

Na Zdravi Ventures

Hooters® Restaurant Coming to Prague – Summer 2009



Business Opportunity

Na Zdravi Ventures is the brainchild of six U.S. and two Czech partners, all of whom bring years of business savvy, entrepreneurial acumen, and sound management experience to the table. After reviewing multiple business prospects, we found an opportunity that should be capitalized upon.

Utilizing the proven concepts of Hooters of America, now an internationally known franchisor, Na Zdravi Ventures intends to enter the highly attractive and fast developing markets of the Czech Republic and the Slovak Republic in Central Europe (CE). Hooters® is a highly successful restaurant chain in the United States. Having sold all domestic franchise territories, they are expanding their reach to other countries around the world and are opening locations on multiple continents. We have obtained the rights to the Hooters® brand in an international market that is also highly receptive to American products.



Central European Markets

Low labor costs, favorable tax treatment, stable yet progressive GDP growth, a sound infrastructure and membership in the European Union (EU) make the Czech Republic and the Slovak Republic attractive markets for our business. Known for their appreciation of good beers, love of beautiful women and interest in sporting events, these two countries are excellent markets for the introduction of the Hooters® brand. In addition, Prague, the city chosen for initial store openings, not only presents a strong local consumer base but also is one of the premier tourist destinations in all of Europe. These international tourists will provide a built-in customer base that recognizes and appreciates the Hooters® brand.

Our business is poised for great success given the favorable sentiments for western food concepts as evidenced by the presence of companies such as McDonalds, KFC and TGI Fridays. Market research strengthened by the “on the ground” insight provided by our Czech partners indicates that the time is right for successful entry into the CE restaurant business with a concept that combines a fun atmosphere, a zesty menu, and a selection of cold beers presented by a highly attentive and attractive staff. We believe that the Hooters® concept is the perfect fit with the Central European lifestyle of going out several times weekly to enjoy food, beer and friends.



Management Team

The plans will be executed by the seasoned management team that has over 170 years of business experience combined. The team is led by CEO Steve Parker, who will reside in the Czech Republic during the critical start-up phase of each new store. Other key members of the team are Chief Operating Officer Ed Sigmond and Director of European Operations Vladislav “Uda” Svoboda. These two individuals provide significant experience in the food service industry and the Czech Republic business environment, respectively.

Additional team members include Mike Roberts (background in operational accounting), Dan Valdez (supply chain management experience), Chuck Gilstrap (international tax expertise), Steve Garza (experienced credit facility negotiator) and Josef Vild (construction management expertise).



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Plan Execution



Strategies have been developed to turn this opportunity into reality beginning with capital raising, extending through individual store openings and continuing to long-term, multiple store operations.

Funding for the project will come from a limited share offering. Income from operations and minimal bank borrowings are expected to be sufficient to execute the planned growth of the business. Initial store sites will be positioned in areas of high tourism to take advantage of Hooters® brand name recognition. Aggressive marketing campaigns around the process of staffing the stores and the subsequent store openings will be designed to generate maximum local awareness and interest. We expect to open six locations over a period of six years. This measured approach to successive store openings provides the opportunity to continually improve business processes and react to changing trends and developments.



We intend to differentiate ourselves from competitors by introducing an American style sports bar and level of service that will surpass standards generally found across Europe. The overall combination of friendly greetings, quick service, courteous staff, open and clean environment and a great product will give us a strong competitive advantage.

Opportunity Highlights

- Proven concept with a recognized name brand
- Ground floor opportunity in Central Europe
- Favorable market that embraces American goods and lifestyle
- Culture open and receptive to the product
- Sound strategies for site development, and operational effectiveness
- Seasoned, international management team
- Attractive returns



In conclusion, the convergence of the popular and successful Hooters® concept, a strong but still developing economy, and the right cultural setting with a receptive consumer base, presents us with a rare occasion to take advantage of an extraordinary business opportunity. With a proven product, the market a great match and the team ready for the challenge, this opportunity must be taken. Na Zdravi Ventures intends to maximize this one to its fullest.