



We Design Taste...

# Franchising Made Easy

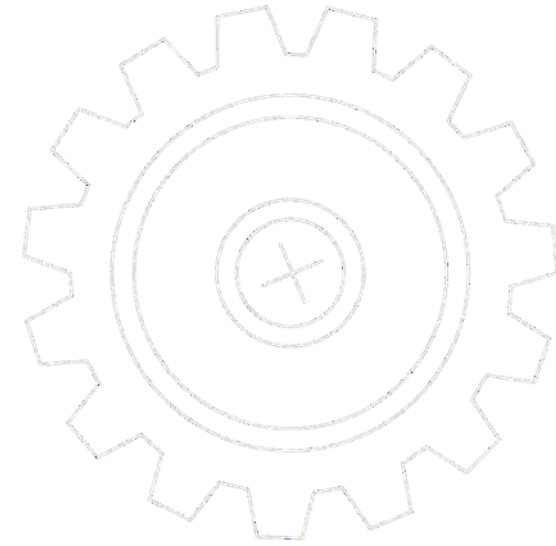




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## Statement from the CEO

*"I once was thinking, where did the term FOOD INDUSTRY come from and what does it bring to mind? Suddenly the words SANDWICH FACTORY came up only to realize; What better than a Sandwich to describe Food and what is more appropriate than a Factory to resemble Industry? Here is where I came up with the name SANDWICH FACTORY".*

*I have to admit, that this was my true and only answer to many of those who asked me Rida, how did you come up with this great name?*

*The trademark registration was a real challenge at the beginning, yet it seemed that we were lucky no one else has thought of registering the name SANDWICH FACTORY, which we eventually managed to secure, worldwide.*

*What caught our attention was that the sandwich lovers from more than 30 different nationalities loved our sandwiches and our concept. The industry players on the other hand realized that such a model has never been franchised before. Soon enough, everyone started talking about Sandwich Factory*

*Rida Hachem  
Chief Executive Officer*

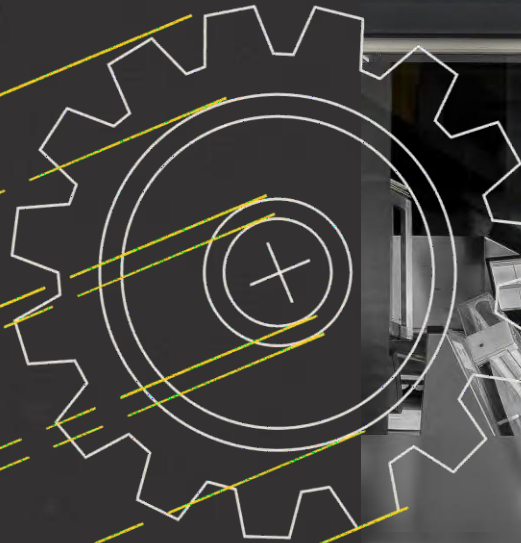
**"Its more than a sandwich place, it's an experience"**





Tagline

"WE DESIGN TASTE, MANUFACTURE FLAVOUR,  
PRODUCE FOOD, CRAFT APPETITE,  
CREATE AROMA, FABRICATE SWEET & SOUR,  
CONSTRUCT BITTER, SALT, SAVORY & MORE"





## Story Behind

### SANDWICH FACTORY: STORY BEHIND

Sandwich Factory story begins where a young Ibrahim Bitar dreamt of opening a sandwich shop way back in 1983 as a university student in Los Angeles. This little dream was parked forever in the man's heart. Decades later, that dream was brought to life in 2012 when he met and partnered with Rida Hachem who has always had the same dream yet with the passion and hands-on experience in the food and beverage industry to create this street food concept.

In 2015, the 1st SANDWICH FACTORY outlet was opened in the prominent business district of Doha as a one-of-a-kind sandwich place. That is where the concept of blending between oriental and western sandwich offerings started.

The complex part was revealed through offering Falafel and Shawarma - of Mediterranean origins - with Burgers and Philly steak - of Western tastes - along with the freshly baked breads under one roof to obtain a harmonious and tasty range of products.

With its chic and modern look, its prime location and the business client network, today Sandwich Factory stands as the first choice destination for a proper high-quality sandwich (tried, tasted and loved by people from more than 30 different nationalities) with a plan and aspiration to grow around the world.

Sandwich Factory owners and creators have been researching and developing the concept since 2012 by relentlessly exploring taste preferences and conducting daily researches into new ways consumers can experience a sandwich.

Sandwich Factory's is the story of a successful company, but it is also the tale of two partners who have worked passionately for years, striving to combine quality, tradition and originality.



# Look & Feel





## International Model

### FROM ONE STORE TO INNOVATIVE-INTERNATIONAL-BRAND

“Three key words sums up what makes Sandwich Factory so special: freshness, taste and genuineness”.

The above three characteristics are embodied in Sandwich Factory’s products — original, creative and differentiated — as well as its environment, flaunting an exclusive and modern industrial design. Consumers know that, at Sandwich Factory, they will find innovative products and original sandwich specialties, because they know that Sandwich Factory also means the best in quality, freshness, service and commitment.

Sandwich Factory International SFI invites consumers from all corners of the world to enter the very special world of sandwich-making and embark on an authentic Middle Eastern as well as Western experience.

Sandwich Factory is a one-of-a-kind modern styled street food place anytime anywhere. The modern contemporary decor alongside the live cooking and clean food displays have guaranteed a great ambience as well as quality and freshness assurance to all who visit.

Sandwich Factory was a hit from the moment it opened its doors in 2015, since that time we began receiving requests for franchising. Yet as our brand recognition has grown, we’ve made a lot of improvements, but one thing has never changed: our commitment to serving superior sandwiches in a store as uniquely styled as ours.

*“We pride ourselves to say that we use the best choice possible in every sector of the industry”.*

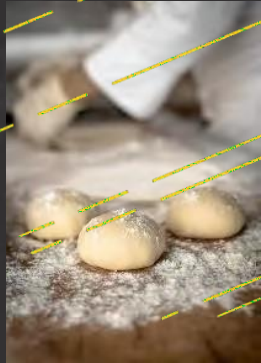




# Gallery



"WE DESIGN TASTE, MANUFACTURE FLAVOUR,  
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# Menu

## APPETIZERS

Fattouch	18
Tabbouleh	18
Mutabal	12
Hommos	
Small	12
Big	18
Falafelplate	20

YOU CAN ADD  
EXTRA HOT BREAD QR 4, VEGETABLE PLATE QR 12



## FRESH BAGUETTES

Turkey	20
Tuna	20
Halloumi	20
Labneh	15

YOU CAN ADD  
EXTRA TURKEY QR 5, EXTRA LABNEH QR 2, EXTRA TUNA QR 4,  
EXTRA HALLOUMI QR 5, EXTRA VEGETABLES QR 3



Kafta B' Ajine	16
Spinach	12
Baid & Sujok	18

YOU CAN ADD  
TURKEY QR 5, KASHKAVAL QR 5, CHEESE QR 4,  
HALLOUMI QR 5, VEGETABLES QR 3

1 MAKE THE HEALTHIER CHOICE BY REPLACING YOUR WHITE BREAD WITH INKATI-CEREAL OR 10R ADDITIONAL QR 4



## ORIENTAL SANDWICHES

SHAWARMA	QR
Beef	17
Chicken	16

BBQ	
Shish Taouk	18
Kafta	19
Lahm Meshwi	24
Kebab Orfali	19
Kebab Intabli	19

Falafel	12
TOASTED	
Sujok	24
Makanek	24
Chicken Toasted	18
Chicken Liver	18
Nekhaat	24
Fatayel	28
Fried Vegetables	16
French Fries Sandwich	13

YOU CAN ADD  
EXTRA SHAWARMA QR 5, EXTRA HOMOUMS QR 3,  
EXTRA FRENCH FRIES QR 3

Kebab Chicken	
Shawarma Wrap	32

Baked falafel	28
Carb-Free Shish Taouk	36

Carb-Free Kafta	38
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Carb-Free Lahm Meshwi	46
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1 CARB-FREE MIX  
Any 2 mixed skewers of your choice QR 42

## WESTERN SANDWICHES

BURGERS	QR
Beef	33
Chicken	29

HOT DOGS	
Frankfurter	22

PHILI STEAK	
The One	35

French fries box	12
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TOASTED	
Fish Filet	25
Shrimp Cocktail	32
Roast Beef	32
Escalope Beef	25
Escalope Chicken	25
Fajita Chicken	29
San Francisco	29

YOU CAN ADD  
COLDSALAD QR 5, EGGS QR 3, EXTRA FRENCH FRIES QR 3,  
BURGER PATTY QR 8, EXTRA CHEESE QR 4, QUESADILLA QR 5

1 MAKE THE HEALTHIER CHOICE BY REPLACING YOUR WHITE BREAD WITH BROWN BASKETTES FOR ADDITIONAL QR 4



## SWEETS & CAKES

Riz Bhaleeb	15
Moughli	15
Dibs w Teen Cheese Cake	25
Strawberry Cheese Cake	20
Fruit Tart	22
Titramisu	20
Eclaire	18

OUR PASTRY CHEFS CAN CREATE YOUR EVENT CAKES (ANY SIZE, SHAPE OR TASTE) (24 HOURS PRIOR ORDER).



## CATERING

(ON ORDER)

MINIMUM 12 PCS OF EACH	QR
Mini Beef Shawarma	5
Mini Chicken Shawarma	5
Mini Falafel	4

Mini sandwiches	6
Labneh	
Tuna	
Burger	
Hot dog	
Chicken	
Roast beef	
Kashkaval	

"ALL BREADS ARE FRESHLY BAKED" & "ALL SANDWICHES ARE FRESHLY MADE"  
WE CAN DESIGN YOUR SANDWICHES TO SUIT ALL YOUR EVENTS (8 HOURS PRIOR ORDER).

Juice of the Day	24
Juice Cocktail	20
Kashata & Honey	32

## SOFT DRINKS

Pepsi	6
7up	6
Miranda	6
Laban Ayran	12
Jallab	16
Water Small	5
Sparkling Water	12
Red Bull	12

## HOT DRINKS

Tea	12
Coffee (Lebanese)	12
Espresso	12
Nescafe with	14
Condensed Milk	



Sandwich Factory  
West Bay, The Date Mall  
Tower 3 Entrance.  
Phone: 40 20 6 555  
www.sandwichfactory.qa



What is so special?



All Breads are Freshly Baked  
All Sandwiches are Freshly made



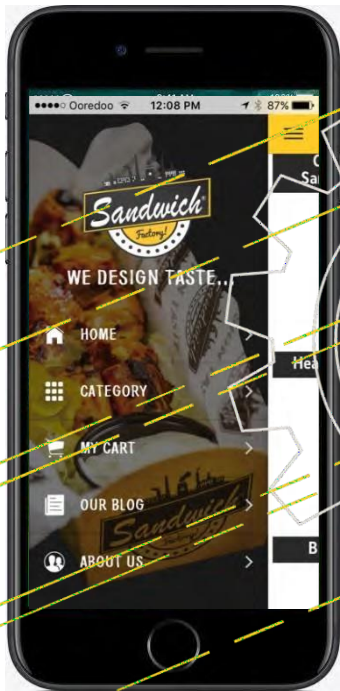
**WEEKENDS**



# Technology G...



Sandwich Factory uses technology in the form of an App to make life easy for those who likes ordering online...  
*Just install from:*



**NEW!**  
**ORDER TO GET 10% OFF**

**Sandwich Factory!**

**"APP & RUNNING..."**

INTRODUCING OUR DELIVERY APP

DOWNLOAD & ORDER NOW!

SCAN TO DOWNLOAD

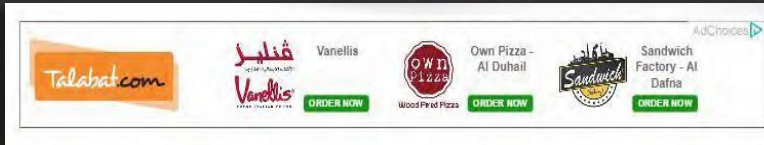
Download on the App Store | GET IT ON Google Play



## ...Video Wall

Never before installed in a sandwich shop... a multimedia video wall platform to promote the Sandwiches and their latest upcoming...





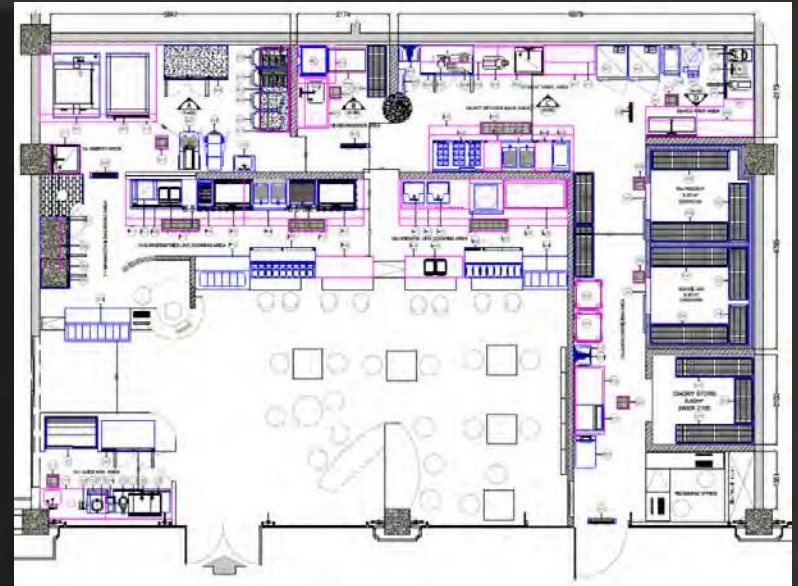
## Intellectual Property Map



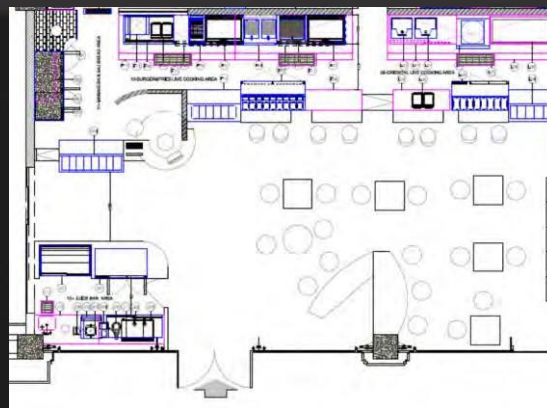
International brand and IP (Intellectual Property) registration covering GCC, LEVANT, EU, USA/CANADA and SOUTHEAST ASIA



# Shop Models



Shop Model Central Kitchen

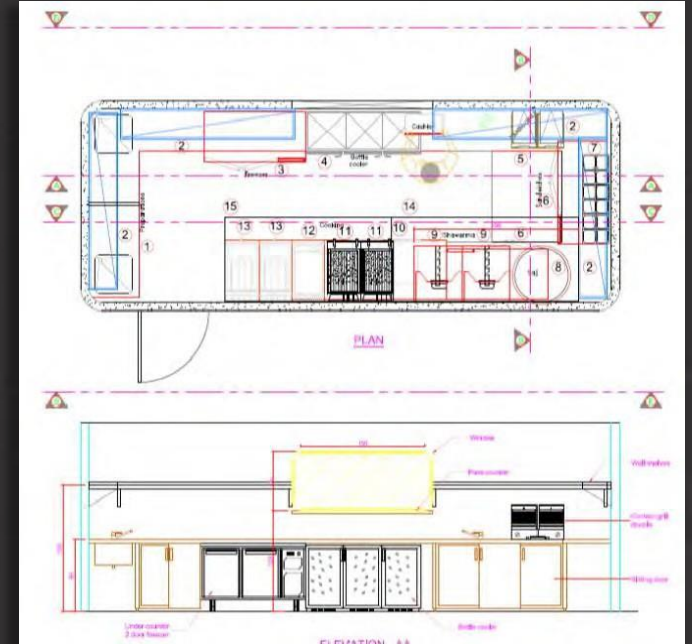


Shop Model Front Line Kitchen





# Mobile Models



Mobile Model Food Truck



What makes us different?



Unique Model, franchised for the 1<sup>st</sup> time



No need for **Expert Chefs**



Just follow the **"BOOK OF RECIPIES"**

No Fusion Sandwich "only traditional"

Positioned as **"Chic Street food"**



One-of-a-kind-Variety Sandwich Place



## Franchise Opportunities



**Single Unit Franchise (SUF)**



**Multi Unit Franchise (MUF)**



**Area Development Franchise (ADF)**



**Joint Venture (JV)\***



**Area Representative (AR)**

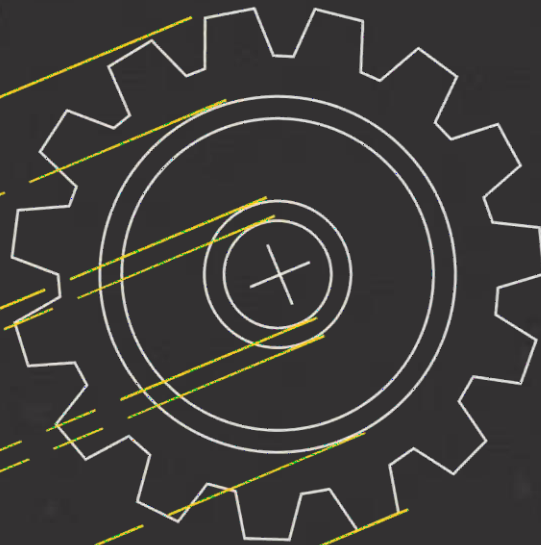


**Development Agent (DA)**

\*This is up to the complete and full discretion of SFI and depending on the territory specifics



## What's Next?



### 1. State Your Interest

- Communicate your interest in Sandwich Factory by submitting a letter of Intent (LOI)\*
- Reserve your Right of Assignment (ROA)\*

### 2. Qualify for The Challenge

- Complete the Franchisee Outline Questionnaire & Territory Information form (FOQ)\*
- Workout a professional Due Diligence

### 3. Get-to-Know-More

- Visit Sandwich Factory headquarters to discover the concept and tour an operational restaurant
- Meet Franchisor team to learn more about the opportunity
- Study carefully the proposed Business Plan

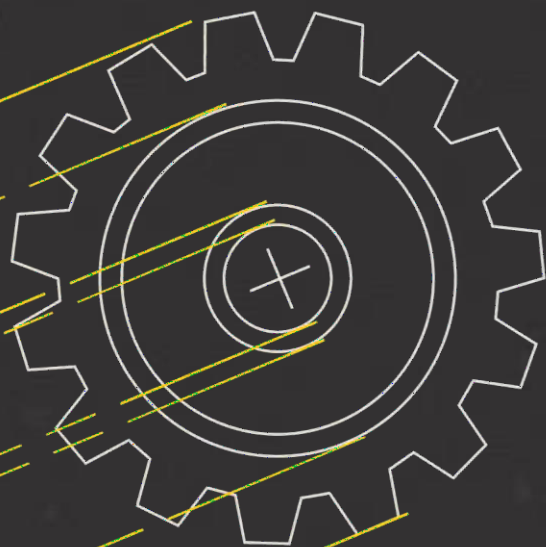
### 4. Agreements & Contracts Signing

- Discuss commercial terms and review legal documents
- Validate and execute the Franchise Agreement
- Initial Franchise Fees payment

### 5. Join our “Winning Factory”

- Receive the Operations Manuals\* and the Recipe Book\*





### Before opening

- Site selection, development and other pre-opening requirements
- Standards for store layout design and construction
- Equipment selection guidance based on the size of the shop requirements
- Brand Identity\* and standards
- Product sourcing specification and approved vendors
- Factory initial Training Program
- On-site new store opening support
- Franchise Advisory Council\*

### After opening

- Periodic evaluation, analysis, advice, guidance and ongoing support
- Non-stop plans of Research and Development
- Marketing support in plans, campaigns & social media to keep up with market trends
- Mystery shopper exercise
- Updated newsletters to help recognition, motivation and information on new developments
- Group meetings that will bring Franchisees together to exchange ideas and further business development
- Business coaching and mentoring

Who should be our Partner?



## Scale

Should be a business professional with enough capital to invest for a minimum of 5 years



## FG&B QSR Experience

Significant experience in the QSR industry with additional preferred experience of successful expansion of new up-coming brands



## Network

Good local links to secure prime real estate in high footfall locations, along with the ability to effectively secure a supply chain



## Brand Focus

Dedication to deliver a consistent experience to the customers and maintain brand positioning and standard



## Local/Regional Expansion Capability

A strong ability to successfully develop the Sandwich Factory Brand in local and adjacent regions



## Passion for Sandwich Factory

Believes in the concept and passionate to grow it as if he owns it...!



Join a Winning Factory





If you are interested in being part of our **Sandwich Factory** experience and would like to get more information about our franchising opportunities in your area, please fill up the application form (to be provided).

Website: [www.sandwichfactory-intl.com](http://www.sandwichfactory-intl.com)

#### CONTACT INFO

[ceo@sandwichfactory-intl.com](mailto:ceo@sandwichfactory-intl.com)

#### OPERATING MANUALS

DEVELOPED, COMPILED & AUDITED BY:



**Technomic**<sup>®</sup>  
A Winsight Company

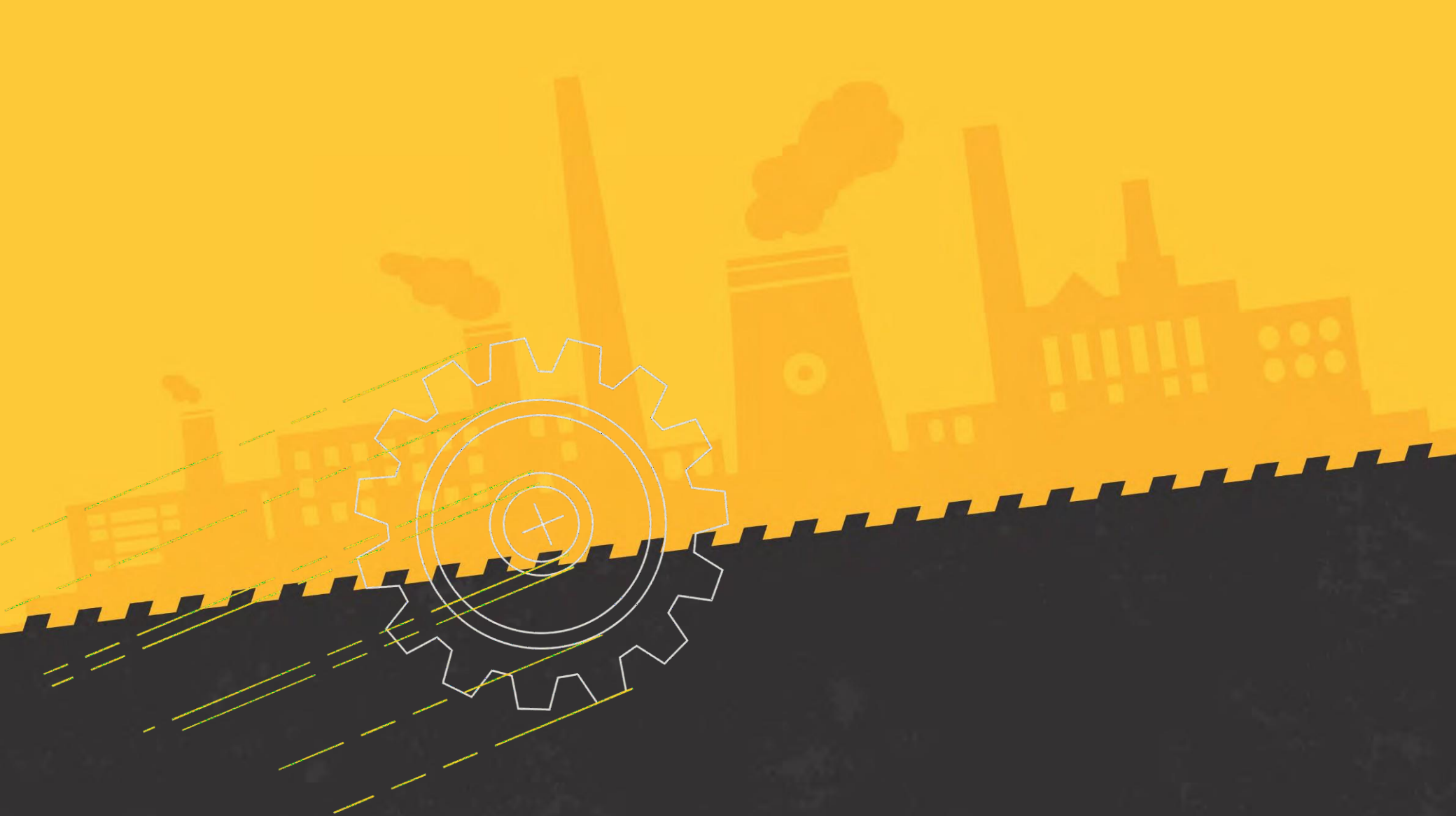
[www.technomic.com](http://www.technomic.com)





The background is a vibrant yellow-orange gradient. In the upper half, there are silhouettes of industrial buildings and smokestacks emitting smoke. A large, white-outlined gear is positioned in the center-left, partially overlapping a black diagonal line that runs from the bottom left towards the top right. The text is written in a bold, white, sans-serif font with a yellow outline, following the path of the diagonal line.

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