

# FOUNDING FRANCHISE OPPORTUNITY

Own one of only 5 founding territories in the UK's next multi-site burger brand

Once allocated, these positions will not be released again.

Franchising Partners



# YOUR OPPORTUNITY STARTS HERE

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You are looking at one of a limited number of opportunities to secure a founding position in a brand built for national scale.

- **THE BURGER BOSS OPPORTUNITY**
- **WHY THIS BRAND EXISTS**
- **THE MODEL BEHIND THE GROWTH**
- **WHY OPERATORS ARE JOINING EARLY?**
- **WHAT WE EXPECT FROM YOU**
- **WHAT YOU GET IN RETURN**
- **FOUNDING TERRITORY ACCESS**
- **INVESTMENT & RETURNS OVERVIEW**
- **NEXT STEPS**



**DINE OR DASH**

**BURGER BOSS**

# THE BRAND BUILT TO SCALE?

The UK burger market is not short of demand.

It is short of discipline, consistency, and scalable systems.

Independent operators dominate the space, but most lack the structure required to grow beyond a single site.

Burger Boss has been built to change that.

This is not a traditional takeaway model. It is a systemised, high performance operation designed for repeatable success across multiple locations.

Every element of the business has been engineered for scale — from a focused menu and streamlined kitchen flow to centralised sourcing and operational control.

The result is a brand that delivers strong customer demand while giving operators the structure needed to grow beyond a single site.

Burger Boss is not entering the market to compete as just another burger brand. It is being built to establish a scalable position within it.



# A WORD FROM THE FOUNDER

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Burger Boss was not created to be another burger shop.

It was built to solve a problem I have seen repeatedly across the food industry — strong demand, but weak systems and poor scalability.

Too many operators build businesses that work for one site but fail when they try to grow. That is not a brand problem, it is a structure problem.

From day one, Burger Boss has been designed differently.

Every decision has been made with scale in mind — a focused menu, efficient kitchen operations, controlled costs, and a model that can be replicated across multiple locations without losing consistency.

This is not about opening a single successful store. It is about building a brand that operators can grow with, expand, and scale over time.

We are at the earliest stage of that journey, and I am looking to partner with a small number of operators who understand what it takes to build something properly and are ready to move early.

The opportunity now is not just to open a store, but to secure a position at the foundation of a brand built for long-term growth.

# FOUNDER'S MESSAGE

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“Burger Boss is just the starting point.

It sits within a wider system – Dine or Dash – a multi-brand platform designed to build, launch, and scale high-performance food concepts under one structured model.

Each brand is developed to operate as a strong standalone business, but with the added advantage of shared systems, centralised infrastructure, and a long-term expansion strategy.

This approach allows operators to grow beyond a single brand and increase their footprint over time, rather than being limited to one concept.

The vision is not to build isolated stores. It is to build a connected network of operators, brands, and locations that scale together.

Early operators in Burger Boss are not just joining one brand. They are positioning themselves within a platform designed for longterm growth, expansion, and multi-site ownership.

The operators who move early will be best positioned to grow with it.

**- Baz, Founder**



# ENGINEERED FOR VOLUME & SPEED

Burger Boss is built around a focused smash-burger menu designed to maximise speed, consistency, and customer demand.

Instead of offering an oversized menu, the concept is centred on a small number of high-performing products that customers recognise and return for.

This approach allows for faster service, higher order throughput, and more efficient kitchen operations.

- Limited SKUs reduce complexity, waste, and stock holding
- Fast cook times increase order capacity during peak hours
- Structured upsells drive higher average transaction values
- Standardised preparation ensures consistency across all locations

The result is a system that allows operators to serve more customers, maintain quality, and maximise output without unnecessary complexity.



# REVENUE & PERFORMANCE MODEL

Burger Boss has been designed as a high-volume, operationally efficient concept with strong revenue potential and controlled cost structures.

The model is built around maximising order throughput, increasing average transaction value, and maintaining tight control over food and labour costs.

A typical high-performing location is projected to achieve:

- 200–300 transactions per day
- Average spend of approximately £10–£11 per customer
- Monthly revenue in the region of £70,000–£90,000

With controlled costs and efficient operations, the model is structured to deliver strong operating margins and the potential for attractive profitability at store level.

As with any business, performance will depend on location, execution, and operator capability.

Full financial breakdowns and projections are provided during the discovery process with qualified applicants.



# FOUNDING OPERATOR ACCESS

Burger Boss is releasing a limited number of founding operator positions for individuals looking to secure territory at the earliest stage of the brand.

Only a small number of locations will be allocated during this phase, giving early operators the advantage of establishing their presence before wider rollout begins.

Securing a founding position provides:

- Priority access to high-potential territories
- The ability to establish early market presence
- First-mover advantage ahead of national expansion
- Positioning within the wider Dine or Dash platform from day one

These positions are limited and will be allocated to operators who are ready to move early and commit to building within a structured, scalable system.

Once allocated, these positions will not be reopened.



# POWERED BY DINE OR DASH

Burger Boss operates as part of Dine or Dash, a multi-brand platform designed to build and scale high-performance food concepts under one structured system.

Each brand is developed to perform as a strong standalone operation, with its own identity, menu, and customer base, while benefiting from shared infrastructure, centralised systems, and a long-term growth strategy.

This structure allows operators to go beyond a single-site business and expand into multiple locations and, over time, multiple brands within the same ecosystem.

Rather than being limited to one concept, operators are positioned within a platform designed for long-term expansion and increased revenue potential.

By joining Burger Boss, you are not just opening a location.

You are entering a system built to support growth, scale, and multi-site ownership.



# SYSTEMS SUPPORT & STRUCTURE

Burger Boss has been designed to operate as a structured, system-led business, giving operators the tools and support required to run efficiently and scale with confidence.

Every element of the model has been developed to reduce operational complexity while maintaining consistent performance across locations.

Operators benefit from:

- A streamlined kitchen layout designed for speed and efficiency
- Integrated POS and digital ordering systems
- Centralised supplier network for consistency and cost control
- Structured onboarding and training processes
- Ongoing operational support and performance monitoring
- Marketing guidance and brand support
- Launch support for new locations

This approach allows operators to focus on running and growing their business, while operating within a system designed to maintain quality, control costs, and deliver consistent results.

Designed to deliver consistency across every location.



# WHO THIS IS FOR

Burger Boss is designed for individuals who want to build and scale a serious food business, not simply operate a single-site takeaway.

We are looking for operators who understand the importance of structure, consistency, and long-term growth, and who are prepared to follow a system designed for performance.

This opportunity is suited to:

- Individuals aiming to build a multi-site operation
- Operators with a strong work ethic and commercial mindset
- Investors who want to be actively involved in building a scalable business
- Those willing to follow proven systems rather than improvise

This is not suited to:

- Passive investors looking for a hands-off opportunity
- Individuals unwilling to follow structured systems
- Those seeking a short-term or low-commitment venture

We are selective in who we partner with, as each operator represents the brand within their territory.





DINE OR DASH

**BURGER BOSS**

**ONLY A LIMITED NUMBER OF FOUNDING POSITIONS REMAIN**

Territories are being allocated to operators who are ready to move early.

Book a private discovery call to assess availability and suitability.

To proceed, contact:

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**Franchising Partners**

