KOKORO

FRANCHISE PROSPECTUS 2026



KOKORO*

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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.

RAK KYU PARK



VISION WITH **KOKORO**

KOKORO(223) 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

Up to 50%
Franchise Funding Available

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

KOKORO STORY

FRANCHISEE CASE STUDY 01

KOKORO Woking

Address

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





KOKORO STORY

FRANCHISEE CASE STUDY 02

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!"





FRANCHISEE CASE STUDY 03

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 STORY

FRANCHISEE CASE STUDY 04

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



KOKORO's Signature

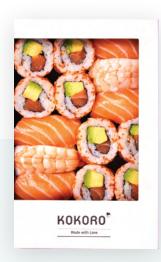
"Quality ingredients with a nod to exciting Korean and Japanese cuisines"

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.

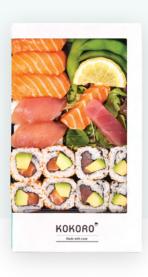
While working with the best suppliers in the market, we continue to challenge ourselves to elevate our menu with new Asian twists to spice up your meal-times as a modern-day comfort food.

Cold Food

Indulge in our hand rolled fresh sushi



KOKORO Nigiri Roll Set



Tuna & Salmon Love Set



Prawn Lover Set



KOKORO Deluxe Sushi Set



All Salmon Love 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
2	Basingstoke	30	Glasgow
3	Bath	31	Gloucester
4	Bedford	32	Guildford Friary Ctr.
5	Bournemouth	33	Guildford North St.
6	Bracknell	34	Harrow
7	Brighton North St.	35	Hastings
8	Brighton Western Rd.	36	Horsham
9	Bristol	37	Hounslow
10	Bromley	38	Imperial College
11	Camberley	39	Kingston-Upon-Thames 1
12	Canterbury	40	Kingston-Upon-Thames 2
13	Caterham	41	Leeds
14	Cheltenham	42	Leicester
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

57	Putney	71	Twickenham
58	Reading	72	Uxbridge
59	Redhill	73	Walton-on-Thame
60	Reigate	74	Watford
61	Salisbury	75	Weybridge
62	Sevenoaks	76	Winchester
63	Southampton 1	77	Wimbledon
64	Southampton 2	78	Windsor
65	Southend On Sea	79	White City
66	Staines	80	Woking
67	Surbiton	81	Wolverhampton
68	Sutton	82	Wood Green
69	Tooting	83	Worthing
70	Tunbridge Wells		



56 Portsmouth



KOKORO*

Join KOKORO

Unlock Your Success With Our Flourishing Franchise!

Contact us

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