



Gourmet wood fired pizza

## PEGASUS- THE LOOK AND FEEL



The above Logo is identifiable as Pegasus, the flying horse of Greek mythology, and is a true meeting of contemporary and stylised design and the copyright and trade marks reflect this.

Primary outlet colours used are Purple, Terracotta, Blue, Silver, and White, with appropriate interior and exterior branding to reflect this. Consistent delivery of the brand's identity is important and efforts have been made to capture and deliver this.

Outlet design also reflects the desire to achieve:

- Our Pegasus style
- A unique look
- Functionality
- Welcoming environment
- Cost effective design and build

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# THE PEGASUS CONCEPT

The creation of the Pegasus concept was a result of many years of observation and experience culminating in the identification of a niche in the dining out market.

Listed below are the important characteristics of the Pegasus concept;

- Great Brand name
- Linked to a Theme
- Stylish yet Simple Outlet Design
- Flexible Outlet Design - from 100 to 400 sq m
- Good Colour Mix
- Great Tasting Gourmet Wood Fired Pizza
- Relaxed Restaurant Dining and Bar Environment
- Convenient and Unpretentious
- Complimentary Beverage Range
- Appeals to the Range of Diners
- Friendly and Efficient Service
- Franchisable World-wide with several levels of investment opportunity from Country Master to Area Master to Individual Franchise.
- Has appeal in both the large and small centres

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# COMMERCIAL CONSIDERATIONS

## Ownership

Pegasus Franchises, both Country and Area types, will be either owner operated or managed under an Investor arrangement and conducted under a formal Franchise Agreement. Suitable financial capacity to fund the operation and the ability to comply with the Franchise Agreement is a prerequisite to the granting of a Pegasus Franchise.

## Investment Required (Excluding GST)

A) New Zealand Country Master	\$200,000
B) New Zealand Area Masters - Northern	\$100,000
- Central	\$65,000
- Southern	\$65,000

Country and Area Masters are not required to open a flagship outlet, estimated cost for an Outlet is \$250,000, however they will be required to locate franchisees who will.

If you are interested in an individual Target Golf franchise then please contact Selwyn as noted below.

## Franchise Agreement

This Agreement is the legally binding document that sets out the Franchise relationship and the rights of the parties. You will be required to seek and receive advice from a Lawyer or recognised Franchise Consultant who is conversant with franchising before executing this Agreement and a copy will be made available later in the Recruitment and Selection process.

The original term will be for ten years with two rights of renewal of ten years subject to the satisfaction of the conditions contained in the Franchise Agreement

**If you would like to progress your interest further please contact Selwyn Bradley on 0274 394 514 or Email [info@FranchiseBrands.co.nz](mailto:info@FranchiseBrands.co.nz)**



Part of the  
Franchise Brands Group

