

# FRANCHISE OPPORTUNITIES

*Become a Franchisee*



[www.aboushawarma.com](http://www.aboushawarma.com)



## OUR STORY

### *The Legend of Abou Shawarma*

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Our story begins with a legendary secret recipe for Shawarma, a unique approach to cooking meat, perfected in the Mountains of Lebanon. Legend has it that this recipe or 'tidbeeleh' was discovered somewhere around the middle of the 17th century. A recipe that has been protected passionately for centuries against those that would compromise its quality for commercial gain and hence use it for evil. A recipe that has been passed on selectively and secretly from generation to generation by its owners, evading the rule of colonizing powers.

In the 1950s, this recipe found itself in the hands of a young aspiring Lebanese chef. Passionate about sandwiches, this young chef through the years developed a reputation for making one of the best Shawarma sandwiches the country, and in fact the world, had ever seen. Under the harshest of conditions and through one of the most violent Civil Wars the world had ever known, the chef continued delivering his product to all of Lebanon's citizens. He became known as 'Abou Shawarma', the Arabic translation for 'the Father of Shawarmas'. His product came to represent happiness, health, and tolerance.

In 2012, troubled by old age and concerned about the continuity of his secret 'tidbeeleh', he sought to find someone trustworthy enough to hand over his legacy and the legacy of his ancestors to. The secret recipe found its way to our doorstep, where, on a sunny Spring morning, we solemnly vowed that its quality would remain uncompromised and that his legacy would continue. Since then, our lives have never been the same.

From a little shop in Beirut, we've kept the dream alive. We've introduced a new set of secret sauces to complement our variety of shawarma flavors. We've developed a strong appreciation and audience for the effort put into our product. We've started exporting our knowledge to eager franchisees all over the world. Currently Abou Shawarma can be found in 5 Countries Qatar, Dubai, Kuwait, Saudi Arabia and Panama.

The dream, the sandwiches and the sauces are all dedicated to our old friend. Abou Shawarma is our name, this way the legend lives on.

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# FREQUENTLY ASKED QUESTIONS

## Q. What is About Shawarma franchise?

A. Abou Shawarma is a unique and innovative quick service restaurant concept that brings the Lebanese traditional Shawarma to the modern day lifestyle in a genuine and tasty way.

Abou Shawarma offers variety of choice and ability to customize high-end quality Shawarma.

Abou Shawarma's success is due to many factors including cleanliness, authenticity, consistency and modernity in quality and service. Abou Shawarma targets food conscious customers who are looking for the taste, healthiness, quality and value of their meal.

Abou Shawarma's objective is to expand nationally and globally while preserving its originality and quality and to achieve optimal return on investment and value growth in the industry.

Abou Shawarma serves multicultural middle-low to high-end income customers. The size of a typical Abou Shawarma is between 25 sq. m and 120 sq. m and the average customer flow is 80 to 120 customers per day.

## Q. How much does the franchise cost?

A. The initial investment for an individual unit ranges from USD 150,000 to USD 250,000 (USD 200,000 on average) this includes Franchise Fee and Training. The first Abou Shawarma in Area Development, including an office, ranges from USD 320,000 to USD 390,000 (USD 350,000 on average) This includes Area Development fee plus the initial franchise fee for the first unit.

## Q. How much does the franchise Fee cost?

A. Based on the level of support Abou Shawarma intends to provide to its franchisees, the Franchise Fee for a Startup Franchise (Individual) is USD 30,000.

### Area Development Agreement Franchise Fee Payment Schedule

Timeline	Franchise Fee	Remarks
Upon signing	USD 72,000	Includes Franchise Fee for the 1st unit & 50% of next 2 units
Upon opening 2 <sup>nd</sup> unit	USD 12,000	50% balance of the Franchise Fee
Upon opening 3 <sup>rd</sup> unit	USD 12,000	50% balance of the Franchise Fee
Upon opening 4 <sup>th</sup> unit	USD 12,000	50% balance of the Franchise Fee
Upon opening 5 <sup>th</sup> unit	USD 12,000	50% balance of the Franchise Fee
<b>Total</b>	<b>USD 120,000</b>	

# FREQUENTLY ASKED QUESTIONS

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**Q. How much is the fee for continuing support services “Royalty Fee”?**

A. The continuing services, or “royalty fee,” is 6% of your gross sales and is paid monthly. This fee entitles you to use the Abou Shawarma service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being an Abou Shawarma franchisee.

**Q. Will I have an exclusive territory?**

A. Abou Shawarma grants an exclusive territory for a minimum of 5 units and agreed upon case-by-case basis.

**Q. What about advertising?**

A. The Abou Shawarma name and reputation is an important part of our business. You will spend at least 2% of your gross sales per month on local advertising. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions of up to 2% of your monthly gross sales.

**Q. How much training is provided in the Abou Shawarma system?**

A. Abou Shawarma Management will provide franchisees with approximately 14 to 21 days of initial training at Abou Shawarma headquarters or at a location designated by the Abou Shawarma Management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business.

**Phase I** - Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and one (1) to two (2) designated attendees.

**Phase II** - On-site training typically takes place when the franchisee commences operations. Experienced trainers from Abou Shawarma will provide on-site training for a period of 7 to 10 days to assist the franchisee in the commencement of operations.

**Q. What is the term of the Abou Shawarma Franchise Agreement?**

A. The initial term of the Franchise Agreement is five years from the date the Franchise Agreement is signed. The franchise is renewable for four additional terms of five years each, providing you have complied with the provisions of the Franchise Agreement.

# FREQUENTLY ASKED QUESTIONS

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## **Q. What are the Support Systems provided by Abou Shawarma?**

A. In addition to field support, members of Abou Shawarma organization will provide the services listed below:

- **Operational Support** -- Abou Shawarma Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.
- **Site Selection** -- Prior to approving a site for Abou Shawarma outlet, Abou Shawarma Management will provide franchisees with clear guidelines for a suitable location. Abou Shawarma will require franchisees to follow these instructions to ensure that an appropriate site is located.
- **Marketing Support** -- Abou Shawarma Management coordinates development of advertising materials and strategies for the benefit of all members of the franchise network. It should also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.
- **Accounting/Audit/Legal** -- Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.
- **Ongoing Research and Development** -- Abou Shawarma Management continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.
- **Overall Program Oversight** -- Abou Shawarma Management provides the overall coordination and planning for the Abou Shawarma franchise system.

## **Q. What is my next step?**

A. Simply complete the Franchise Application Form and return it to us. Upon receiving the form we will contact you. If you have any questions, in the meantime, please feel free to call us.

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