



FAHITA'S - FRANCHISE BOOKLET



FAHITA'S

COMPANY STORY

"AT FAHITAS COMPANY, OUR COMMITMENT

**TO CRAFTING
EXCEPTIONAL MEALS**

IS FUELED BY A DEEP-SEATED PASSION FOR EXCELLENCE.

We strive to **blend quality and innovation**, creating fast yet distinctive dishes that cater to a diverse array of palates.

Our dedication to offering novel, unique, and special culinary experiences is unwavering.



We pride ourselves on transcending conventional approaches, focusing instead on perfection, unparalleled quality, and **meticulous attention to detail** in all aspects of our work."



BUSINESS
WISE
PERSPECTIVE

Our objective is to achieve excellence, gain widespread recognition, expand our reach, and realize substantial financial success.

THE PERSON BEHIND THE BRAND



From an early age, he was immersed in the dynamic world of hospitality, encompassing hotels, restaurants, and customer service.

where he honed his skills in business management, marketing, and economic principles, laying a robust foundation for his professional endeavors in the hospitality industry.



OWNER'S STORY

His formative years were spent engaging in public relations with expatriates and international guests alongside his father, enriching his understanding of diverse cultures and global perspectives.

This foundational experience was further augmented by his academic pursuit in commercial sciences,

INFORMATION ABOUT THE BRAND

ESTABLISHED IN 2002

The venture was initiated through the personal efforts of Mr. Bashar Agha.

**Located in the City Complex
building in Tripoli,**

the business has seen substantial development and an increase in popularity over the years, drawing in a diverse clientele from across Lebanon and beyond.



Since its inception, it has

**garnered
immediate
success,**

fame, and significant demand, right from the first month of operation.



TIMELINE

01

In 2003, a transformative redecoration was undertaken in its second year of operation.

02

The logo underwent a significant redesign.

03

The menu was expanded with a variety of new items.

04

The business began playing a prominent role in major events and sponsorships.

05

A further update and redesign of the logo occurred in 2014.

06

The establishment now boasts multiple branches across various regions.

07

Partnerships have been formed to further develop and expand the brand.



WHERE DOES IT COME FROM?

Fahita, a dish celebrated worldwide, sees unique interpretations in each country.

At our establishment, we crafted an innovative approach to distinguish our fahitas, incorporating tailored modifications to resonate with regional tastes.

As pioneers in this culinary field, we set a trend; following our lead, numerous restaurants across various regions have since incorporated this dish into their menus



WHY WE DID OPEN?

WHY WE WANT TO BE IN?

I established Fahita Restaurant with a vision of achieving independence, creating a distinctive culinary identity, and pursuing expansion.

My aspirations extended to gaining widespread recognition and achieving substantial financial success, all while delivering an unparalleled dining experience.

WHAT DO WE WANT
TO SHOW?

OUR
VISION

Our core values encompass quality, cleanliness, excellence, generosity, and comfort, each integral to providing an exceptional and memorable experience for our patrons."

REPEAT
THE EXPANSION
IDEA AND
VISION
OWNER.

"The company's vision is to establish a presence in every major city around the globe, with the aspiration of the founder to introduce his signature sauce to an international audience."





**WE CHAMPION
CREATIVITY,
EMBRACE
AUTHENTIC
CULINARY
TRADITIONS,**

**AND ARE DRIVEN BY A PASSION
TO SHARE BOLD, FLAVORFUL
EXPERIENCES WITH PEOPLE
AROUND THE GLOBE.**

TOP 5 VALUES

CLEANLINESS: Maintaining impeccable hygiene standards in all aspects of our operation.

FAST SERVICE: Ensuring efficient and prompt service to all our customers.

EXCEPTIONAL QUALITY: Committing to the highest standards in taste and presentation for every dish.

CUSTOMER SATISFACTION: Focusing on delivering a superior dining experience and exceeding guest expectations.

INNOVATION: Continually evolving our menu and services to provide creative and unique culinary experiences.

PERSPECTIVE OF THE COMPANY

HOW & WHY WE AS A COMPANY WANT TO PERSUADE A FRANCHISEE?

1st
YEAR

- Total Branches: **10**
(including the 2 existing branches)

Breakdown:

- **3 Standard Branches**
- **3 Luxury Branches**
- **2 Pop-Up Shops**

In this initial year, alongside the existing 2 branches, we focus on diversifying our presence with a balanced mix of standard, luxury, and pop-up shops.

5
IN YEARS

- Total Branches: **26**

Breakdown:

- **11 Standard Branches**
- **9 Luxury Branches**
- **4 Pop-Up Shops**

Expanding to 26 branches, we prioritize accessibility with more standard branches, complemented by luxury branches and pop-up shops for varied customer experiences.

10
IN YEARS

- Total Branches: **47**

Breakdown:

- **10 Standard Branches**
(newly added)
- **7 Luxury Branches**
(newly added)
- **4 Pop-Up Shops**
(newly added)

At the ten-year mark, we aim for balanced growth across standard and luxury branches, with strategic placements of pop-up shops.

15
IN YEARS

- Total Branches: **73**

Breakdown:

- **11 Standard Branches**
(newly added)
- **3 Luxury Branches**
(newly added)
- **4 Pop-Up Shops**
(newly added)

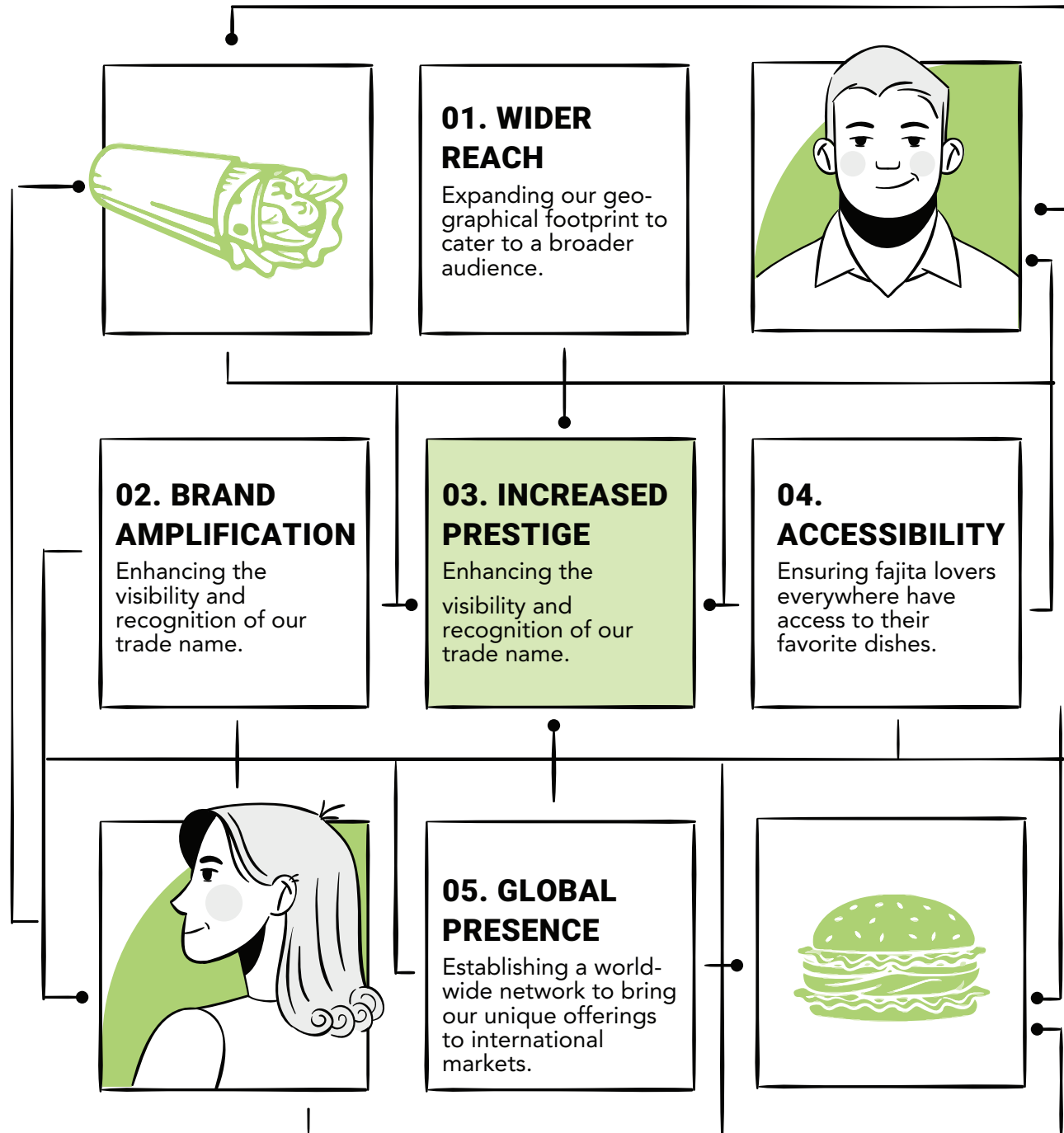
Looking ahead to 15 years, the expansion strategy includes increasing the standard branch network, selectively growing luxury branches, and maintaining flexibility with pop-up shops.

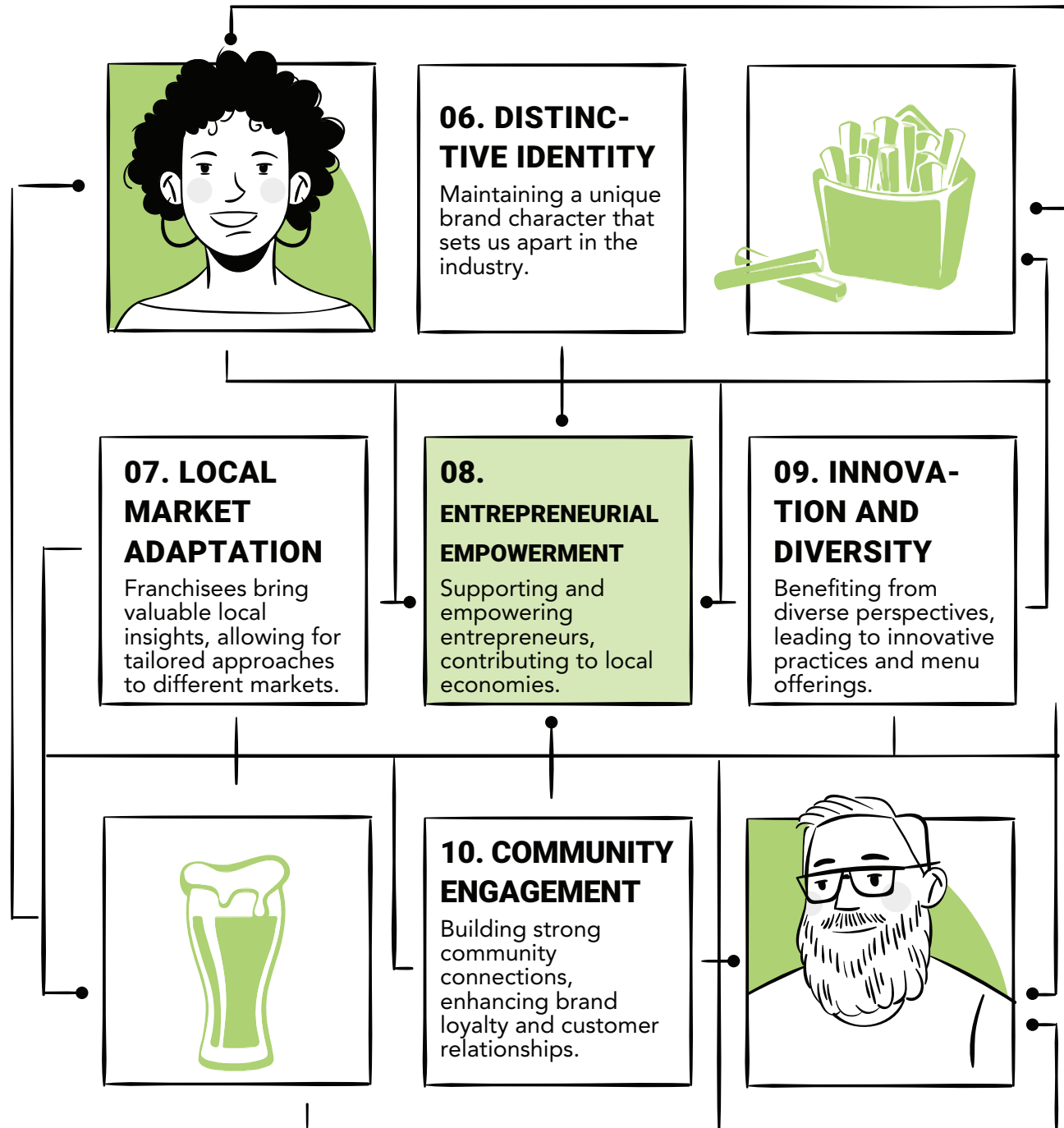
WHY WE WANT THE FRANCHISEE TO PARTICIPATE IN OUR GROWTH

We prioritize franchisee involvement in our expansion strategy rather than solely opening corporate stores due to the unique appeal of our special sauce. This sauce, a distinctive offering not replicated in other countries, appeals to a broad spectrum of demographics, including various age groups and social classes.

Our special sauce, known for its perfect pairing with our dishes, is a key differentiator in our brand. By collaborating with franchisees, we can leverage their local market insights and expertise to further enhance our brand's reach and appeal, ensuring that our unique culinary experience is shared and enjoyed widely.

**RATHER THAN OPENING ALL
OF OUR STORES CORPORATELY?**







AVO CA DO

Our signature avocado-based sauce boasts an intriguing origin story, deeply intertwined with the lush groves of Mexico, California and USA.

These regions are renowned for producing some of the world's finest avocados, a fruit celebrated for its rich flavor and nutritional value.



HOW IT IS DONE?

What makes this tale even more delightful is the unique relationship between these two avocado-growing giants.

You see, avocados have an interesting quirk - they're grown on opposite seasons in Mexico and California. While it's summer in California, it's winter in Mexico, and vice versa.

Experimenting with various blends and ingredients, our team crafted a sauce that perfectly captures the essence of these avocados, adding a unique twist to traditional fajita flavors.

This sauce, born from the natural bounty of Mexico and California, has become a beloved staple in our menu, offering a taste of adventure with every bite.



PRODUCT STORY

In the vibrant city of Tripoli, there's a craving for something extraordinary, something that breaks away from tradition and leaves a lasting impression.

Tripoli residents are known for their love of grandeur, abundance, and a touch of uniqueness, all while being mindful of quality and affordability.

This is precisely why our product shines in Tripoli. Our innovative sandwich is designed to satisfy the cravings of Tripoli's discerning food enthusiasts. Packed with generous portions, unparalleled quality, and an unbeatable price point, it's the kind of sandwich that not only delights the taste buds but also leaves a memorable mark on every Tripoli resident.

10 REASONS TO HAVE A FRANCHISE

1.

Brand Fame: Ride the wave of an already popular brand and be the local hero.

2.

Winning Formula: Use our winning playbook for success without reinventing the wheel.

THREE

Top-Notch Training: Get the VIP treatment with our thorough training and become a pro.

4.

Help is Here: Enjoy a full support squad to tackle any challenge that comes your way.

FIVE

Marketing Magic: Use our cool marketing tools and materials to attract hungry customers.



6.

Awesome Suppliers: Work with our trusted suppliers for top-quality ingredients.

Smooth Sailing: Follow our streamlined processes for easy and efficient operations.

SEVEN

EIGHT

Less Guesswork: Enjoy a lower-risk adventure with our proven success strategies.

9.

Franchise Family: Join a friendly network of franchisees for tips and support.

Growth Galore: Explore exciting opportunities to expand and grow within our franchise family.

TEN



FRANCHISE BRANCH COST

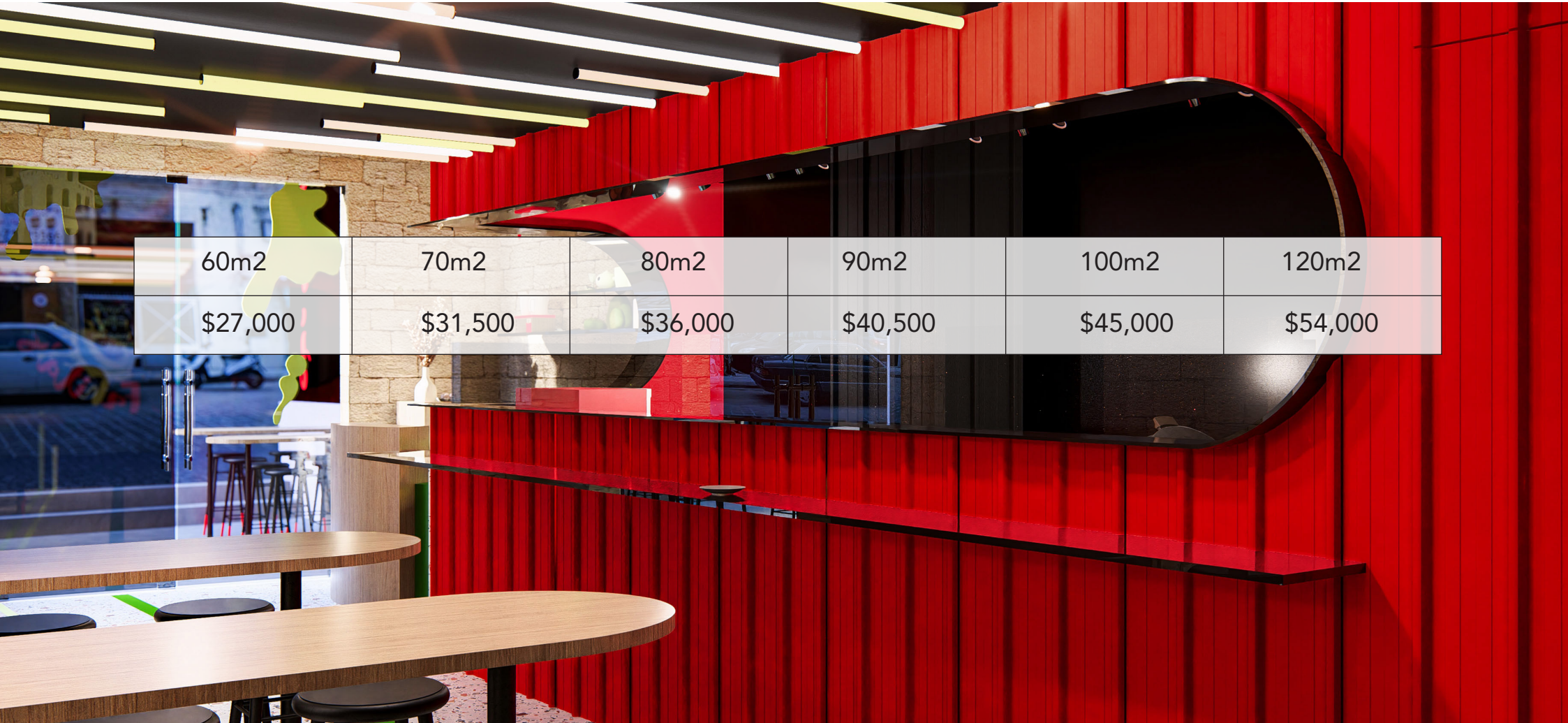
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DECOR
COST

\$450/m²



60m2	70m2	80m2	90m2	100m2	120m2
\$27,000	\$31,500	\$36,000	\$40,500	\$45,000	\$54,000

INVESTMENT COST

CAPEX

BRANCH COST	PRICE
Expenditures	\$54,250
Single unit kitchen	\$47,500
Decor/execution	450\$/m2
Store space	60-120m2

BRANCH COST	PRICE
Expenditures	\$54,250
Master kitchen	\$86,000
Decor/execution	450\$/m2
Store space	60-120m2

RETURN ON INVESTMENT

MAXIMIZING RETURNS: COMPREHENSIVE ROI ANALYSIS

ROI:	
Av. bill/day (qty)	247
Av. bill/day	\$10.00
Av.Sales/day	\$2,470.00
Number of bills /month	7,410
Sales/month	\$74,085.00
Sales/year	\$889,028.00

ROI 150.90%

WORLDWIDE EXPANSION



As Fahitas continues to captivate taste buds and build its brand, we are poised for expansion into new markets worldwide, **strategically targeting high-traffic urban areas and emerging neighborhoods across continents**—from the bustling cities of Saudi Arabia and the UAE to vibrant locales in Europe, the Americas, and Asia—bringing our unique fusion of Middle Eastern flavors and modern dining experiences to a global audience.

Present: 2 Stores	Next 5 years 20 Stores	Next 10 years 25 Stores
2 Lebanon	8 Lebanon 2 KSA 3 Dubai 2 Egypt 1 Oman 1 Muscat 1 Abu Dhabi 1 Qatar 1 Las vegas	12 Lebanon 4 KSA 4 Dubai 1 Egypt 1 Bahrain 1 California 1 Paris 1 Canada

FRANCHISING PLAN

Next 5 years predictions:

Sales growth	\$27.5
GMV - Gross merchandise value	\$32,500,000
EBITDA	60.60%
Net Income	12,500,000
QTY of Stores	15
Profit Margin	38.70%
GTM - Gross trade margin	19,700,000z

**\$27.5
SG**

**\$32.5M
GMV**

**60.60%
EBITDA**

**\$12.5M
NI**

**15
STORES**

**38.70%
PM**

**\$19.7M
GTM**

**\$52.0
SG**

**\$52M
GMV**

**60.60%
EBITDA**

**\$20M
NI**

**25
STORES**

**38.70%
PM**

**\$31M
GTM**

Next 10 years predictions:

Sales growth	\$52.0
GMV - Gross merchandise value	\$52,000,000
EBITDA	60.60%
Net Income	20,000,000
QTY of Stores	25
Profit Margin	38.70%
GTM - Gross trade margin	31,000,000

FRANCHISE FEE BY EXPANSION EXPECTATIONS

FRANCHISE FEE UNIT	STANDARD	POP-UP
First 5 Stores	\$125,000	\$75,000
Second 5 Stores	\$160,000	\$100,000
Next 10 Stores	\$400,000	\$280,000
TOTAL	\$685,000	\$455,000

1 Branch	Increased value amount %	Increased value amount \$	5 Branches	Increased value amount %	Increased value amount \$	10 Branches	Type of Franchise Fee
\$15,000.00	33%	\$5,000.00	\$20,000.00	40%	\$8,000.00	\$28,000.00	Pop-Up
\$25,000.00	28%	\$7,000.00	\$32,000.00	25%	\$8,000.00	\$40,000.00	Standard

ROYALTIES PER BRANCH

Fees First 5 Stores:	
Royalty	2%
Per month	\$8,452.50
Per Quarter	\$33,810.00
Advertising	1.5%
Security fund	\$3,000
Marketing fund	\$2,500
Total amount/ quarter	\$39,445

Fees Next 5 Stores:	
Royalty	4%
Per month	\$12,678.75
Per Quarter	\$50,715.00
Advertising	3%
Security fund	\$5,000
Marketing fund	\$4,000
Total amount/ quarter	\$67,620

ENABLERS GROWTH HACKING

Unlock the secret to explosive growth with Fahitas' innovative approach to dining. Our growth hacking strategy leverages the power of social media buzz, targeted influencer partnerships, and cutting-edge digital marketing techniques to create a ripple effect in the food scene.

By capitalizing on user-generated content, viral campaigns, and strategic promotions, Fahitas not only captures attention but also fosters a loyal customer base eager to spread the word.

Our data-driven insights and agile marketing tactics ensure we stay ahead of the curve, continually optimizing our approach to drive traffic, increase brand visibility, and elevate customer engagement. At Fahitas, we're not just serving sandwiches; we're igniting a movement.



MARKETING

Fahita's marketing department is actively preparing a strategic campaign aimed at introducing the franchise unit to its local market.

This initiative aligns with Fahita's commitment to localization and ongoing marketing support. The department is also focused on the production of printed marketing materials to enhance brand visibility.

Moreover, continuous efforts are being made to refine pricing strategies and optimize marketing campaigns, leveraging Fahita's established expertise in this area.

STAFF TRAINING

**Franchisee Training 2 Weeks
at Headquarter**

Teams Training 3 Weeks Total
-2 weeks at Headquarter
-1 week at branch



POPULATION AGE DISTRIBUTION

Our sandwiches, crafted with the finest ingredients and a commitment to quality, are loved by all ages.

The secret Fahitas recipe—a perfect blend of spices and flavors—delights the adventurous taste buds of ages 15-18, satisfies the busy lifestyles of those 19-55, and brings comfort and nostalgia to those 55 and older. Each bite offers a taste that resonates with everyone, making Fahitas a universally cherished choice across generations.

25%
15-18 YEARS

57%
18-54 YEARS

18%
55 YEARS & +



COMPETITIVE POSITIONING

In the highly competitive landscape of Middle Eastern fast-casual dining, Fahitas stands out by blending the authenticity of traditional Middle Eastern flavors with the convenience of modern quick-service restaurants.

Unlike **Abou Sobhi**, which focuses on a broad range of classic Lebanese dishes, and Fajitas, which brings a Tex-Mex flair to its offerings, Fahitas carves out a unique niche by **specializing in premium grilled sandwiches that combine the richness of local spices with international influences**. Positioned between the traditional appeal of **Al Harrif**, known for its spicy, bold flavors, and the innovative, fusion-inspired menus of its competitors, Fahitas offers a refined yet approachable dining experience, appealing to both loyalists of Middle Eastern cuisine and adventurous foodies seeking new culinary adventures.



THANK YOU

Thank you for your commitment; we appreciate your partnership and look forward to our continued success together.

Please note that all figures related to decor and investment costs are estimates and may not accurately reflect actual expenses. For precise and updated cost information, please refer to the detailed documentation provided during the franchise agreement process.

This booklet contains confidential information and is intended solely for the use of prospective franchisees. Unauthorized distribution or disclosure is prohibited.



FAHITA'S

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