2023 calculations. (Unit: £1,000)		Year 1	Year 2	Year 3
①	<b>SALES REVENUE</b> Income from sales of KOKORO food and beverages	700K	750K	805K
②	<b>DIRECT COSTS</b> The direct cost of ingredients and packaging	280K	300K	322K
③	<b>GROSS PROFIT (① - ②)</b> Net income from sales	420K	450K	483K
④	<b>GROSS PROFIT MARGIN (③ ÷ ① x 100)</b> The ratio of gross profit against sales revenue	60%	60%	60%
⑤	<b>FRANCHISE FEE (Annually Charged)</b> The franchise management service fee	48K	52K	56K
⑥	<b>FIXED COSTS / OVERHEADS &amp; WAGES</b> All other costs including above franchise fee and overheads for running a KOKORO business	364K	375K	390K
⑦	<b>NET PROFIT BEFORE TAX (③ - ⑥)</b> Net income from the business before tax	56K	75K	93K
⑧	<b>COMMULATIVE NET PROFIT BEFORE TAX</b> Annual net profit before tax accumulated over 3 years	56K	131K	224K
⑨	<b>NET PROFIT MARGIN BEFORE TAX (⑦ ÷ ① x 100)</b> The ratio of each year's annual net profit	8%	10%	11.5%

# KOKORO Woking

## Address

Unit 2, Albion House,  
Church Path, Woking  
GU21 6EL



*"I am highly content with the consistent and steady growth in sales since the opening of my store!"*





# KOKORO Manchester

## Address

Unit R4, Manchester Arndale,  
Market St, Manchester M4 3AQ

*“Despite my lack of experience in running a food business, the support from HQ made initiating store operations very straightforward!”*





# KOKORO Imperial College

## Address

Imperial College Rd,  
South Kensington,  
London SW7 2BX



*“The Kokoro system's canteen-style setup is a proven success at Imperial College.*

*It offers speedy service, a range of options, and healthy choices at reasonable prices.”*





# KOKORO Harrow

## Address

St George's Shopping  
Centre, St Anns Road  
Harrow Middlesex, HA1 1HS



*“Each store poses its own unique set of challenges;*

*The Head office worked hard to ensure there are streamlined systems in place to ensure the quality of food and service is high and consistent in my store.”*





# Menu of KOKORO

QUALITY INGREDIENTS

FRESH HAND CRAFTED ON THE SPOT

## Hot Food

Our food is freshly prepared by our chefs at each branch

Chicken Katsu  
Curry



Sweet & Sour  
Chicken



Sweet Chilli Chicken



Salmon Teriyaki



KOREAN Beef Bulgogi



# KOKORO's Signature

"Quality ingredients with a nod to exciting Korean and Japanese cuisines"

KOKORO believes that food has the power to lower our guard and start candid conversations with our inner selves. Our goal is to provide hearty meals that nourish the soul all over the UK.

For this, quality is the first place to start and quality food comes from fresh ingredients. While working with the best suppliers in the market, we continue to challenge ourselves to elevate our menu with new Asian twists to spice up your meal-times as a modern-day comfort food.

## Cold Food

Indulge in our hand rolled fresh sushi



**KOKORO Nigiri  
Roll Set**



**Prawn Lover  
Set**



**All Salmon  
Love Set**



**Tuna & Salmon  
Love Set**



**KOKORO Deluxe  
Sushi Set**



**Crunchy  
Prawn Roll**

# KOKORO Shops

We have **83 thriving KOKORO stores** across the UK serving happy customers with top-quality food.

1 Ashford	29 Farnborough	57 Putney	71 Twickenham
2 Basingstoke	30 Glasgow	58 Reading	72 Uxbridge
3 Bath	31 Gloucester	59 Redhill	73 Walton-on-Thames
4 Bedford	32 Guildford Friary Ctr.	60 Reigate	74 Watford
5 Bournemouth	33 Guildford North St.	61 Salisbury	75 Weybridge
6 Bracknell	34 Harrow	62 Sevenoaks	76 Winchester
7 Brighton North St.	35 Hastings	63 Southampton 1	77 Wimbledon
8 Brighton Western Rd.	36 Horsham	64 Southampton 2	78 Windsor
9 Bristol	37 Hounslow	65 Southend On Sea	79 White City
10 Bromley	38 Imperial College	66 Staines	80 Woking
11 Camberley	39 Kingston-Upon-Thames 1	67 Surbiton	81 Wolverhampton
12 Canterbury	40 Kingston-Upon-Thames 2	68 Sutton	82 Wood Green
13 Caterham	41 Leeds	69 Tooting	83 Worthing
14 Cheltenham	42 Leicester	70 Tunbridge Wells	
15 Chichester	43 Liverpool		
16 Clapham Junction	44 Maidenhead		
17 Colchester	45 Maidstone		
18 Coventry	46 Manchester		
19 Crawley	47 Milton Keynes		
20 Croydon	48 Milton Keynes (Tesco)		
21 Derby	49 Morden		
22 Dorking	50 Newbury		
23 Durham	51 Norwich		
24 Eastbourne	52 Nottingham		
25 Eastleigh	53 Oxford		
26 Elephant Park	54 Peterborough		
27 Enfield	55 Poole		
28 Epsom	56 Portsmouth		







# KOKORO<sup>📦</sup>

## Join KOKORO

*Unlock Your Success  
With Our Flourishing Franchise!*

### Contact us

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