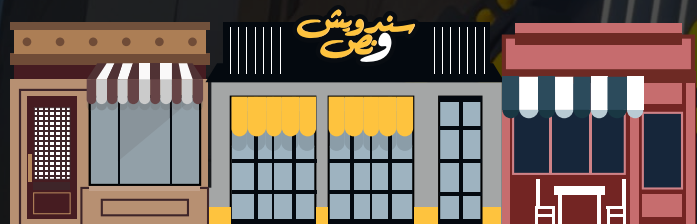


# **FRANCHISE PACK**

# DIFFERENT STORE FORMATS



**STREET SHOP**



**STAND ALONE SHOP**

**SMALL**  
**65 m<sup>2</sup>**

**BIG**  
**110 m<sup>2</sup>**

**S&1/2**





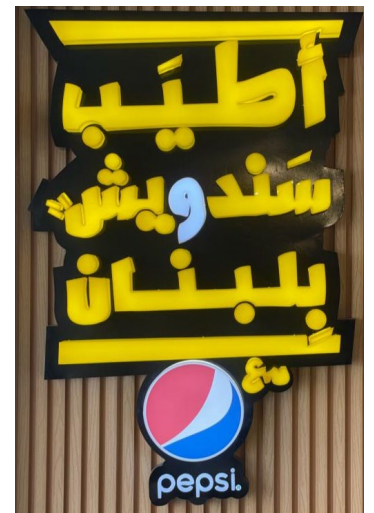
S&1/2

سكس و النصف

S&1/2  
BILL OF FARE

S&1/2





# IN-STORE MENU

We're committed to proving that exceptional taste and premium quality don't need to be expensive. That's why we offer our sandwiches and burgers as part of value meals, which include fries and a soft drink. For those who prefer a lighter option, we also provide the flexibility to order any sandwich or burger a la carte, without the fries and soft drink.

**S&1/2**

منيو  
جديد  
MENU

## VALUE MEALS SANDWICHES

Served with fries, bombastic sauce & soft drink

**BONELESS CHICKEN** (BBQ or Buffalo) **NEW**

**PHILLY** (Steak or Chicken)

**FRANCISCO**

**FAJITA**

**CRISPY CHICKEN**



Boneless Buffalo Chicken

**DJEI 3AL FAHEM** **NEW**

**TAOUK** (Original or Bombastic)

**KAFTA**

**SHAWARMA** (Beef or Chicken)

**SOUJOUK**



Djei 3al Fahem

## VALUE MEALS BURGERS

Served with fries, bombastic sauce & soft drink

**GOLDEN BONELESS BURGER** (BBQ or Buffalo) **NEW**

**LEBANESE BURGER**

**BBQ HEAVEN CHEESEBURGER**



Golden BBQ Boneless Burger

## SHAKERS

**BOMBASTIC TAOUK**

**SHAWARMA CHICKEN**



Bombastic Taouk

## APPETIZERS

**IMPORTED FRIES**

**MOZZARELLA STICKS**

**CHICKEN STRIPS**

## PLATTERS

**STEAK EXPRESS** **NEW**

**ORIGINAL TAOUK**

**CHICKEN LIGHT LOVER**



Chicken Light Lover

## SALADS

**CHICKEN CAESAR**

**KALE CHICKEN**

**FATTOUCH**

## DESSERT

**LAZY CHOCOLATE**

**S&1/2**





# SOCIAL MEDIA

Our social media creativity and tone of voice have made us a love brand in Lebanon.

We are witty, pro-active, and a bit smart mouthed.

We interact with our followers and sometimes even reward them for their loyalty.

We react to what's happening in the country, but also in the world if it's something the locals are interested in.

Our persona resembles the typical Lebanese, which makes us highly relatable and is the key to our very high popularity on social media networks.

## AWARD WON

**Best in Hospitality**  
in 2018



## OUR PLATFORMS



**41.4K**  
**FOLLOWERS**



**100K**  
**FOLLOWERS**



**11.1K**  
**FOLLOWERS**





# **FREQUENTLY ASKED QUESTIONS**

### **Q. What is the typical size of a Sandwich W Noss outlet?**

A. The size of a typical Sandwich W Noss outlet is between 65 sqm and 140 sqm in a food court inside a mall its size would be 40 sqm and above.

### **Q. What is the franchise fee?**

A. The franchise fee is priced according to the territory and is treated on a case by case basis.

### **Q. What's the initial investment cost for an individual unit?**

A. The average set up cost of an individual Sandwich W Noss unit is approximately 200,000 USD.

### **Q. How much is the royalty fee?**

A. The royalty fee is %5,5 of gross sales and is paid monthly. This fee entitles the franchisee to use Sandwich W Noss service mark, distinctive system, marketing assistance, ongoing business development, counseling and other benefits.

### **Q. Will I have an Exclusive Territory?**

A. Sandwich W Noss grants an exclusive territory agreed upon on a case-by-case basis. In the case of an individual agreement, there will be a minimum radius to prevent cannibalization between outlets.

### **Q. What about marketing?**

A. The franchisee is required to spend 2% of his gross sales per month on marketing.



## **Q. How much training is provided in Sandwich W Noss Franchise System?**

A. Initial assistance provided by Sandwich W Noss includes the following franchisee training programs:

### **Phase I**

#### **Training provided at a location designated by franchisor:**

Sandwich W Noss management provides franchisee with a training session at its headquarters or at a location designated by the Sandwich W Noss management beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I instructions will pertain to administrative, operational and sales/marketing matters.

### **Phase 2**

#### **Training provided at the franchisee's location:**

On-site training typically takes place when the franchisee commences operations. Experienced trainers from Sandwich W Noss provide on-site training for a period of 10 to 14 days to assist the franchisee in the launch.

## **Q. What is the time of Sandwich W Noss Franchise agreement?**

A. The time of the Franchise Agreement is 10 years from the date the agreement is signed.

## **Q. What are the Support Programs provided by Sandwich W Noss Franchise?**

A. In addition to field support, members of Sandwich W Noss organization should provide the services listed below:

### **Operational Support**

Sandwich W Noss Management provides 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, food safety and quality standard and administrative procedures.

### **Site Selection**

Prior to approving a site for Sandwich W Noss outlet, management provides the franchisee with clear guidelines for a suitable location. Sandwich W Noss requires the franchisee to follow these instructions to ensure that an appropriate site is selected.

### **Marketing Support**

Sandwich W Noss develops and coordinates advertising methods and strategies to benefit all members of the franchise network. It also provides franchisees with consumer marketing plans and material to use at the local or regional level and retains the right to approve all local advertising material that the franchisee chooses to develop.

### **Purchasing**

Sandwich W Noss management or its affiliate negotiates quantity discounts on behalf of all members, passing on these savings to the franchisees.

### **Accounting/Audit/Legal**

Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

### **Internal Support**

This group coordinates the functional areas of training, purchasing, franchisee communications, and research and development.

### **Ongoing Research and Development**

Sandwich W Noss continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.

### **Overall Program Oversight**

Sandwich W Noss management provides the overall coordination and planning for the entire franchise system.



**THANK YOU**  
**W NOSS**