أم شريف

Em Sherif

CAFÉ

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I. EM SHERIF CAFÉ BRAND

A. OUR STORY

This is the allure of novelty...

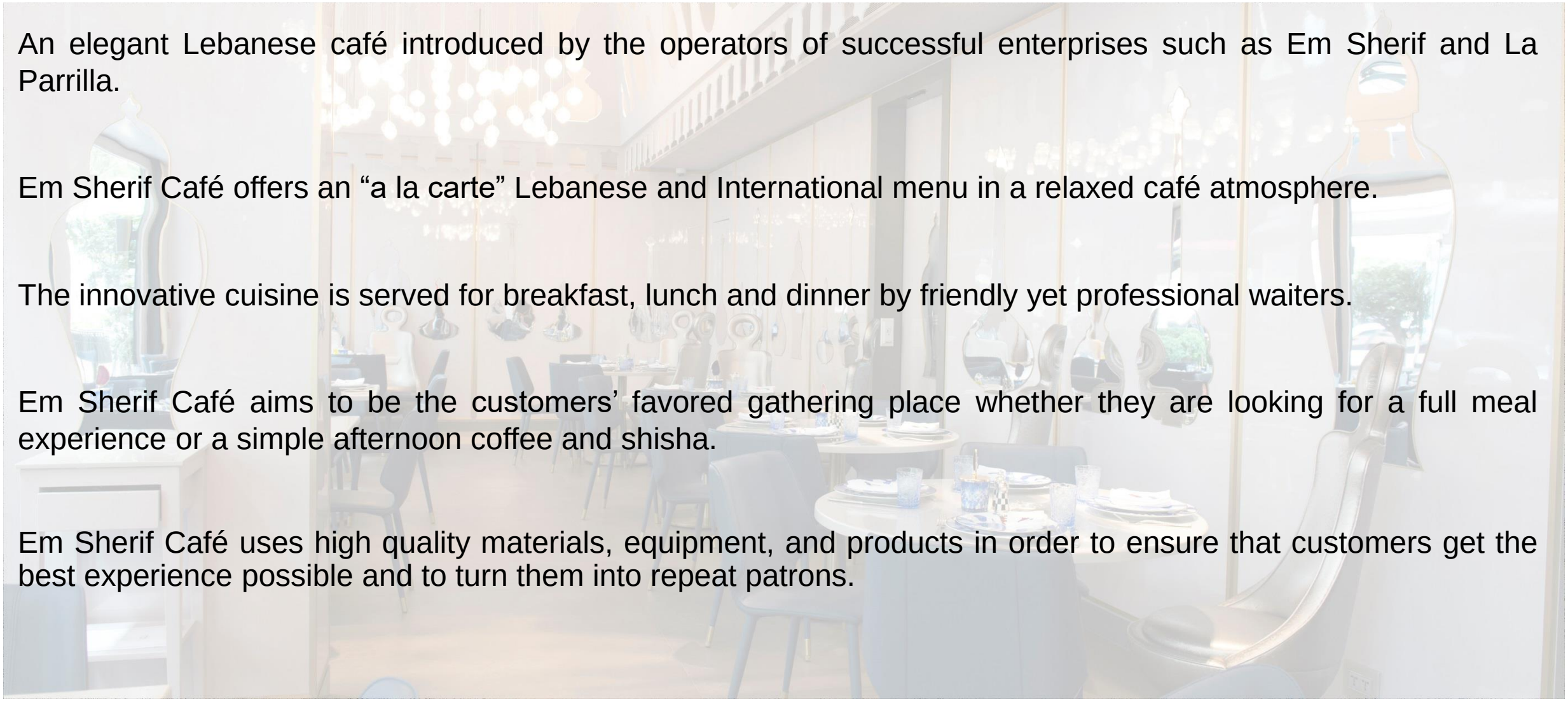
… unveiling itself in the form of “a la carte” delicacies and sumptuous bites.

This is an invitation for the senses to rediscover culinary traditions under a new light, rich with original creations, glowing smiles and elegant shine.

This is a warm welcome to Em Sherif Café, a new chapter in Em Sherif’s tale, written with an unchanged love for tradition and a strong passion for the new.

Mireille Hayek

B. OUR CONCEPT



An elegant Lebanese café introduced by the operators of successful enterprises such as Em Sherif and La Parrilla.

Em Sherif Café offers an “a la carte” Lebanese and International menu in a relaxed café atmosphere.

The innovative cuisine is served for breakfast, lunch and dinner by friendly yet professional waiters.

Em Sherif Café aims to be the customers’ favored gathering place whether they are looking for a full meal experience or a simple afternoon coffee and shisha.

Em Sherif Café uses high quality materials, equipment, and products in order to ensure that customers get the best experience possible and to turn them into repeat patrons.

C. OUR POSITIONING

Em Sherif Café is positioned in the mid to high end market and therefore should always:

- Be located in an upscale area with high traffic and visibility.
- Ideally be a stand alone unit with a terrace.

Our main clientele are individuals with a high disposable income aged 30 and above. It can be further broken down into:

- Women looking for social gatherings in an elegant Lebanese café.
- Individuals looking for late night bites in a café atmosphere.
- Individuals looking for high quality service and food.
- Businessmen, social figures, stars, politicians etc…

D. OUR VISION & MISSION STATEMENTS

OUR VISION STATEMENT

Em Sherif Café, a culinary landmark in every major city.

OUR MISSION STATEMENT

We strive to become the benchmark of oriental cafés in Lebanon and beyond, while guaranteeing the creativity of a highly diversified menu and preserving high standards of food and service quality.

E. OUR VALUES

OUR CUSTOMERS

We serve all our guests passionately and with respect and aim to provide them with an outstanding service. We value and encourage each comment brought by them as we strive for continuous improvement.

OUR FOOD

Our food is our trademark and will not settle for anything less than having high quality dishes come out of our kitchen every single time. These dishes are the results of good raw products, advanced culinary knowledge, and a passion for food.

OUR EMPLOYEES

We expect a lot from our employees and therefore, we recognize them as key pillars in the success of Em Sherif Café. Each employee is a valued brand ambassador committed to excellence in service.

F. OUR UNIQUE SELLING PROPOSITION

We believe that an Em Sherif Café franchise will be successful thanks to:

- The strong brand name of a Lebanese culinary reference associated to your business.
- The proven track record of SGR-Offshore with many franchised F&B brands in their portfolio.
- The renowned food quality and service associated with the brand.
- The continuous support of SGR Offshore in helping you set up and run your restaurant(s).

Em Sherif CAFÉ

G. FOOD OFFERING MOOD BOARD

SGR OFFSHORE
société de gestion de restaurants

H. OUTLET MOOD BOARD

II. GEOGRAPHICAL DISTRIBUTION

II. GEOGRAPHICAL DISTRIBUTION (1/2)

II. GEOGRAPHICAL DISTRIBUTION (2/2)

III. FRANCHISE INFORMATION

A. WHAT WE PROVIDE

Pre-opening support

- Location preliminary.survey.
- Transfer of know-how and guidelines through 7 detailed manuals.
- Recruitment and training of key managerial positions in Beirut Lebanon.
- Supplier sourcing and quality insurance of raw products.
- Grand opening preparation and support.

Post-opening support

- Periodical visits to outlets as agreed upon (up to 2 days per month for the first year).
- Periodical update of manuals.
- Periodical update of menu items and recipes.

B. WHAT YOU PROVIDE

Pre-opening requirements

- A location that is satisfactory to our requirements.
  - Ideally surface should be of 400 sqm (40% allocated for kitchen).
  - Ideally a seating capacity of 120.
- The complete building and FFE as detailed in the franchise manuals you will receive.
- Hiring qualified staff as per our requirements.
- Salaries of key personnel during their training period in Beirut Lebanon.
- Airline tickets and lodging to our delegates during periodical visits (continues after the opening as well).

Post-opening support

- Adhere to all clauses approved upon in the franchise agreement.

C. FRANCHISE TERMS (1/2)

FRANCHISE FINANCIAL OBLIGATIONS	
Franchise fees 1st outlet	$400,000
Franchise fees 2nd outlet	$300,000
Franchise fees 3rd outlet	$200,000
Any additional outlet	$100,000
Construction (MEP, FFE, kitchen, etc…)	$4,000 - $5,000 (per sqm) *
Royalty fees	8% from gross sales **
Marketing fees	1% from gross sales **
Franchise length	12 years renewable

* Construction prices are estimates and vary depending on local costs
** These fees are to be paid on a monthly basis

C. FRANCHISE TERMS (2/2)

PAYMENT SCHEDULE OF FRANCHISE FEE(S)	
Upon signature of franchise agreement	50%
Upon delivery of franchise and training manuals	15%
Upon approval on franchise location(s)	20%
Within 20 days from grand opening	15%

IV. CONTACT DETAILS

SGR OFFSHORE
société de gestion de restaurants

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THANK YOU