



Abou **SHAWARMA**

Authentic Taste

TAKING THE
ABOU SHAWARMA
FRANCHISE

BACKGROUND & OVERVIEW

The idea of Abou Shawarma was born in 2012, we opened our first restaurant in Beirut, Lebanon in November 2013, and since then we have been serving our customers with passion and quality

Vision

Expanding to the GCC, Europe, USA, and beyond.
To become a global leader in shawarama restaurants markets accross the world

Leadership

Fawzi Hawasli

Chief Executive Officer

Amir Abou Hassan

Chief Operations Officer



WHY FRANCHISE WITH ABOUT SHAWARMA?

01 **World-class franchising model.**

We have partnered with Francorp, to develop a world-class franchising model that meets the highest standards and best practices. Francorp has over 14,000 international clients and a proven track record of success.



02 **Comprehensive franchise support system**

We provide our franchisees with a comprehensive and exceptional support system. This includes:

- Documentation
- Operating manuals
- Standards and procedures
- Training documents and videos
- Best practice Physical and remote franchisor support



Chicken Shawarma

Chicken, French Fries,
Cucumber Pickles, Garlic.



Beef Shawarma

Beef, Tomatoes, Parsley,
Onions, Cucumber Pickles,
Tarator Sauce.



Sojok Shawarma

Sojok, pickles, and tomatoes.

03 **Product adaptability to global markets**

So we can customize our ingredients to suit the local market and customer demand. We respect the cultural and religious sensitivities of our customers, and we ensure that our food is halal and fresh.



04 **Strong branding, marketing, and online presence**

We have invested in creating a strong and distinctive brand identity for Abou Shawarma, that reflects our values and personality.

05 Alignment with global food industry trends

We are aware of the global food industry trends and demand. We offer a concept, that combines convenience, quality, and affordability.



06 Full support with procurement of raw materials

Both obligatory and optional, such as spices, bread, and consumables. We also help our franchisees with the sourcing and installation of machines and equipment.

07 **Core, scalable, and fast-moving franchisor support team**

Our team consists of experts and professionals in various fields, such as food, management, marketing, finance, and legal.

Our team can assist our franchisees with:

- Site selection
- Sources of supply
- Training and assistance

08 **Regional advisory franchisee council**



09 **Newsletter**

We publish a monthly newsletter, that informs our franchisees of the latest news, updates, and achievements of Abou Shawarma.

10 **Ongoing research and development**

We are committed to continuous improvement and innovation of our products and services, to explore new flavors, ingredients, and techniques

100% FRESH
PRODUCTS
HIGHEST QUALITY BEEF
PURE CHICKEN BREAST
SOJOK SPICY BLEND
ORIGINAL SPECIAL
SAUCES
CHOOSE YOUR TOPPINGS

11 **Readiness and flexibility to learn and grow**

We are ready and flexible to learn and grow from our own experience. We are open to feedback and constructive criticism

PRODUCT OVERVIEW



01 Leadership

About Shawarma is not your ordinary shawarma place. Variety of shawarma options, beef, chicken and our unique sojok with the possibility of having kabab, fish and halloumi skewer and many more. Also different types of bread, such as Saj.

02 Quality

We use only the finest ingredients, sourced from trusted suppliers. Our meat is fresh and halal, our vegetables are crisp and organic, and our sauces are homemade and flavorful .

03 Unique

Our specialty lies in our freshly baked bread, made daily. Unlike any other shawarma bread you've tasted, our customers adore its unique flavor and texture.



04 Value

We believe in offering great value for money. Our sandwiches are generously sized, filling, and affordable.



05 Personalization

We let you customize your sandwich the way you like it. You can choose the type and size of bread, the kind and amount of meat, the toppings and sauces, and even the level of spiciness.

06 Trust/comfort

Our restaurant is well-designed, clean, and cozy. Our staff are friendly, helpful, and professional. Our food is visible, fresh, and appetizing. We are a trusted and reputable brand.

PERSONALIZE YOUR SHAWARMA

We Make it Easy for You to Enjoy Tasty Shawarma the Way You Want it, on the Go or at Home!

Sandwich

OR

Plate

1 BREAD

White Arabic Bread
(small or large)
Brown Arabic Bread
(small or large)

2 SHAWARMA

Beef
Chicken
Sojok
Fish
Kebab
Halloumi Cheese

3 TOPPINGS

Lettuce
Parsley
Onions
Tomatoes
Coleslaw
Hummus

4 SAUCES

Garlic
Tarator
Spicy
Lemon
Kezbara
Zaatar
Laban
Pomegranate
Pesto
Cherry

5 PICKLES

Cucumbers
Chilly Peppers

6 ENJOY

Dine In
Take Away

07 Innovative

We are always looking for ways to improve and innovate our products and services. We experiment with new flavors, ingredients, and techniques.

08 Presentation

We use attractive and eco-friendly packaging, with our logo and slogan. We display our food to look as good as it tastes.

FRANCHISE KEY FACTORS

01 Abou Shawarma has different franchising options for you to choose from, such as start up, conversion, area development, and master franchises..



02 Monthly royalty of 6% of your sales is paid to the franchisor, in return for the continuous support and guidance from the franchisor team and the right to use the Abou Shawarma brand name and logo.



03 You will also contribute 2% of your sales monthly to the franchisor, for the regional marketing campaign to promote and advertise.

04 Open within 3 to 6 months. The franchisor team will help you with every step, from site selection to training.

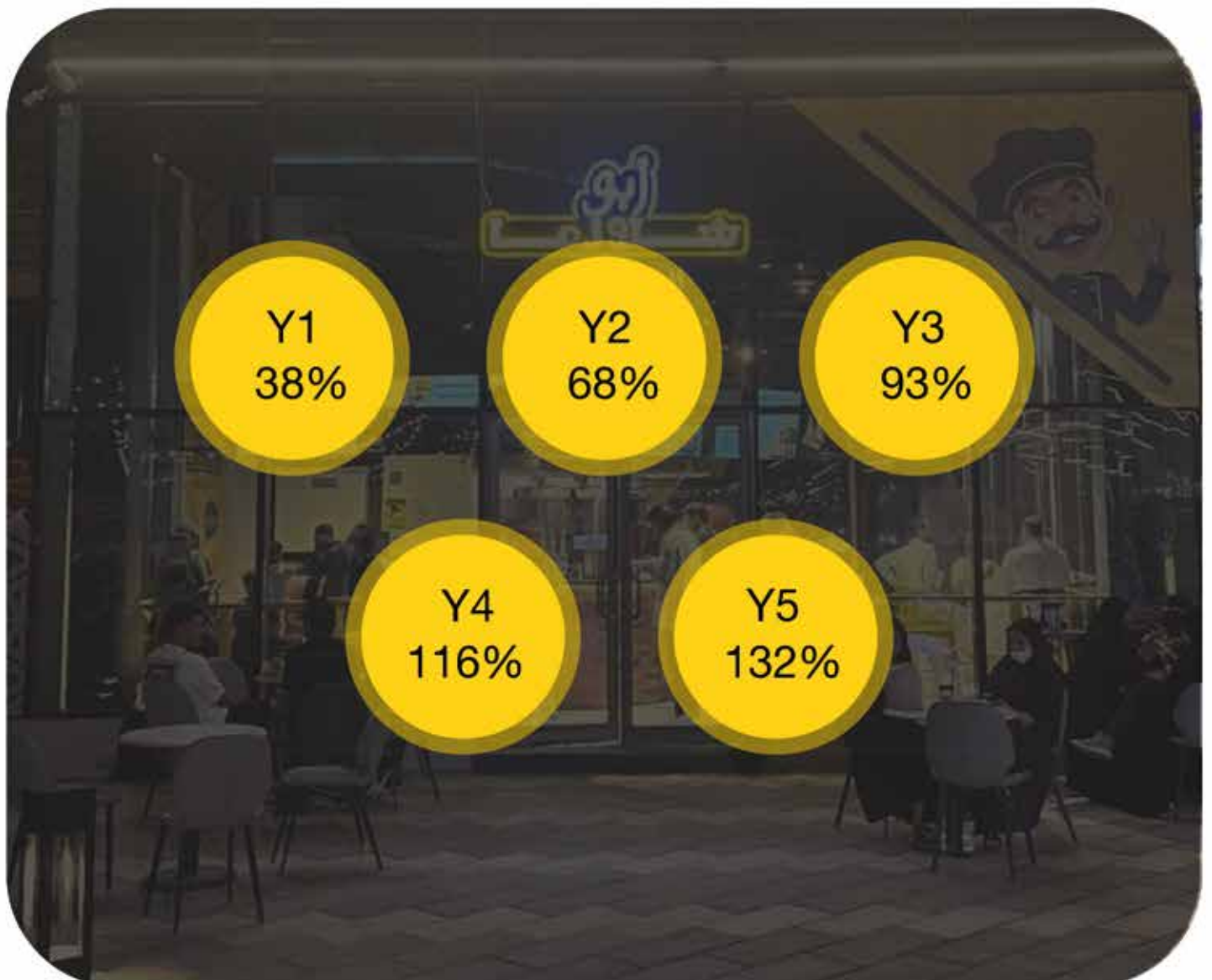


05 Most of our ingredients can be sourced locally from franchisor-approved suppliers (for freshness and cost efficiency).

FRANCHISEE KEY FACTS FIGURES

Expected Returns for Franchisees (Average)

The average Abou Shawarma individual outlet should generate an IRR of 62 % (with considerably higher IRRS of area development initiatives) and a total return of investment over the first 5 years of operation of the following.



FRANCHISE SUPPORT

Abou Shawarma offers you a comprehensive and exceptional support and training package, This includes:

- Full documentation and knowledge transfer: Franchise, franchise agreement, the operations manual, the training materials, the financial feasibility study, the processes and procedures, the recipes and rationing, and the supplier support and guidance.
- On-site training: You and your staff will receive extensive and ongoing training, both at Abou Shawarma premises and at your own location.



- Refresher training courses: The training will cover topics such as food preparation, customer service, marketing, accounting, and more.
- Annual support visits: We will visit your store regularly to monitor, audit, and provide feedback and assistance.
- Continuous operational, site selection, marketing, accounting/audit/legal, and research and development support.
- Heavy consultancy and guidance when opening first location.

FRANCHISE SUPPORT TAILORED DEVELOPMENT SCHEME

Another franchise option includes :

- Full business operations management: your stores will run professionally, following the same standards and procedures as the mother company.
- Site selection: We will find and secure the best locations for your stores, based on market analysis, demographics, traffic, and competition.
- HR service: We will recruit, train, and manage your staff, taking care of their logistics and payroll.



- Ongoing training and support: to ensure that your staff deliver the best service and quality to your customers.
- Rotating site inspections: to ensure that your stores are clean, safe, and compliant with the franchise standards.
- Marketing support: We will coordinate and execute the marketing strategy for your stores, using online and offline channels. We will also provide you with marketing materials and plans for your local or regional market.





- Accounting/audit/legal: We will handle your finances and legal matters, reporting directly to you and the administration.
- Ongoing research and development: We will keep improving and innovating your products and services, based on customer feedback and market trends

You will have full visibility and control over your business, within the scope of the franchise rules and regulations. You will also receive regular reports and updates from us.

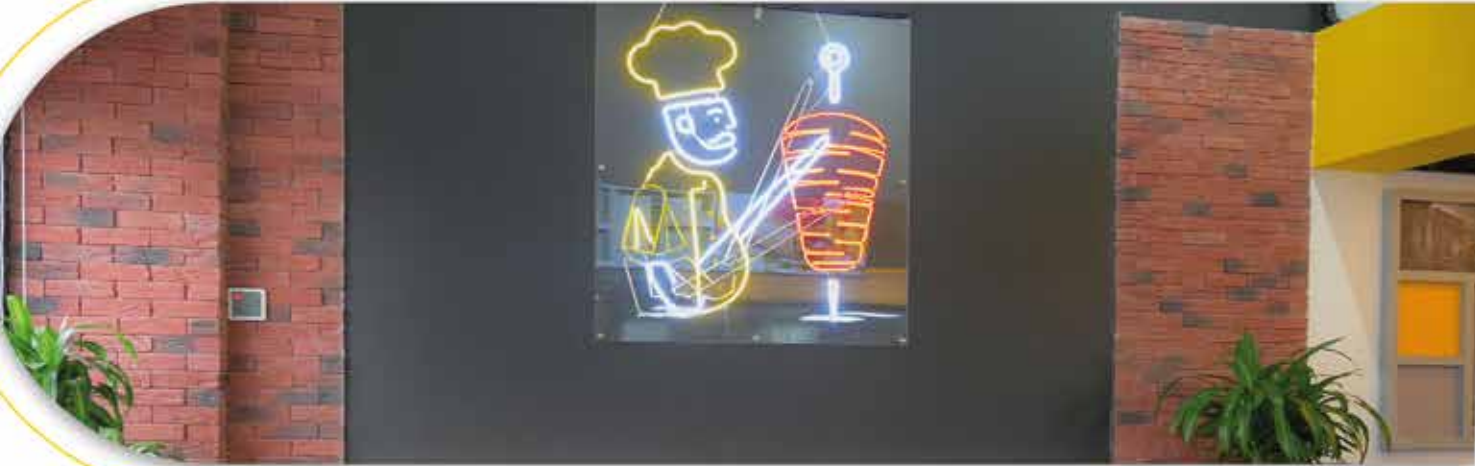
Our management fees will be 20% of the net profit of your stores.

We will only make money when you do.



CONCEPT DEVELOPMENT

We are committed to food safety and hygiene, and we work with Rentokil Boecker. We also have an attractive and modern external display, using black alucobond and other materials. We also keep evolving our menu, based on local trends and customer feedback.

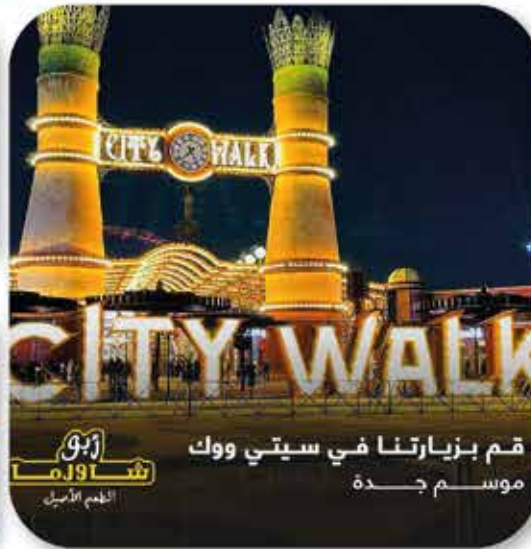


ENTERTAINMENT EVENTS

In the competitive world of restaurants, finding creative ways to drive revenue is essential. While delicious food and outstanding service are the foundation of success, hosting events can take your establishment to the next level. Restaurant events not only boost sales but also enhance guest experiences and customer loyalty, exposure and brand awareness

Below you can find our outstanding entertainment events:

City walk



formula 1



Ramadan Vibes



Summer Vibes



world Sail Championship



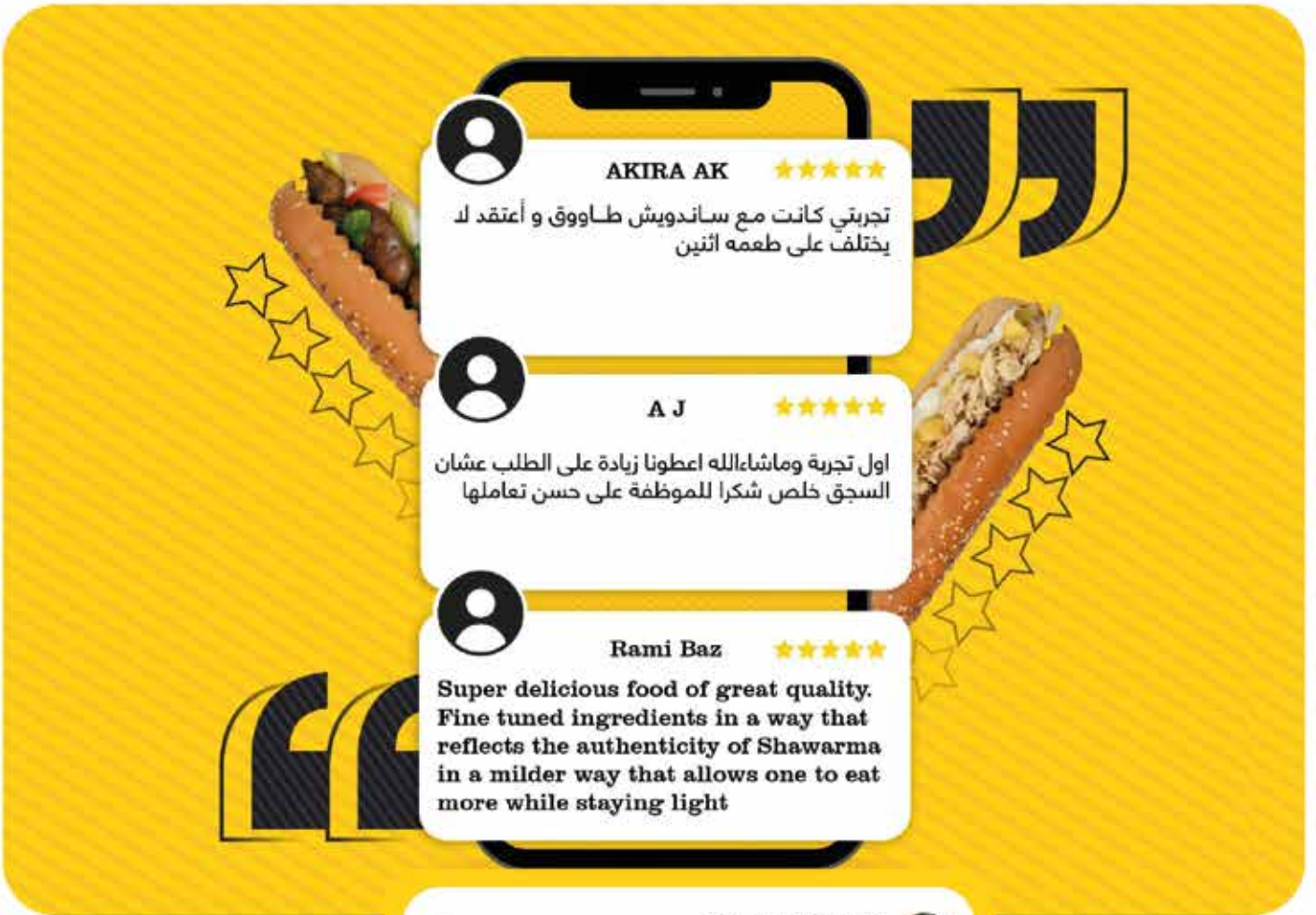
Winter Vibes



Al Musadiyah Branch Opening



CUSTOMERS FEEDBACK



AKIRA AK ★★★★★
تجربتي كانت مع ساندويش طاووق و أعتقد لا
يختلف على طعمه اثنين

A J ★★★★★
اول تجربة وماشاءالله اعطونا زيادة على الطلب عشان
السجق خلص شكرا للموظفة على حسن تعاملها

Rami Baz ★★★★★
Super delicious food of great quality.
Fine tuned ingredients in a way that
reflects the authenticity of Shawarma
in a milder way that allows one to eat
more while staying light

Afnan almehmadi 
17 مراجعة - صورة واحدة
جديدة قبل 3 أسابيع ★★★★★
طعام سفري | غداء
اول مره اجرية التجربة كانت حلوه , انصحكم تطيبون من المحل وتاكلونه
بلحظتها لان الطعم شي ثاني وهو حار وخيز الصاج كرسبي
وصلت الفرغ وكان وقتها فيها عرض ساندويش والثاني مجاني



ahmed Kaki 
243 مراجعة - 385 صورة
قبل 4 اشهر ★★★★★
تجربه ممتعه علي جميع المذايق بداية من ديكورات المحل الي الاستقبال
صراحة كل الشكرالي الاخ هاني علي اهتمامه وبالنسبة لساندويشات تم
تجربه شاورما السجق علي حسب علمي الوحيدين بجده الي يقدموه
وابدعوا فيه كديه السجق وبهاراته زي ماقال الشيف وكيفونكم صوص
الكزبرة شي ابداع ومختلف كانت تجربه رائعه جدا ... المزيد

RAWAN 
48 مراجعة - 101 صورة
جديدة قبل اسبوعين ★★★★★
دعناك انضم | غداء | 20-40 ر.س.
الشاورما لذيذة 🍴
جريت عندهم شاورما السجق و الدجاج
الاكل نظيف و لذيذ



الطعام: 5/5 | الخدمة: 5/5 | الأجواء: 5/5

BRANDING & MARKETING

We have created a strong and distinctive brand identity for Abou Shawarma, based on global best practices. Our colors, fonts, logo, and slogan reflect our values and personality. We maintain consistency in our presentation, location design, and customer experience.



Corporate Identity



Placemats

100% FRESH PRODUCTS
HIGHEST QUALITY BEEF
FRESH CHICKEN
PREMIUM QUALITY CHICKEN
SPICY SOJOK BLEND
EIGHT SPECIAL SAUCES
CHOOSE YOUR TOPPINGS

Abou SHAWARMA
www.aboushawarma.com

100% FRESH PRODUCTS
HIGHEST QUALITY BEEF
FRESH FISH FILLET
PREMIUM QUALITY CHICKEN
SPICY SOJOK BLEND
EIGHT SPECIAL SAUCES
CHOOSE YOUR TOPPINGS

Abou SHAWARMA
www.aboushawarma.com

Abou SHAWARMA
Authentic Lebanese

Website



Collaterals



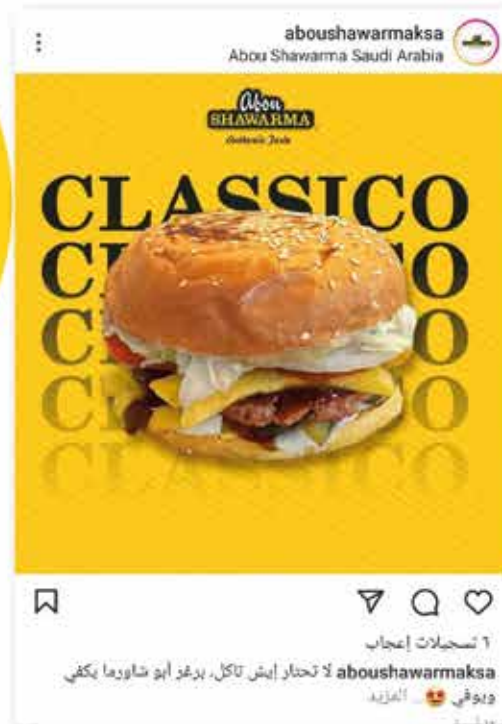
OUTDOOR KIOSK DESIGNS



CATERING







Social Media





... Abou Shawarma

Bloggers



أبو شاورما موجودين في جدة ...





Customer Delivery Lunch



THANK YOU FOR YOUR TIME!

@Aboushawarmaksa



ABOUSHAWARMA.SA