



Franchise **GUIDE**

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OUR STORY



What does LocOhana Represent?

Loco

Lo-co (adjective, slang of Latin origin)

Crazy. Kooky. Wacky. Completely breaking from traditions or societal norms.

Ohana

Oh-Ha-Na (noun/verb, of Hawaiian origin) Noun: family, kin, clan Verb: to gather in order to act as a family unit

LocOhana is a place that represents the strength of **family**. Choosing a family-owned business for a franchise opportunity offers the advantages of a supportive, value-driven environment, and more personal decision-making.

OUR STORY

Our family isn't just a part of the business; they are its essence. At the forefront stands Mike Jr, an individual of diverse expertise pivotal to our team. Mike Jr, our head chef, blends military experience like his father Mike Sr, with over a decade of culinary mastery, driving our flagship store and our company. Jamie, the original owner of our flagship store, brings a strong background in business and entrepreneurship. Alyssa brings her own culinary experience and skills, while Dawn contributes years of expertise in restaurant and business management. Tonya's blend of business prowess and design expertise adds a touch of creativity. Our collective love for travel fuels our creations, drawing inspiration from our adventures. While Mike and Jamie are foundational, it's the combined talent and diversity of our family that crafts the vibrant and authentic experiences at **LOCOHANA**.



GOOD VIBES, GREAT FOOD

- **Unique Franchise Opportunity**
 - LocOhana presents a distinctive franchise chance tailored for fast-casual restaurant enthusiasts.
- **Mexi-Island Flavors**
 - Guests can savor a fusion of Mexi-Island flavors, offering a delightful culinary experience.
- **Transporting Atmosphere**
 - Stepping into LocOhana's doors instantly transports guests back to cherished beach vacations.
- **Belief in Excellence**
 - LocOhana distinguishes itself through a firm belief that exceptional food and successful business practices, akin to an unforgettable Family Getaway, are not accidental but meticulously planned.
- **Thoughtful Planning**
 - From meticulously designed floor plans to back-of-the-house layouts, every aspect is well-considered.
- **"No Worries" Experience**
 - The establishment is meticulously crafted to offer a worry-free experience for both customers and owners, embodying a hassle-free atmosphere.





EXECUTIVE TEAM



Mike Dunkin, CEO/Head Chef

As the Executive Chef of Biggys Beach Grill, I bring over 13 years of experience in the culinary industry, starting from humble beginnings as a dishwasher. I hold a Certificate in Culinary Arts from OCVTS and have had the privilege of training under the esteemed Master Chef Luigi Baretto. Additionally, I am a proud U.S. Navy Veteran, husband, and father to one daughter. My passion for culinary arts extends beyond the kitchen, as I love to travel the world in search of new menu creations. Join me on this culinary journey and experience the flavors of LocOhana Tropical Grill.



Jamie Marozzi, COO

As one of the original founders of our flagship store, I bring over 14 years of experience in the restaurant industry and over 13 years as an entrepreneur. I've had the privilege of helping build and develop three successful companies. Beyond my professional pursuits, I am a devoted husband and father of two boys. As a sports enthusiast, I enjoy staying active and healthy, and I have a passion for traveling, particularly to tropical islands.

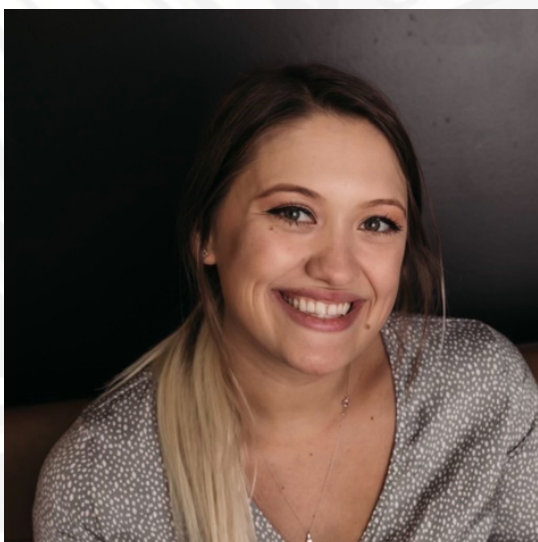


EXECUTIVE TEAM



Dawn Dunkin, CFO

With over 40 years of restaurant experience, I am a seasoned entrepreneur and proud owner of two successful restaurants. In addition to my professional accomplishments, I am a devoted wife, mother of three, and grandmother of six. When I'm not busy running my businesses, I enjoy exploring new destinations, boating, and spending time at the beach. I hold a paralegal degree from Pensacola State College and am committed to excellence in all aspects of my life.



Alyssa Dunkin, CIO

As the General Manager at Biggys Beach Grill, I bring over a decade of experience in the culinary industry to the table. I am a proud graduate of Johnson Wales University, where I earned a degree in baking and pastry arts. Additionally, I hold a certificate in Culinary Arts from OCVTS. Alongside my professional achievements, I am a devoted wife and mother to one daughter. Throughout my career, I have had the privilege of working with world-renowned pastry chefs in multiple cities across the nation.

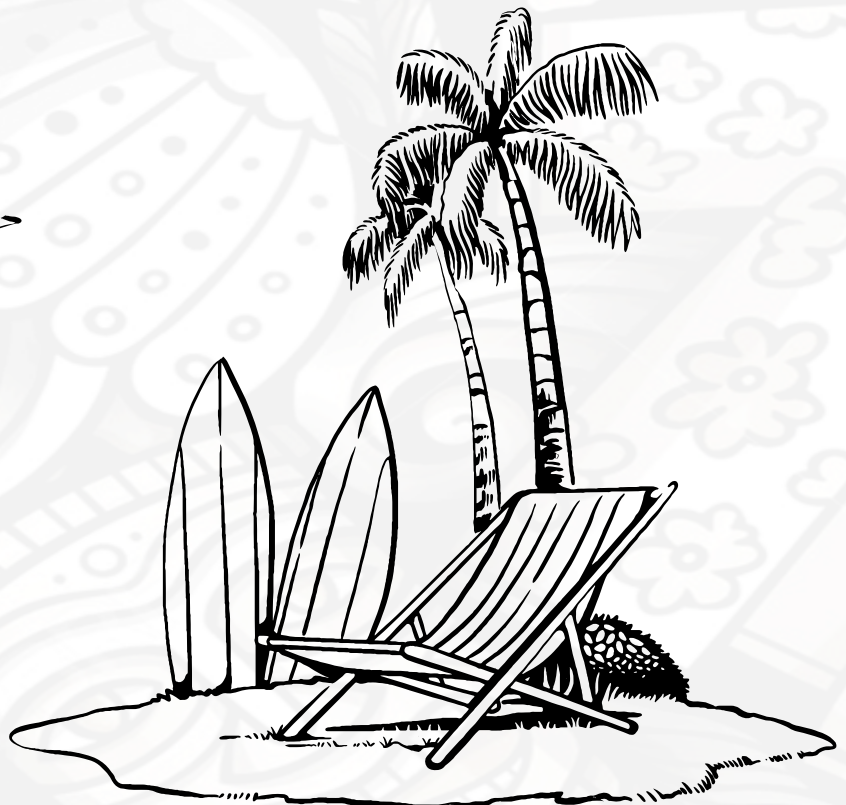


EXECUTIVE TEAM



Tonya Marozzi, Designer

Experienced in managing decor decisions for both interior and exterior spaces, I boast a proven track record of success. Adept at utilizing managerial skills acquired through years of experience with a reputable company. Proud mother of two wonderful boys. Enthusiastic about exploring tropical destinations and embracing the wonders of travel.





NO WORRIES EXPERIENCE



- What sets LocOhana apart is its firm belief that exceptional food and sound business practices, like an unforgettable family getaway, don't just happen—they're meticulously planned.
- Our well-designed floorplans and back-of-the-house layouts to our irresistible recipes that keep patrons coming back.



creating an AMAZING EXPERIENCE

- **Franchise Partnership**

- Imagine teaming up with a franchise that offers an income source reminiscent of your cherished family getaways.

- **Comprehensive Training**

- LocOhana provides franchisees with retreat-style classroom training at their coastal headquarters in Long Beach Island, NJ.

- **On-the-Job Training**

- Coupled with detailed on-the-job training, franchisees and their staff can promptly start welcoming guests to their own LocOhana, minimizing startup delays.

- **Strong Vendor Relationships**

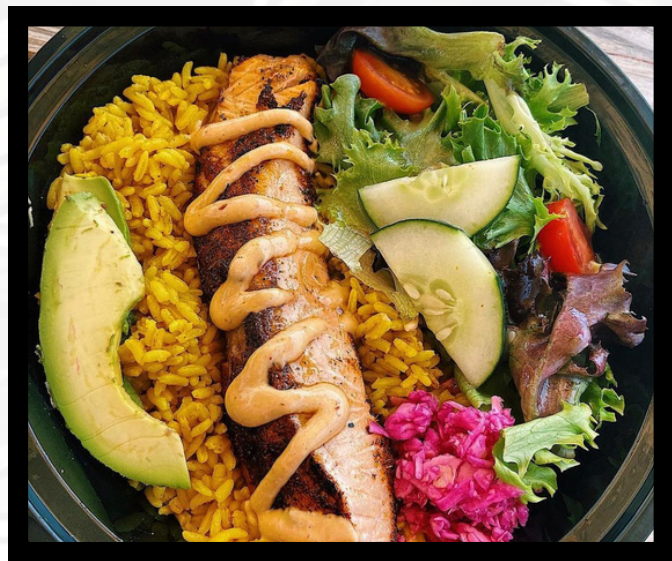
- Leveraging ohana-like relationships with established vendors, LocOhana seamlessly connects franchisees with their local business community.

- **Philanthropic Opportunities**

- These connections forge mutually beneficial philanthropic opportunities, allowing franchisees to give back to their community while establishing a stronger local presence.

DELICIOUS FOOD

At LocOhana, our products aren't just delicious; they're aesthetically beautiful. Setting LocOhana apart from other franchises is our commitment to providing a distinctive space that transcends, immersing you in tropical elegance. We invite customers to indulge in our tropical cuisine and embrace the feeling of a tropical getaway, no matter where they are.



FRANCHISING “WORK-cation” style

- **Proven Business Model**

- Access to a proven business model and an established customer base, benefiting from existing brand recognition in your specific market.

- **Handled Marketing and Branding**

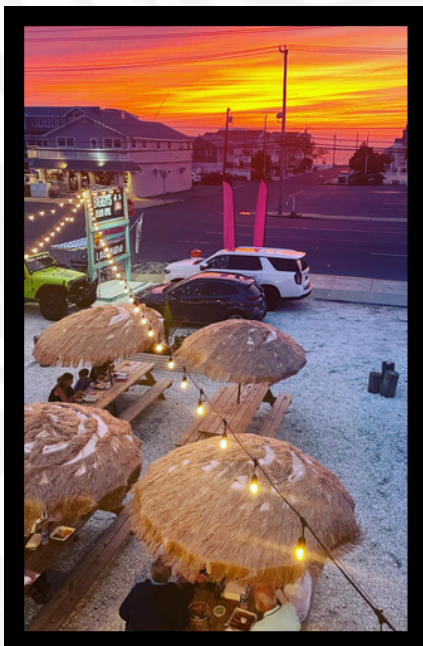
- As a LocOhana franchise partner, the heavy lifting of marketing and branding has already been managed, facilitating a smooth transition from novice apprentice to seasoned owner.

- **Access to Network**

- Being part of our *Ohana* grants you access to our extensive network of suppliers, vendors, and marketing teams, aiding in cost reduction and improved operational efficiency.

- **Opportunity for Success**

- Owning a LocOhana franchise provides the chance to thrive as a lucrative, stable, and capable business owner, leveraging a tried-and-true success model validated over time.





FRANCHISING COSTS

Why Franchise with LocOhana?

Dreaming of owning a slice of paradise? At LocOhana, stepping into the world of tropical entrepreneurship is more attainable than you think. Our franchise model offers an affordable pathway to owning your own piece of the tropics. With LocOhana you can dive into the world of island-inspired entrepreneurship without stretching your budget. Join the LocOhana family!

Franchise Fee: 40k

Royalty: 6%

Unencumbered Liquid Capital: \$125K

Total Investment: \$336,800.00- \$534,500.00



**For more information,
please contact info@frangrow.com**

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