

اوتلسيا  
*Oasis*  
baklava

HOW TO DECIDE,  
START & RUN A  
SUCCESSFUL  
ARABIC DESSERT  
*Franchise*

WITH DETAILED RESEARCH PAPERS,  
CASE STUDIES & DEEP INSIGHT  
INTO ARABIC SWEET BUSINESS



T C F C H O C O L A T E S & G I F T S P V T . L T D .

*For the love of Baklava*



# Index



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# About Us



## OUR VISION!

To offer the best in Quality with Competitive Price and One to One Service at Express delivery timing Worldwide.

## OUR MISSION!

We, at Oasis Baklava, aim to maintain our leadership in the sweets industry and expand the pleasures of the dessert experience to all parts of the Country. We will continue to satisfy even the most pretentious clients, set the standards even higher, and offer great-tasting experience, high quality and innovative products, which guarantee the ultimate satisfaction to your taste buds.



## OUR ETHOS!

At Oasis Baklava we always look for something beyond the ordinary. Adding a spark of creativity to our thorough know-how, we constantly produce uniquely delightful products.

We believe quality is remembered long after price is forgotten. Our customers expect only the finest from us. And we are able to deliver it day in and day out. We are always on the lookout to enhance every little aspect, whether product quality, range, packaging, or distribution. All this without ever losing focus on our consumers and their needs.

At Oasis Baklava, excellence is a way of life. There's no question of cutting corners. Every precaution and effort is taken to see that we excel in all quarters.

The trust of countless families is not something that can be earned overnight. It comes with honesty and integrity that is quite visible in our products. Times change, but when it comes to adhering to these values, we are proud to say that we haven't changed a bit.

# About Us



## OUR COMPANY

Oasis Baklava is a very reputable name and is much more than an excelling brand that has expertise in the Arabic, Turkish, Syrian, and Oriental Sweets industries. Standing for exclusivity, trendsetting, luxury, and exquisite taste, Oasis Baklava is known Nationwide for being the finest sweets host and a remarkable experiential brand.

Moreover, Oasis Baklava has many showrooms, with a presence at shopping centers as well as major departmental stores, and online shops. Our reach spans from Srinagar in Kashmir to Cochin in Kerala and beyond. This vast footprint, versatility, and constant progress are because of Oasis Baklava's Creativity, Business strategy, and Vision. Since 2006, the brand has evolved, gaining loyal customers in all parts of the Country. Our signature offerings are the refined result of Our Hard work, Passion, and Dedication.

- Launched operations in India in 2006, First Company to manufacture Famous Baklava Commercially.
- "OASIS BAKLAWA" is the most preferred Arabic Sweets Brand with International Collaborations.
- Serving to more than 85 Major Brands Across India other than its own Retail Stores, Spanning a Total of 280+ outlets .
- 63000 Sq Ft. state of art Production Unit in the Center Of Delhi (INDIA)
- Team of Chefs from Turkey, Syria & Egypt giving The most authentic taste and feel to the products.
- Production capacity of 2 tons Baklava a day, soon expanding to 10 tons/day(Largest in the world)
- All Our Products are 100% Vegetarian, Nutritious & with very Long Shelf life(without any preservatives)

**WE TAKE PRIDE IN TELLING, WHEREVER YOU SEE BAKLAWA IN INDIA, IS ONE OR THE OTHERWAY ASSOCIATED TO US.**

# About us

## HISTORY



# 2006

# THE START OF OUR DREAM

2016

Oasis Baklawa touches its Benchmark Revenue Figures of 10L Per day,

2017

With Further Growth in Retail Segment , Oasis Baklawa opens its stores in Amritsar (Punjab), Kamla Nagar(Delhi), Ahmedabad (Gujarat)



2018

Open Stores at East of Kailash(Delhi), Chawri Bazaar(Delhi). Human Strength Touches 300 Mark



2019

Oasis Baklawa Enters Business Model Restructuring with Shift towards Turkish Form Of Frozen Baklawa with Team From Mado(Istanbul)



2020

Oasis Baklawa builds State of the Art 63000 sq ft Factory in Delhi , scaling Production Capacity to 2 tons per day.

2022

Oasis Baklawa introduces Turkish Ice Cream and Expands in Hyper Modern Mall stores in Select city walk Pacific Mall DLF-Mall Of India Nexus-Amritsar



# About us



## BUSINESS DIVISIONS



RETAIL STORES



PRODUCTION



RESEARCH & DEVELOPMENT



CATERING



FRANCHISING



WHOLESALE



EXPORTS



# Retail Stores



# Retail Stores



## OUR CONCEPT

Welcome to Dubai in Delhi'...is the idea behind the Oasis Baklava Concept. It's the joy of eating freshly baked Arabic Delicacies, straight from the Oven, in a Middle East inspired café setting! Each Oasis Baklava outlet epitomizes the experience of the proverbial Middle East Café Culture with an array of delicious offerings of Baklava, kunefe & various other Delicacies.

Oasis Baklava has earned a reputation for offering the finest Middle Eastern delicacies, outstanding service, and an inspirational café-setting. If you share our passion for consistently delivering high standards, then you are the perfect franchise partner.

Oasis Baklava has the infrastructure, expertise, and unique business model that will assist you at every level. Above all, you can cash in on the sterling reputation of the brand that has achieved unprecedented growth.



# Retail Stores



## We Serve

LEBANESE BAKLAWA

LIVE TURKISH BAKLAWA

LIVE KUNEFE

GOURMET DATES

TURKISH DELIGHT

FUSION SWEETS

TRUFFLES & GANACHE

DRAGEES & NUTS

HONEY & TEA

TURKISH SAND COFFEE

PREMIUM GIFTING CONCEPTS

TURKISH ICE CREAM

VEG TURKISH SAVOURIES



COFFEE SHOP



ARABIC SWEETS SHOP



GOURMET GIFTING



CATERING



ONLINE SALES



CORPORATE GIFTING



HOME DELIVERY



TURKISH ICE CREAM



# Production



"Speciality Arabic sweets Brand"

We are backed by Various factors which makes us the favorite amongst the consumers.



MANUFACTURING



QUALITY CONTROL



PACKAGING



QUALITY ASSURANCE



PRODUCT SUPPLY



RESEARCH & DEVELOPMENT



CUSTOMIZATION

- International Presence
- Authentic taste
- 63000 Sq Ft. state of art Production Unit in Center Of Delhi (INDIA)
- Automatic Filo Making, Kunafa Making, Syrup spreader, Baking And Cutting Machines.
- Team of Chefs from Turkey, Syria & Egypt giving The most authentic taste and feel to the products.
- Wide Range of Bespoke Packagings suitable For all occasions/ Budgets , Thus capable of Catering to all Levels of community.
- All Products Being Purely vegetarian & healthy & with Long shelf life.

# Production



State of the art production facility **HACCP & ISO 22000:2005** certified

# Franchising



Freshly baked franchise opportunities await you!

Becoming a Oasis Baklawa franchise means joining a reputable and world-renowned company.

Franchising is a long term and continuous business partnership in which the royalty owner of a system or a brand allows independent investors to use his system or brand within a certain period of time, conditions and limitations by providing a constant discipline and support concerning the management and organization of the business, in return for a certain cost.

- Readymade availability of techniques and procedures
- Quality Standard management
- Tried & Tested SOP's Modules
- Hiring high quality staff and training in general.
- Quality Product, Higher Capacity of Production
- Financial and legal consultation
- Research and development
- Corporate Resource Planning



franchise application form  
<https://forms.gle/yzGEwRUoE18r8J9AA>



# Franchising



## OASIS BAKLAWA PRODUCT RANGE

- Turkish / Arabic baklava
- Lokum / Turkish Delight
- Dates / Tamaar Khaleeji
- Moroccan Petit Sweets
- Indo-Arabic Fusion Sweets
- Belgian Chocolates, Truffles & Ganache
- Speciality Turkish Tea / Blends & Tisanes
- Turkish Sand Coffee
- Roasted Flavoured Nuts
- French Dragees
- Live Kunefe' / Baklava
- Festive & Wedding Gifting

# Franchising



## BUSINESS OPTIONS

### SINGLE FRANCHISE

Develop your first business unit with minimal cost. With an initial success you will be experienced, knowledgeable, and in the best position to develop and acquire other points of sale to build a business portfolio.

Oasis Baklawa will support you by offering all its high quality range of products at preferential prices.

Our effective Business model and Strong technical support along with research & development know-how will assist you in meeting your targets.

### AREA FRANCHISE

In managing your area franchise of minimum 4 stores you will become the Oasis Baklawa's ambassador for your city. On the strength of your multiple points of sale you can develop a larger share of the baklawa & Kunefe Market. Your professionalism in F&B management will make of your "Oasis Baklawa" a brand known for its quality.

### AREA + CORPORATE Production (Except North India)

Autonomy is the best scenario for ambitious investors. By controlling your production and points of sale, you will be able to master the market of Baklawa & other Arabic Delicacies from AtoZ.

Your business field will cover both the direct consumers as well as customers such as 5-star hotels, restaurants and coffee shops.

### MASTER FRANCHISE

Master franchise the entire country where you have the right to sub-franchise. This business model requires a number of stores in the course of the franchise term. It is a must that you have your own training facility designated for the franchisee.

## FRANCHISE FIGURES

	SINGLE FRANCHISE	AREA FRANCHISE	AREA + CORPORATE PRODUCTION (EXCEPT NORTH INDIA)
ENTRY FEES	KIOSK - 7.45 L + GST 18% OUTLET - 18.60 L + GST 18%	74.40 L + GST 18% (WITHIN 5 YEARS) KIOSK - 7.45 L + GST 18% OUTLET - 18.60 L + GST 18%	74.40 L + GST 18% (WITHIN 5 YEARS) + 37.20 L + GST 18% FOR EXTERNAL PRODUCTION UNIT. KIOSK - 7.45 L + GST 18% OUTLET - 18.60 L + GST 18 %
MINIMUM INVESTMENT	SHOP FIT OUT 4500 PER SQFT + MACHINERY - 7,00,000	SHOP FIT OUT 4500 PER SQFT + MACHINERY 14,00,000 KITCHEN FIT OUT 2500 PER SQFT + MACHINERY 15,00,000	SHOP FIT OUT 4500 PER SQFT + MACHINERY 14,00,000 KITCHEN FIT OUT 2500 PER SQFT + MACHINERY 65,00,000
KITCHEN SIZE	-	1500 - 2000 SQ FT	7,500 - 9,000 SQFT
ROYALTY & MARKETING FEES	5% + 1% OF GROSS SALES + MMG	5% + 1% OF GROSS SALES	5% + 1% OF GROSS SALES

## FRANCHISE FIGURES

Preserving product quality and uniformity is imperative in all our franchise. to address this need, all franchisees will be supplied with finished & semi finished products from our main production unit. Some products require manufacturing at franchisee's end ., for such goods, transfer of recipes and training is provided. We strictly monitor the source of our products used and we organize supply chain through outsourcing or direct management. these arrangements are carefully structured purchase requirements as a means of preserving the level of quality and uniformity of our product range.

Shop Model	Entry Fee	Area Surface	Territory
Shop in Shop	1.62 L + 18 % GST	10 - 25 SQ M	None
Kiosk	7.45 L + 18% GST	15 - 45 SQ M	1 Km
Outlet	18.60 L + 18% GST	50 - 200 SQ M	5 Km
Outlet Central Production	18.60 L + 18% GST	185 - 250 SQ M	-
Corporate Production Center	37.20 L + 18% GST	MIN 900 SQ M	-

# Franchising



## WHY CHOOSE OASIS BAKLAWA AS PARTNERS?

- An international Standard brand intricately tied to luxury
- A recognized trendsetter
- A name with significant brand awareness and associated with high-quality products
- A maker of premium sweets with no additives (a brand that cares for people)
- A proven model for business growth over many Formats across the Market.
- A growing brand that introduces new products to drive market competitiveness
- A Manufacturer and retailer with a diverse and extensive portfolio of products
- Gross profit margin up to 50 percent.
- Highly Experienced, Currently Operating 9 units across Delhi(NCR)
- In House R & D department to maintain Steady Growth & Innovation.
- Professional management, Experienced staff, and Corporate structure creating reliability for the investor
- Own training modules for training to the entire staff for all their functioning through the processes.
- Same Quality standards across all of its branches through regular supervision.

# Franchising



**Our Proven Business Model**

**+**

**Your Drive**

**x**

**Ambition**

**=**

**Successful Franchise Model**

## FRANCHISEE PROFILE

- Investors looking for a proven business concept;
- Financial stability;
- Ability to work within a system;
- Management experience, preferably in F&B or Hospitality;
- Sound business ethics;
- Existing business portfolio;
- Excellent people skills, including business management and customer service;
- Committed to succeed in business.

## 5 STEP PROCESS

- Complete our application form. Our franchise team will set a time to review the business model and franchising process.
- Speak with our franchise development team. You will now have a chance to dig deeper and learn more about our brand, the opportunity and the industry.
- Franchise Agreement Review. The Franchise Agreement includes important information for you to thoroughly evaluate.
- Speak once more with the management. Learn more about our business and our future plans and to let us learn about you!
- Approval & signing of franchise documents. We will finalize the paperwork so the real fun can begin-starting and growing your business.

## FRANCHISE FEES **PAYMENT SCHEDULE**

To complete the new outlet project, a minimum of 75 days is required, provided the payment is received from the Franchisee end in Time.

*The payment Structure is as follows...*

10% Advance before Project starts

50% at the time of Signing the Franchise Agreement

25% within 30 days

15% Before the opening of the Franchise Outlet

## **MISCELLANEOUS CHARGES**

Site Visit Charges- 50,000

Drawing & Conceptualisation- 50,000

adjusted at the Time of Signing of Franchise Agreement.



Franchise Application Form



  
**AWARDED RANK# 1 IN  
 SWEETS CATEGORY  
 ACROSS INDIA**  




# Franchise Tools

## CUSTOMER MIX

At Oasis Baklawa, we offer products that satisfy customers' wants or needs that are convenient, accessible, delicious at any moment of the day. Our team thoughtfully design our product offerings according to the local culture, consumption habits, taste preferences and current consumption trends in each country in order to ensure the profitability of our Oasis Baklawa stores.

In addition, we carefully analyze the customer profile in each and every location where we operate our stores, in order to identify our potential customers in the targeted market and reach out to them through customized promotional strategies according to the customer profile.



### CONSUMER PROFILE

Who are they:

Young professionals, students, entrepreneurs, travelers.

Psychographic Profile:

Active, sociable, savvy shoppers, time crunched, highly health conscious, know how to make the best out of available options, informed, good cultural level.

### DEMOGRAPHIC PROFILE:

1981 - 2002

Ages 41 - 21

Gender: BOTH

STANDARD  
LOCATION

PREMIUM  
LOCATION



### CONSUMER PROFILE

Who are they:

Professionals, high flyers (participating in workforce).

Psychographic Profile:

Active, cultivated, sophisticated shoppers, expecting premium products, good cultural level, Comfortable disposable income, Prefer to Show off.

### DEMOGRAPHIC PROFILE:

1965 - 1980

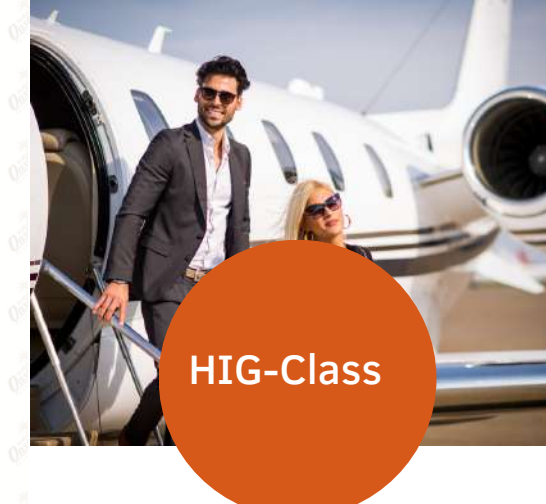
Ages 57 - 42

Gender: Both (Primarily

female as they are the influencing decision makers).

STANDARD  
LOCATION

PREMIUM  
LOCATION



### CONSUMER PROFILE

Who are they:

Business Houses, Industrialists, Top Level Officers, Icons

Psychographic Profile:

High esteemed, High amount of Disposable Income, Quality Seekers, Market Influencers, Socially Active.

### DEMOGRAPHIC PROFILE:

1946 - 2000

Ages 72 - 23

Gender:

Both .

PREMIUM  
LOCATION



### CONSUMER PROFILE

Who are they:

Pensioners, housewives, elderly people.

Psychographic Profile:

Self-assured, loyal customer of Oasis Baklawa, caring for young children and parents (family oriented).

### DEMOGRAPHIC PROFILE:

1946 - 1964

Ages 75 - 57

Gender: Both (Primarily

Male as they are primary decision makers in family).

STANDARD  
LOCATION



# Franchise Tools



## CUSTOMER JOURNEY

Understanding the customer journey and their experience in a Oasis Baklawa store is crucial to the store's success. Without taking the time to fully understand how a customer interacts with a store, their pain points and what they benefit from, the store is unlikely to achieve its full potential. Customers are varied and have different needs but we must always strive to link the customer journey to Oasis Baklawa's brand values to give each customer the most adapted products and experience.

At Oasis Baklawa, we have taken the time to understand the customer journey depending on the type of store. We have built a complete experience whereby consumers interact with the Oasis Baklawa brand.

**This experience ranges from 5-40 minutes depending on the customer's intentions, mood and time constraints.**

**Our Formats & Targeted consumer journeys: flexibility to increase turnover**

By considering the type of store (whether it's in a High Street market or Shopping Mall), the time spent and the location of the store we are able to build up a picture of the customer and best serve them with Oasis Baklawa's a Products in a Appropriate manner.

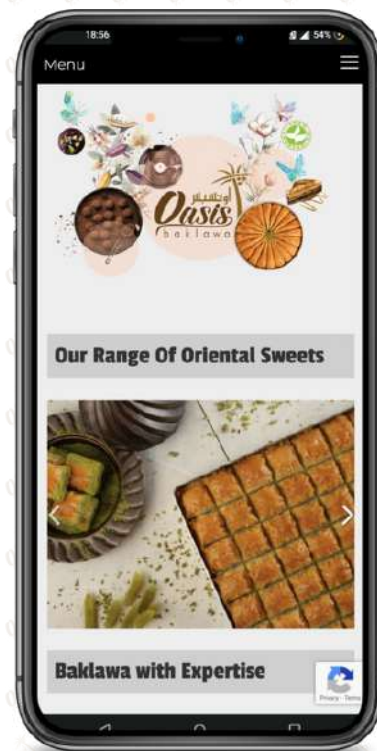
# Franchise Tools



## CATALOGUES & BROCHURES

Our Print style is a blend of classics with the best photography, balancing occasional indulgence with daily use products, and all designed by Oasis Baklava's inhouse trained team.

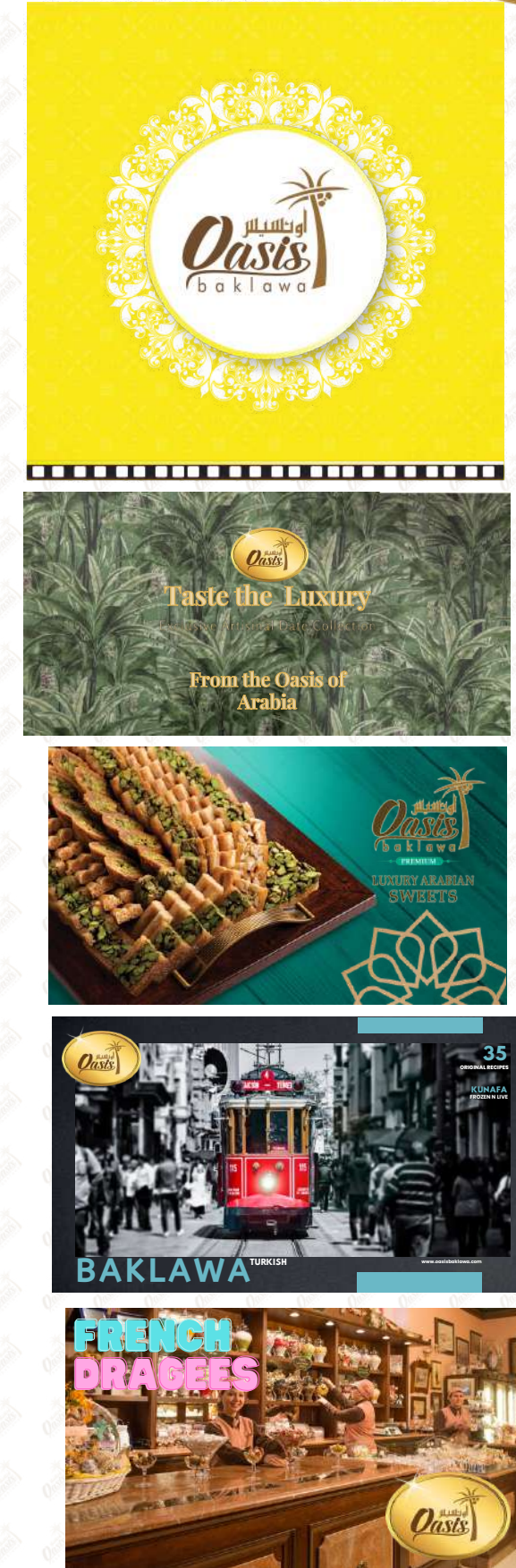
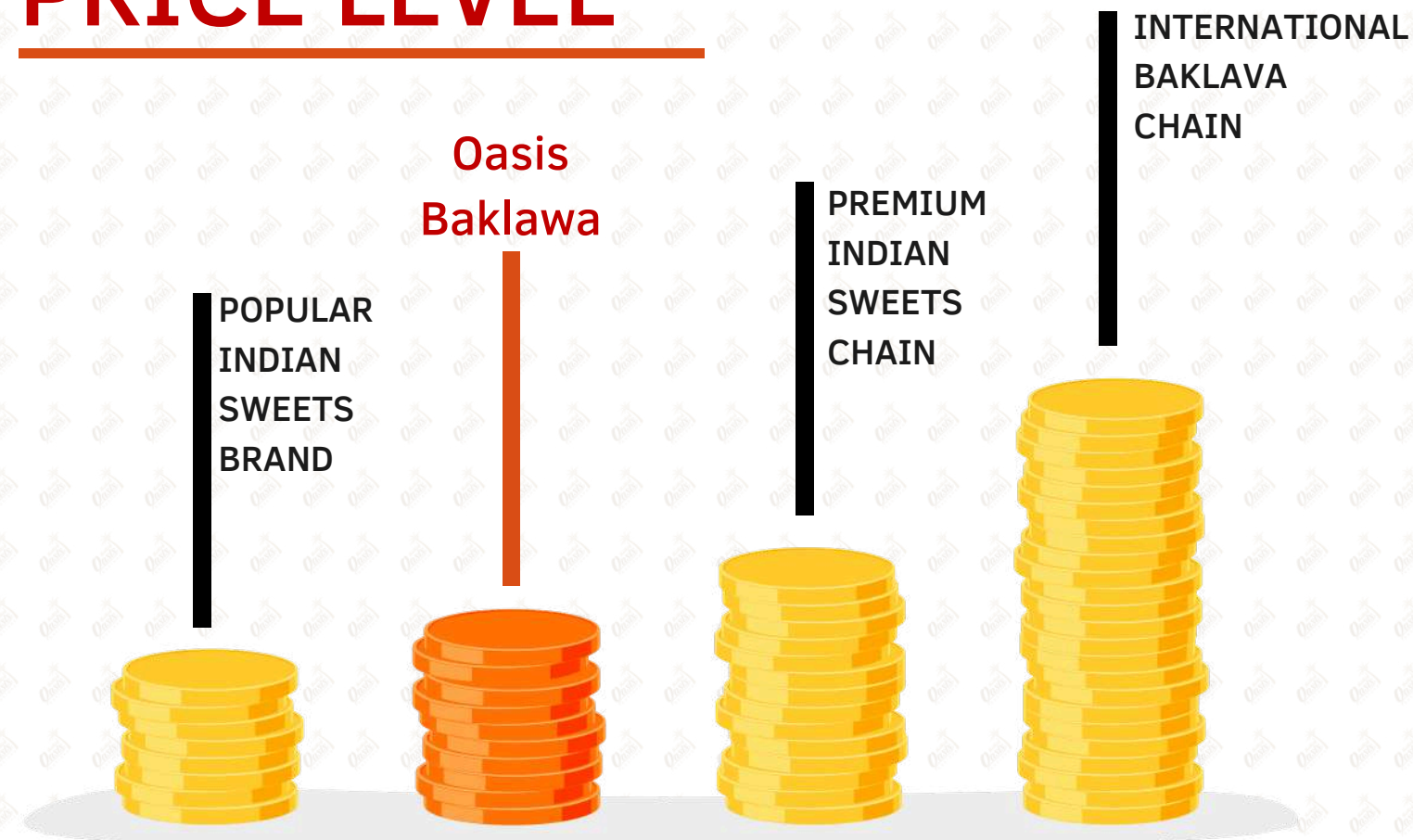
Our Product & Packaging menus are available at the local outlet as well is available on enquiry .



ALL PRODUCTS AVAILABLE ON ONLINE ORDERING APPLICATION & WEBSITE

At Oasis Baklava, we assist our master franchisees and franchisees to create menus according to locally customized pricing level strategies, ensuring price sets for a specific products or range of products contribute to the revenue growth.

## PRICE LEVEL



# Franchise Tools

## DESIGN LANGUAGE

More than just a makeover,  
an in-depth approach.

**We revisited the customer pathway  
and how we serve products to make  
our concept as versatile as possible.**

The look and feel of our outlets are  
inspired by the Arabic way of life with  
a resemblance of a Parisian-style café  
that is cosy yet elegant at the same time.

We also offer the possibility of integrating  
bakery in the boutique  
along with live baklava, kunefe



FRANCHISE BOOK



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

# Franchise Tools



## DESIGN LANGUAGE

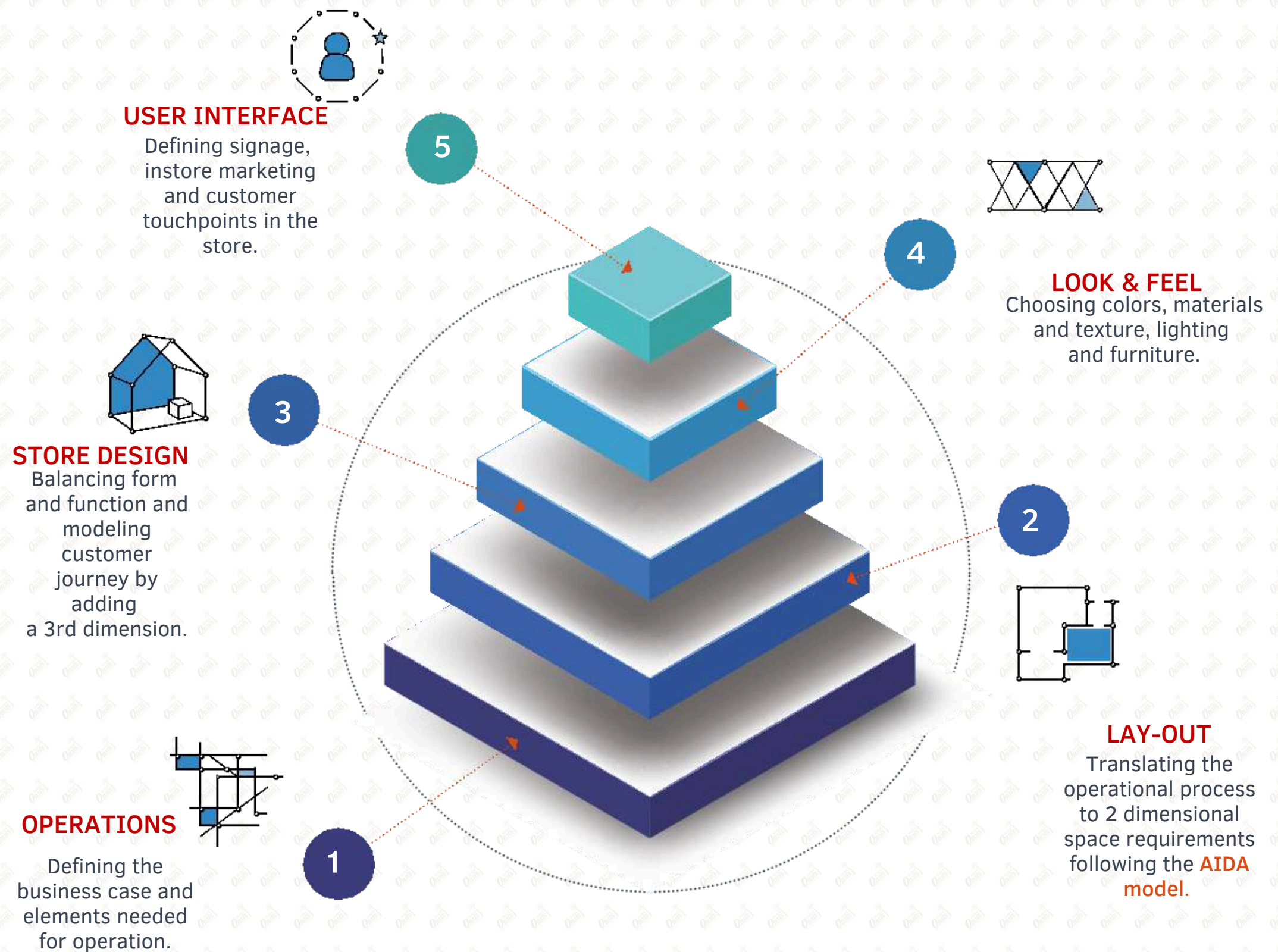


## THE FORMATS

Each Oasis Baklava format has its own USP, depending on its location, customer base and local trends. Before setting up a oasis baklava franchise, we need to consider:

- The customer journey
- Customer demographics
- The brand value and how this will appeal to customers in the selected location
- How to adapt the Oasis Baklava concept and brand to the franchise.

## THE FIVE LAYER FORMULA



(A model to optimize our outlet consumer journey through triggering Attention, Interest, Desire and Action).

# Franchise Tools

## IN-STORE COMMUNICATIONS

Building up our brand image through the communication of messages in-store is all part of how our customers get to know us better and recognize both the Oasis Baklava brand and our brand values.

Communications methods used in-store help create an integrated customer experience through digital, product and in-store messages.

In-store communication is an opportunity to build up our consumers' knowledge of Oasis Baklava, giving them background information on the brand, its heritage and ambitions. By providing consistent and enticing communication materials in-store, the customer is able to understand the the Brand Better, Also the consumers get a full knowledge of the brand and are likely to be more loyal and return to the store.

This is why each franchise is offered templates and communication material to optimize their communication with their consumers. Such materials include:



### Store exterior:

what to include on the outside of the store depending on the format and menu options



### Sweets and Counter display:

what will be the products & how will products be presented?



### Menu types and Combo options:

how will information about the type of products and the menu combinations be displayed?



### Cash desk:

what information is prioritized at what stage? What are the key messages that customers need?



### Sitting Area:

are there any promotions or extra information you want to provide the customer with?



### Packaging:

How the Product gives satisfaction to customer through its outer aesthetic appeal



### Promotions:

at certain times which promotions will be displayed? How are they prioritized?



### Presentation:

It is always a must to have a groomed & polished staff, in addition to uniformty of dress code.

# Franchise Tools

## PRODUCTS & MENUS

Our products are carefully selected to give our consumers the Royal Middle eastern feel.

We know that these tastes and desires are influenced by many factors; customer demographics, the location of the store, and seasonal changes throughout the year & the festivities. This is why we have created a versatile menu that is the result of in-depth research into these factors. This tool means each store can understand the best product menus and prices to implement to respond adequately to their customers.

**PIDE (Turkish call for Unique Pizza)**-Pide is a boat shaped flat bread filled with Cheese and Vegetables (Spinach, Peppers, Mushroom, Onions) And is a popular Turkish Street Food. It is often referred to as a Turkish Pizza.

**SIMIT (With Salad/Nutella/Cheese)**-Simit is a staple and very popular street food from Turkey that is dipped in Sweetener and topped with sesame seeds. Simit is eaten with cheese, olives, jam, yoghurt, Nutella, Hummus & Butter , Can Be Made into a Sandwich or Eaten As it is with coffee or Tea.

**BÖREK / SPANAKOPITA (Cigar/Flatbread)** -Baked filled pastries made of a thin flaky dough such as Filo, typically filled with Potato, Cheese & Spinach.

**BAKED FUSION BUNS-** Various Types & Shapes of Savory Bread Rolls Stuffed With Variety of Fillings Such As Mushroom, Baked Potato, Cheese, Macaroni etc



# Franchise Tools

## PRODUCTS & MENUS



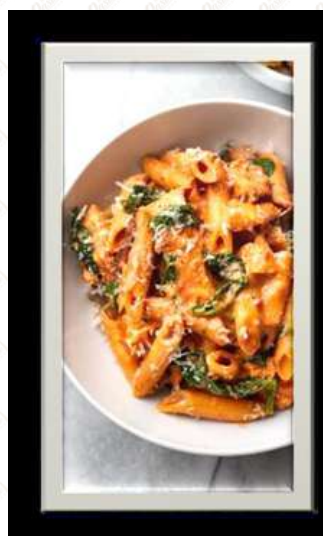
**SALADS (Fattoush/Bulgur Salatasi/Coban Salatasi)**- -made with a combination of chopped tomatoes, cucumbers, onions, peppers, lemon juice, olive oil, and Molasses Served With Combination of Parsley or Bulgur Wheat or Eggplant Served With Crusty Bread

**PASTA**-Easily the most Recognized dish With Current Generation, Ottoman Pasta is the Italian Pasta With Turkish Touch By adding Parsley, Spinach, & Yogurt. Greener-Healthier-Creamier-Crisper, it's Different from rest.

**GYRO (Pita Sandwiches/Shawarma)**- Gyros are the most famous of Greek meals — a classic sandwich, with Zucchini, Celery, Cheese, Tomatoes & Onion wrapped in a pita with Falfel or Mushroom or Baked Eggplant, and topped with tzatziki (yogurt sauce) or Hummus.

**MEZZE PLATTER**-Classic Combination Of Hummus, Pesto, Falafels, Pickles & Salad Served With Pita Bread with Added Roasted Pepper Stuffed With Feta Cheese.

**SNACKERS** – Such as Greek Baked Limon Potato Wedges , Pita Chips With Hummus, Classic Baba Ganoush With Crisp Fresh Veggies, Avocado Salad With Zaatar etc.



# Franchise Tools

## PRODUCT RANGE



# Franchise Tools

## PRODUCT RANGE



# Franchise Tools

## PRODUCT RANGE



# Franchise Tools

## PRODUCT RANGE



# Franchise System



## SUPPORTING OUR PARTNERS AT EVERY STEP

Following the signing of a Franchise Agreement our operational team will provide you with personalized support in order for you to start your franchise journey.

We support Our franchises in every step of the opening of a new boutique. Our know-how and expertise means we can provide relevant and insightful support in order to ensure the franchise has the best chance of becoming a success.



1

### SITE SELECTION FEASIBILITY STUDIES

- Product supply
- Site assessment
- Financial Feasibility agreement



2

### PROJECT DEVELOPMENT

- Project designing
- Product mapping & menu engineering
- Technical/equipments specifications
- Construction and shop fitting

We Provide, The Connections of Our Empanelled Tried & Tested Architects to Help You Sail through the Shop Development stage Smoothly & Easily



3

### TRAINING & STAFF RECRUITMENT

- Pre-opening preparation
- Academy training

On-site training (duration depends on location, shop size/format and individual requirements)

Training your team means that they feel empowered to create the best possible products, tailored to your customers' taste and desires.

# Franchise System



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3

### TRAINING & STAFF RECRUITMENT

We, therefore, offer the opportunity to take on a training courses. Upon the signature of a Franchise Agreement, we provide the following training courses:

- Professional Arabic Sweets Manufacturing Workshop.
- Understanding of Oasis Baklawa, Ethos, systems, & Profiling.
- Professional Product Training & Learning the Core of Each Product Lineup.
- Professional SOP Training & Development.
- International tools and store Management Procedures
- Site assessment
- Financial Feasibility agreement



4

### SETUP

We take the time to go through many factors and support you in the major decisions. This extends to helping with the equipment purchase, inspection, testing and fitting.

We get you in touch with our world class equipment manufacturers & suppliers to provide you with opportunity to bargain & choose the most feasible one.



5

### OPENING

Our operations team will be on site to assist in the opening of the store, including evaluating the products and the touch points of a customer journey. We leave no stone unturned in making our opening a huge success

# Franchise System



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7

### POST OPENING

Once the store is open, we are still on hand for daily operational advice, audits, Corrective action, Quality Maintenance, Continual Product supply, Marketing support, etc.

- High-quality products- In order to maintain the same level of product Quality Throughout Our stores we try and ensure Smooth, regular & Orderly Supply of Both Finished & Unfinished material, as well as train the Local Chef with The Sop to maintain Product Quality Everytime.
- Marketing support - We Provide Marketing Support by Sharing The various Communication Modes such as menu's Literature, Catalogues, Tags, & other printed Material To ensure to give the Customer same experience Throughout.
- Support at the sales level- Also we try and Market your Store in all our artwork, POP Material, Online marketing Tools to ensure Proper education to our clients. and thus Providing sales support on all parallel media be it offline or Online.
- Continuous operational support - Training, Staffing, Grooming, Financial Audits, Performance Evaluation, Roadmap for future.



As the world around us continues to change, we know the importance of constant innovation



# Franchise System



## JOIN US

Becoming a Oasis Baklawa franchise is an exciting and fulfilling challenge.

Throughout the whole process we support the set-up, implementation and day-to-day running of the store, meaning your franchise has the support of a trusted and recognizable brand.

If you are looking to operate multi-unit franchise stores in our targeted territories and have a passion for Oasis Baklawa and what we do, we would be excited to welcome you on our franchise journey.

### OUR COMMITMENTS TO YOU:

- Help in finding locations and validate the site
- Providing a national and local market report
- Build up the template of building and facility plans
- To provide you with **an initial training session** designed to impart our expert knowledge and ways of working,
- To ensure an effective store operation
- To provide you with on-going support with franchise operations
- Run marketing operations all year long to keep pace with market developments.
- Provide network's leverage of buying power and logistics
- Renew the range regularly to keep pace with the seasons.
- Provide constant support through our "franchise advisors"
- Conducting Audits with Report Generation to Rectify the Deviation if any
- To provide **constant feedback** and **new ways of working suggestions** to ensure you achieve returns on the investment of your time, money and effort

# Franchise System



## JOIN US

Becoming a Oasis Baklava franchise is an exciting and fulfilling challenge.

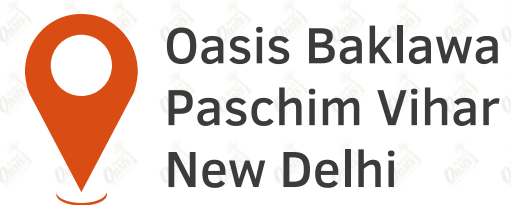
Throughout the whole process we support the set-up, implementation and day-to-day running of the store, meaning your franchise has the support of a trusted and recognizable brand.

If you are looking to operate multi- unit franchise stores in our targeted territories and have a passion for Oasis Baklava and what we do, we would be excited to welcome you on our franchise journey.

### YOUR COMMITMENT TO US:

- Guarantee customer satisfaction:
- Warm and friendly welcome
- Listening and availability
- To Mantain Healthy Business Ethics
- To follow the Brand Laid S.O.P's
- To comply to all Financial Obligations on Time
- Irreproachable service and quality
- To be a **loyal ambassador** of our brand through local franchise implementation
- To respect your responsibilities as a brand ambassador, in **Ensuring the coherence of our brand identity**
  - Across the store, Product range
  - Raw material specifications Recipes
  - Promotion drives Ongoing training
  - Hygiene and HACCP Service quality.
  - and communication tools

# Case study



Oasis Baklava  
Paschim Vihar  
New Delhi

## HIGH STREET STAND ALONE

An overview of the outlet key figures and the locations of our Oasis Baklava outlet in the strongest established territories.

Delhi, NCR where we have more than 7 outlets across all platforms.

- Near the city centre, densely populated area, and commercial hub
- Large window/seating area
- Salad and Sandwich preparation area
- Pastry Preparation Area

TA: Wedding Clients, Household Buyers

- Mode of service
  - a. Table and counter service
  - b. Takeaway and delivery available

RENTAL VALUE	STORE SIZE	BREAK EVEN SALE	ROI	OPEX	AVG GP
4,55,000	2800 sqft	97835.7	1y 3m 5 days	11,34,340	38.33%
CAPEX	AVERAGE FOOTFALL	AVERAGE SALE	PEAK SALE	SLUMP DAYS	PEAK DAYS
1,22,00,000	218 TICKETS/DAY	1,67,601	14,67,000	90-110	254-276



# Case study



Oasis Baklawa  
Pacific Mall-NSP  
New Delhi

## COMMERCIAL SHOPPING MALL

An overview of the outlet key figures and the locations of our Oasis Baklawa outlet in the strongest established territories, Delhi, NCR where we have more than 7 outlets across all platforms.

- Large seating areas with different zoning for different occasions/events
- Salad and sandwich preparation area
- Wide window display
- TA: Families, boomers

### Mode of service

- Table and counter service
- Take away and delivery available

RENTAL VALUE	STORE SIZE	BREAK EVEN SALE	ROI	OPEX	AVG GP
319,000	1500 sqft	53,009	2y 2m 27days	593650	37.33%
CAPEX	AVERAGE FOOTFALL	AVERAGE SALE	PEAK SALE	SLUMP DAYS	PEAK DAYS
86,00,000	164 TICKETS/DAY	81,224	2,90,103	169-189	176-197



# Case study



Oasis Baklawa  
Select City walk  
New Delhi



## KIOSK

An overview of the outlet key figures and the locations of our Oasis Baklawa outlet in the strongest established territories, Delhi, NCR where we have more than 7 outlets across all platforms.

- Large seating areas with different zoning for different occasions/events
- Salad and sandwich preparation area
- Wide window display
- TA: Families, boomers

### Mode of service

- Table and counter service
- Take away and delivery available

RENTAL VALUE	STORE SIZE	BREAK EVEN SALE	ROI	OPEX	AVG GP
144,000	260 sqft	19,233	3 y 4m 26Days	2,68,400	38.46%
CAPEX	AVERAGE FOOTFALL	AVERAGE SALE	PEAK SALE	SLUMP DAYS	PEAK DAYS
27,00,000	65 TICKETS/DAY	28,975	1,13,271	169-189	176-197

# Case study



Gopal's Sweets  
Sarabha Nagar  
Ludhiana, Punjab

## SHOP IN SHOP

An overview of the outlet key figures and the locations of our Oasis Baklawa outlet in the strongest established territories,

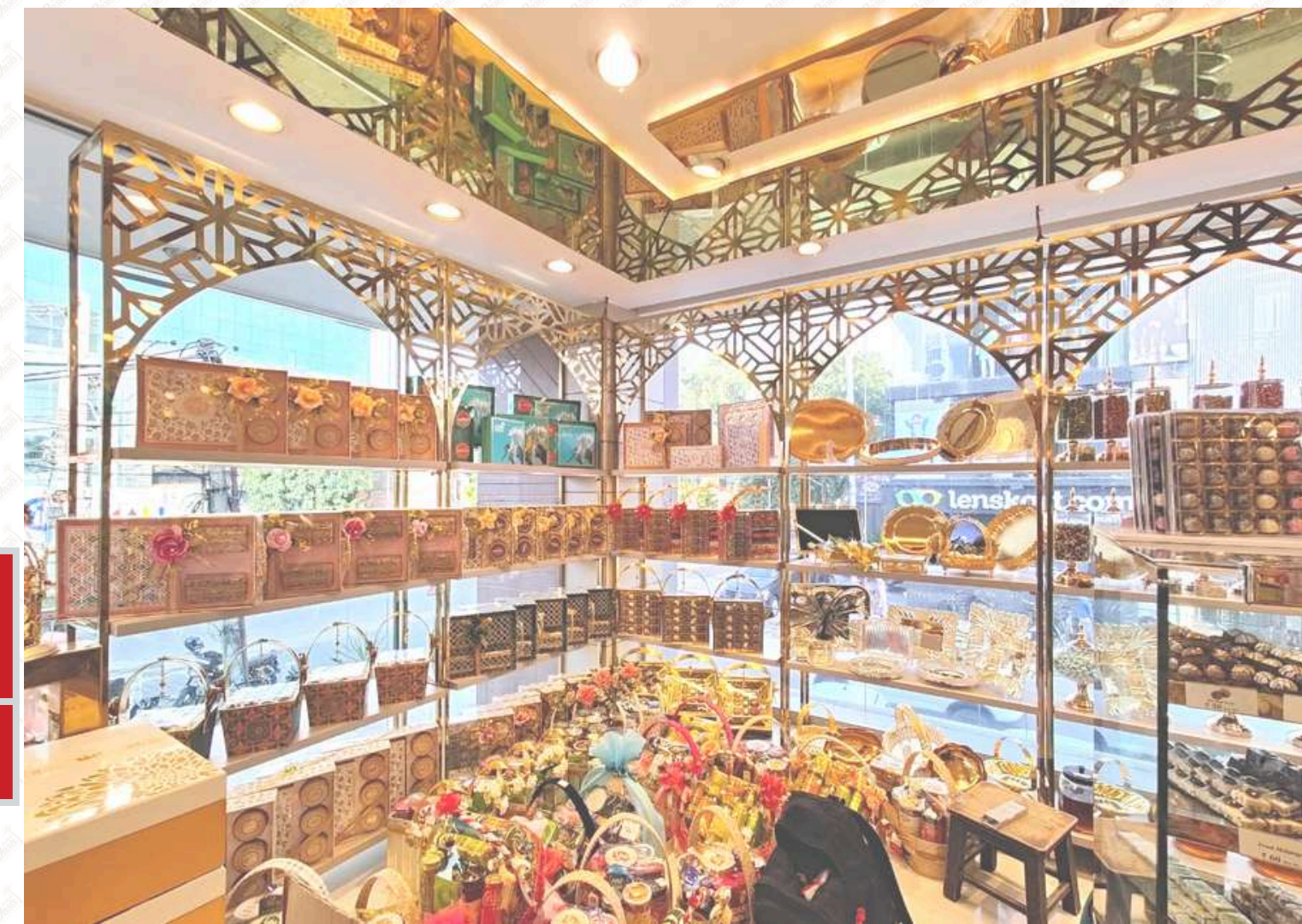
### a) Criteria for SIS

- Existing Shop with space (Sweetshop, Bakery Shop, Grocery Mart, Food court etc...
- High Footfall- 1000+ Tickets per Day
- High Sale 2-3 Lakhs /Day

b) Prospective franchisee background check, Willing Franchisee with sound Financial Background Having sound knowledge to run similar business Working in same field is an added advantage

### Menu

Live Turkish Baklawa, Lebanese Baklawa, Dates, Live Kunafa, Basic Packaging



Scan to know All about Our SIS Concept

CAPEX	SPACE	OPEX	PRODUCT MARGIN
10,00,000	250 sqft	55,000	40%

# Case study

## KEY FIGURES

Let the figures speak for themselves! Here we provide you a summary of key figures of our Retail Business, from the number of baklawas sold per year to the average ticket size



 **9**  
STORES

**05**  NEW CONCEPT STORES  
After  
**LOCKDOWN**


 **30**  
THOUSAND  
GIFTS sold per year

 **7**  
MILLION  
**baKlawa**  
PCS SOLD PER  
YEAR

**0.4**  MILLION  
PER YEAR CUSTOMERS

**872**  AVERAGE  
TICKET  
PER  
CUSTOMER

**28%**  
AVERAGE  
REPEAT  
CUSTOMERS

**+25%**   
AVERAGE  
TURNOVER  
INCREASE  
AFTER  
RENOVATION

Gross Profit Margin  
**37%**  
(ON AVERAGE)

BRAND **27%**  
AWARENESS IN NEW DELHI  
AMONG URBAN CLASS

# Franchise Success



Making any business reach its full potential takes talent and hard work. If you've selected your franchise well, your franchisor will be able to help you avoid many of the mistakes new, independent start-up businesses make.

Below, we've listed 10 keys for franchise success.

- **Make sure you have enough money.**
  - a. Determine how much you have to invest, how much you're willing to risk, and how much you will need to live on for at least 12 months.
  - b. Make sure you understand the initial investment required.
  - c. Make a careful and rational decision about buying the franchise, Listen to your Advisor and accountant, and do not be pressurised by the Franchisor's Lucrative Business.
- **Follow the system.**
  - a. Franchisees often get their business up and running and then begin to change, add or modify existing products, advertising, hours, services, and even the quality and consistency they are licensed to deliver. This violates the franchise agreement and puts you in jeopardy of having your franchise terminated!
  - b. By following the system, you:
    - i. Preserve the brand
    - ii. Protect your investment and that of your fellow franchisees
- **Don't neglect your family and friends.**
  - a. Be prepared to work long hours, but also make sure to budget time for your family and friends.
  - b. Don't forget to acknowledge the sacrifices your family makes.
  - c. Allow your family and friends to share in your new life.

# Franchise Success



- **Give customers great service.**
  - a. The most important thing you can do is to get everyone to smile!
  - b. Let the customer know you're happy they chose your business.
- **Teach your employees.**
  - In franchising, training should be continuous. Employees are your front line.
  - Training classes are a good way to show your employees that they matter to you.
  - Get all the training you can from the franchisor.
  - Regularly train and retrain all your employees.
  - Hold refresher and advanced classes on a regular basis.
  - Alert your franchisor when you need additional training.
  - Take advantage of every training opportunity, whether it's offered by the franchisor or by local schools, trade associations and other sources.
- **Get involved with the community. Customers like to shop in places that support them.**
  - a. Sponsor Little League team
  - b. Support a civic or youth group
  - c. Give tours of your business for school groups
  - d. Set up a kiosk at community events
- **Watch the details.**
  - a. Success is in the pennies! If you watch your pennies, the dollars will take care of themselves.
  - b. Minimize costs and maximize sales.
  - c. Watch out for shrinkage (merchandise that is missing or unaccounted for).
  - d. Work hard every day. Choose your time away from the franchise wisely.

# Franchise Success



- **Be an enthusiastic franchisee.**
  - a. The success of any business is linked to the level of enthusiasm you bring to the job.
  - b. Enthusiasm brings a level of excitement and energy to the operation that everyone can feel-including your customers and staff.
  - c. Let your staff enjoy their job, Acknowledge their good work with recognition or a raise.
  
- **Recruit the best and treat them with respect.**
  - a. Good help is hard to find-great help is essential.
  - b. To keep the good staff you've hired:
    - i. Rotate routine and boring jobs.
    - ii. Be fair. Don't show favoritism.
    - iii. Work with your staff to develop the schedule.
    - iv. Treat your employees with respect. Don't allow employees to be disrespectful to any other employee.
    - v. Keep employees informed of new marketing and other promotions.
    - vi. Remove hassles-ask employees which procedures are working and which aren't.
    - vii. Make their workdays challenging.
    - viii. Provide timely performance reviews and wage salary increases.
  
- **Stay in touch with your franchisor and other franchisees:**
  - a. Stay in communication with the franchisor: Letters, newsletters, emails, phone calls, faxes, training classes, regional meetings, conferences and conventions.
  - b. Communicate with other franchisees by participating in the franchise owners association.

# F.A.Q



**Q** Do I need previous restaurant or franchising experience to become a Oasis Baklava Franchise Partner?

**A** While we do prefer you to have previous experience, it is not required. Franchisee candidates without sufficient restaurant experience will be required to successfully complete our internship program, which is a three -day, unpaid evaluation program where you will receive hands on Bakery franchise training. A written evaluation of your training and our recommendations for next steps will be provided at the end of the three-day program.

**Q** Is Oasis Baklava offering single and multi-unit franchise opportunities?

**A** Yes, we are currently seeking qualified candidates to open both single and multi-unit franchisee.

**Q** What are the Entry Fee and Area Surface?



Shop Model	Entry Fee	Area Surface	Territory
Shop in Shop	1.62 L + 18 % GST	10 - 25 SQ M	None
Kiosk	7.45 L + 18% GST	15 - 45 SQ M	1 Km
Outlet	18.60 L + 18% GST	50 - 200 SQ M	5 Km

# F.A.Q



**May I know the major figures involved in Opening a Franchise store in a metro city ??**



It is almost impossible to give exact numbers, but can share estimated Figures for understanding. Store size assumed at 1000 sq ft , Capex ~45,00,000, 20,00,000(Systems & Machinery), Opex~2,50,000(salary), 1,00,000(electricity), Margin on Material~40%, Break Even Sales~ , ROI~380 days Approx, Required Money Backup~ 18,00,000. Stock at Outlet~12,00,000, Packing Material ~5,50,000.



**Can I take Oasis Baklava Franchisee for Kiosk Model only, outside Delhi NCR?**



No, Kiosk Model of Franchisee can be done anywhere but needs a full fledged store at it's Back for Smooth Logistics, In case Franchisee is looking for only Kiosk, That is not Viable outside Delhi NCR.



**Does Oasis Baklava offer financing?**



No. We do not provide financing;



**How soon can I expect my Oasis Baklava franchise to open?**



The opening of each new Oasis Baklava franchise takes minimum 75 days & varies based on Franchise Model as well as location Franchise & the Franchisee's Payment system



**Will I have a protected territory?**



Oasis Baklava does offer protected territories, although the area of protection is dependent on the type and location of the Bakery franchise that you are opening.



**Do I get a minimum Gurantee if I Become a Franchisee?**



Oasis Baklava works on a pure Revenue model, You Work Hard, you Earn More, you Get More.

# F.A.Q



**Will I receive guidance on purchasing equipment and supplies?**



Yes. Oasis Baklava has a preferred vendor program that covers all aspects of opening your franchise.



**Will I receive assistance in planning a Oasis Baklava franchise grand opening?**



Yes. Every opening receives training, operations and marketing support, PR & POS support. We are here to assist you every step of the way.



**If i Provide Oasis Baklava a Space, would you like to Develop a showroom for the Franchisee**



Oasis Baklava has no such provisions, On Approving the Space, We get you in contact with Our Preferred Architects, who build the space at your cost. Post the Construction, And installation of Equipment, you may opt for FOCO or FOFO model.



**Why should I pay Franchise/Entry Fees?**



Franchise fees is for the Brand Value, Expertise & Product Range that Oasis Baklava has developed over the years, It also Holds a Very Strong Brand Value worth More than 100 cr, which cannot be associated to anyone, to reap the benefits without Paying For it.



**Why Does Oasis Baklava Charge for Site Inspection & Preliminary Drawing?**



We get almost 60+ Franchise enquiries an year , We charge these Fees For Various Reasons

- To check Genuinity of The Enquiry
- To Visit Any site Oasis Baklava incurs a lot of Expenses , such as Transportation , Salary , Dearness Allowance etc.
- For each Drawing Prepared We also Pay 50,000 as sum to the Architect to give his Best in Terms of Outcome.

# F.A.Q



**Q** Do you supply Material in wholesale for reselling?

Yes. Oasis Baklava provides material in wholesale also .



**Q** What is Better for me , Whether to take only material from Oasis Baklava, or shall I go for Franchisee model?

Its better to take a Franchisee Rather than only material because of Various reasons such as:



- Preferential Rates
- Access to all products rather than only 5% of our range of products which is available for wholesale
- Brand pull For the Customer
- Assistance at all times.
- Complete Backup Support for Hiring, Legal, Production, CRM, & accountancy
- Access to R&D by Oasis Baklava
- Promotion & Marketing by Oasis Baklava at all its Mediums
- Printed & Specialized Packing Support



**Q** Can I sell other goods from our Franchise Store?

Oasis Baklava does not allow any to sell any other Brand's products at our franchise store, but when we find that it is very necessary to sell such stuff for day to day revenue generation then Oasis Baklava can also consider such products but with certain conditions.



**Q** Can I Get Leverage on Payments?

We Value our Franchisee the Most , For this Reason Payment schedule can be Discussed, but Primarily the material is despatched only after receiving the Payments from the Franchise Partner.



Wherever you are you are never too far! If you would like to get in touch with us, please do not hesitate to call us or send us an email with your queries. Our team will always be glad to assist you. If you would like to visit our showrooms in person to have a first-hand glance at our products please call in!

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Form



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