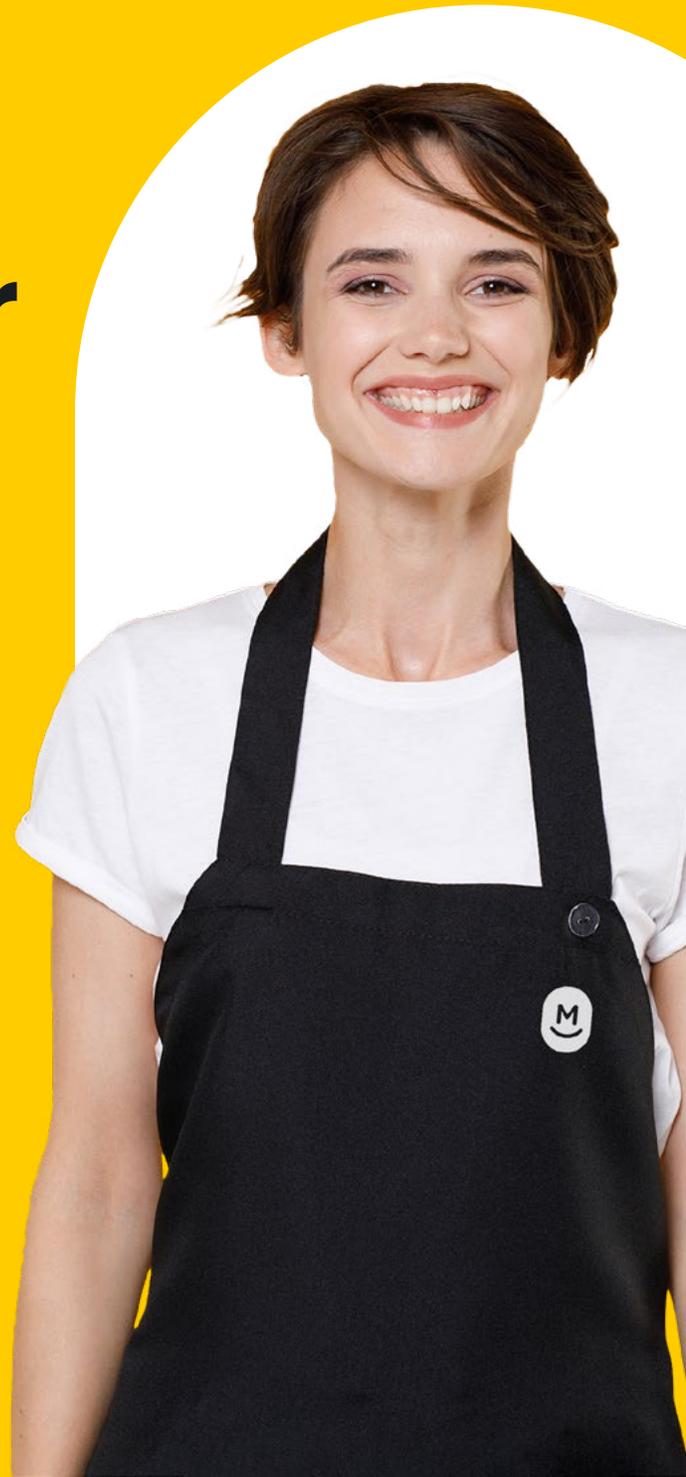




7 Reasons to Start Your Restaurant Business With a Ghost Kitchen



Congratulations! You've decided to start your own restaurant business. We commend you on your courage and ambition as you dare to enter this competitive but super fulfilling line of work. While the restaurant business is not for the faint of heart, it's a necessary industry, fueled by passion and creativity. Restaurants are often the

backbone of communities and a crucial building block for local culture—this is why we at **Markt Brands** are obsessed with your success.

Starting a restaurant is tough enough as-is, so here are our top seven reasons for why Markt's premium ghost kitchens are the smart choice for you and your business.



NUMBER ONE

1. Get Cooking Faster



With traditional brick and mortar restaurants, there are a plethora of moving pieces you have to coordinate and manage before you can even think about starting the burner and turning out dishes for hungry customers. From lengthy and complicated lease agreements, to the restaurant build-out, kitchen build-outs, time consuming permitting and so much more, these hurdles can delay your goals.

With a Markt ghost kitchen, all of the infrastructure you need is already in place and ready for you. Your permits are set, your lease is signed, and your kitchen is ready for you to start cooking in! All that's left is to create your brand, create your menu, and start cooking. With Markt's premium ghost kitchens, you **get cooking faster** as the only thing you have to wait for is you!



NUMBER TWO



2. It's Lower Risk Than Traditional Methods

An average small brick & mortar restaurant costs \$500,000 to open. With a ghost kitchen, your initial investment is as low as \$30,000.

What would you do with an extra \$470,000?

Your incredible savings on leasing, renovations, and staffing can turn your return on investment (ROI) from upwards of 7 years in a traditional restaurant to as short as six months! A revolutionary solution for your business and a great stepping stone if you ever choose to open a brick and mortar location eventually.

Just because you start in a ghost kitchen does not mean you're obligated to operate there forever! We've seen many restaurants start with food trucks or out of a home kitchen and then transition to their brick-and-mortar locations. Use the opportunities available in Markt's premium ghost kitchens to create a memorable brand, become a household name, and build up some capital.

Eliminate the distractions and lower the risks associated with starting your restaurant to focus on doing what you do best: making good food.



NUMBER THREE

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3. Lower Monthly Costs

When running your own business, every cent matters—especially when you're starting a new business. One of the main reasons ghost kitchens are becoming an increasingly popular choice for business owners is their unique pricing structure.

With Markt's premium ghost kitchens, your monthly fees cover everything from your space, maintenance, utilities, security, technology and so much more! If you wanted all that and more covered in a traditional brick and mortar restaurant you would be paying at least 30% more.

Lower your monthly costs with Markt's premium ghost kitchens, and be rest assured that your **expenses are consistent and predictable.**



NUMBER FOUR



4. Business Support

When you enter the restaurant industry, you become part of a larger family—a community bonded together through food. Things can be overwhelming and stressful for a first-time owner, so having access to business support can be a massive help.

In a traditional brick-and-mortar restaurant, you might find it challenging to find support when you need it. Help can be hard to find, especially when you're forced to look externally. You may be fortunate enough to have some friends and family to lend a hand. Still, ultimately, this isn't a sustainable solution. How do ghost kitchens stack up?

At Markt, you have easier access to a supportive network of passionate restaurateurs through our premium ghost kitchens as you work closely with fellow community members, entrepreneurs & Markt team members. Did your restaurant run out of white onions? Did you need some extra hands to fulfill some last-minute takeout orders? Maybe you need a second set of taste buds to review a new menu item. Look no further than thy neighbour or our communal lounge! In a Markt premium ghost kitchen, **take advantage of the support surrounding you from people in the same industry with similar struggles.**



NUMBER FIVE



5. Community

Community is at the heart of every culture because there is no culture without community. Like how the restaurant industry supports each other as fellow business folk and entrepreneurs, they also build camaraderie and friendship. When you work so closely with others towards similar goals, you look out for each other. This is particularly true with multi-partner premium ghost kitchens - such as Markt! A ghost kitchen opens you and your business up to new relationships, strengthened partnerships, and a robust and supportive community.

'It takes a village...' not only to raise a child but to build something great. Community is a crucial part of the culture. Without community, there is no culture. With a strong community of entrepreneurs you get support, and you build a healthy environment around peers. When you work with other people you look out for each other. With multi-partner ghost kitchens, you have the ability to create new relationships and bonds.



NUMBER SIX



6. Optimized for Delivery/Mobile/ Takeout

We have learned everything can change in an instant. We've also learned that despite the isolation and physical distance between us, people still love to enjoy food from their favourite restaurants from the comfort of their homes.

Throughout the pandemic, many brick-and-mortar restaurants were forced to pivot their business operations and use popular delivery services like DoorDash, Skip the Dishes and Uber Eats. Initially, these partnerships were crucial in keeping some of these businesses afloat, but only marginally at best. The sky-high delivery fees associated with these delivery services only added to brick-and-mortar's increasing overhead.

Markt premium ghost kitchens are designed and optimized for takeout, delivery, and mobile food orders. With Markt's premium ghost kitchens, you can worry less about overhead, staffing and all the small things and focus on cooking. This is a huge advantage to your success.



NUMBER SEVEN



7. Industry Partners

How many restaurants do you know that have access to an extensive catalogue of trusted partners?

Our Markt premium ghost kitchens have established industry partners that would love to work with you. With a whole catalogue of trusted suppliers, accountants, lawyers, equipment and more, you and your restaurant are better equipped to overcome obstacles & save costs through preferred rates.



Thank you for reading “7 Reasons to Start Your Restaurant Business With a Ghost Kitchen.” We hope it gave you some valuable insight into the revolutionary changes happening within the restaurant industry.

Whether you choose to begin your journey in our premium ghost kitchens or not, we at Markt wish you all the best of success and hope you continue strengthening your communities with delicious food.

If you have any further questions about ghost kitchens or how to get started with Markt, please reach out! We would be happy to answer your questions and discuss your businesses’ needs.

About Us

Markt Brands is a multi-partner premium ghost kitchen that leverages technology, cost efficiency and operational excellence to grow your brand rapidly & profitably. In other words, we are a multi-partner premium ghost kitchen optimized for delivery and mobile takeout. We are the perfect solution for small businesses looking to start their restaurant journey or for established brick-and-mortar restaurants to pivot their business.



Start Your Restaurant Journey With Us



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