



www.kafesfirin.com

CORPORATE

MISSION AND VISION

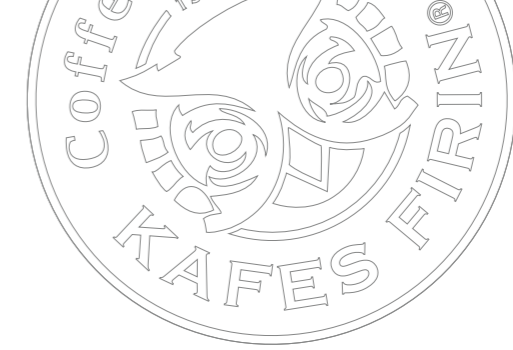
M - Foremost baked goods, bain-marie options, including bread and coffee, we chose the product range according to our own pleasure and tailor these products to the Turkish taste. Our mission is to bring together these delicacies in a decent environment, by adopting the principle of guest authenticity in relationships with the customers. In addition to this, providing a hygienic and high quality service for our guests.

V - Kafes Firin aims to be a distinguished café/restaurant chain in domestic and international market, by highlighting its baked goods with unsurpassed recipes, special roasted coffee and traditional bread options.

STORY OF KAFES FIRIN

Kafes Firin set out on its adventure in 1994 with a small sales unit, producing homemade desserts for cafés in Ankara. For its much-valued customers, to become an important part of the journey that ties east and west of the city Kafes Firin continually developed itself and became an Ankara classic in time. The greatest advantage on its side was the warm smile that greeted its regulars. Its story began with adapting numerous different tastes, chiefly baked goods, from world cuisines to Turkish palatal delight. Having the only purpose for improving its product selection for introducing its customers to new tastes and presentations, Kafes Firin did not stop there and blended coffee through its own formula. Now, it prepares best varieties of American, Italian and Turkish coffees with care for its regulars. It adds bread, an essential part of Turkish taste, to its product selection and brings it to your table with natural yeasts and without any additives.





FRANCHISING

Kafes Firin, lets franchisee to use the brand name. The main company produces products. Franchisee serves under the brand name and symbols of Kafes Firin. Franchisee invests and has an active role in the operations. The power of supervision of the Franchisor is the firm contract between the two parties.

- The procedure of Kafes Firin while hiring and training the personnel should be applied
- Advertising materials are created, organized and monitored by Kafes Firin. Kafes Firin is responsible for developing advertisement and promotional activities, which will be shared with the franchisee.
- Keeping effective and consistent records are important factors that an entrepreneur should learn. Keeping consistent records will have an affirmative affect on

tax load at the end of the year. By creating dispatch lists, keeping cancelled lunch vouchers, and payment receipts, it will be possible to keep an effective record. The expenditure items should be hold and those should be convenient with the regulations.

- It is advised that, at the beginning the franchisee should consult to an accountant or a consultancy agency.
- In spite of this guide, there are other obligations under the industrial law, law of obligations, law of social insurance and public health law in Turkey.

Advantages of Franchising:

- Using the already established brand and the successful techniques of the brand.

- Using an already established Know- How
- Operating an existing customer profile
- Having the products that are going to be prepared by the main company and keeping the standard quality of the products.
- Having the decorations and interior architecture design by the main company.
- Having an existing supplier relationship.
- Having the existing advertising agency and advertisements.
- Having the personnel training and advise during hiring by the main company.
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- Having the feasibility analysis support of the main company.
- Having a constant consultancy and information support of the main company.
- Taking advantage of the R&D of the main company.

Objectives of Franchising

- To see increase in the amount of monthly income.
- To see %3 - %7 increase in annual sales.
- To see profit in the first quarter.



FRANCHISING CONCEPTS

01

KAFES FIRIN COFFEE & BAKERY CONCEPT BAKERY + SMARK (ICE CREAM)

INITIAL FEE	30.000 DOLAR + VAT
TURNOVER SHARE	%5
ADVERTISING SHARE	%1

A - PRODUCT RANGE

Counter

Sandwiches, patties, yeasty products, cakes, puddings, cheesecakes, tarts, pies, cookies, Kafes Firin special products

Beverages

Teas, hot beverages, cold beverages, selection of Turkish Coffee, juices

Packaged Products

Packaged goods, breads

Ice Cream

Sub brand of Kafes Firin; SMARK

B - EQUIPMENT

Counter Part

- Counter
- Rack Cabinet
- Chilling Cupboard
- Sandpit
- Heated Counter
- Microwave
- Scale
- Ice Cream Cupboard

Coffee Area

- Cupboard for Milks
- Cupboard for Fresh Fruits
- Ice Machine
- Espresso Machine
- Vessel for Soup
- Sink
- Grinder
- Dispenser

- Zumex
- Juicer
- Blender
- Aroma Coffee Grinder
- Filter Coffee Grinder
- Filter Coffee Machine
- Tea Boiler
- Water Filtration Machine

Packaged Goods

- Display Cabinet

C - Space Features

50-75 m2 with minimum 10 to 15 tables



FRANCHISING CONCEPTS

02



KAFES FIRIN COFFEE & BAKERY ALL CONCEPT BAKERY + SMARK (ICE CREAM) + KITCHEN + BAINMARIE

INITIAL FEE	50.000 DOLAR + KDV
TURNOVER SHARE	%5
ADVERTISING SHARE	%1

A - PRODUCT RANGE

Main Courses

Salads, hot sandwiches, main courses, soups

Bain-marie Courses

During lunch hours and breakfast at weekends

Breakfast Menu

Assortment of breakfast, toasts, assortment of egg

Ice Cream

Sub brand of Kafes Firin; SMARK

Beverages

Teas, hot beverages, cold beverages, selection of Turkish Coffee, juices

Packaged Products

Packaged goods, breads

Counter

Sandwiches, patties, yeasty products, cakes, puddings, cheesecakes, tarts, pies, cookies, Kafes Firin special products

B - EQUIPMENT

Counter Part

- Counter
- Rack Cabinet
- Chilling Cupboard
- Sandpit
- Heated Counter
- Microwave
- Scale
- Ice Cream Cupboard

Bain-marie Area

- Rack Cabinet
- Counter for Cashier
- Beverage Cupboard

Coffee Area

- Cupboard for Milks
- Cupboard for Fresh Fruits
- Ice Machine
- Espresso Machine
- Vessel for Soup
- Sink
- Grinder
- Dispenser
- Zumex
- Juicer
- Blender
- Aroma Coffee Grinder
- Filter Coffee Grinder
- Filter Coffee Machine
- Tea Boiler
- Water Filtration Machine

Kitchen Area

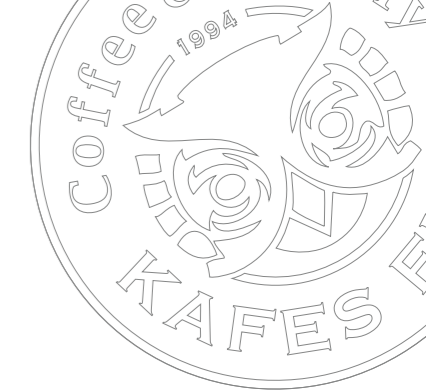
- Cooker
- Deep Fryer
- Plate Grill
- Salad Bar
- Toaster
- Plate
- Salamander
- 18 Cupboard
- +4 Cupboard
- Dishwashing Unit
- Counter
- Chilling Counter

Packaged Goods

- Display Cabinet

C - SPACE FEATURES

150 m2 or higher with minimum 10 to 15 tables with garden or terrace or on the main street



CHARGES & RETURN POLICY

Initial expenditures includes; legal expenditures, brochures, rent, expenditures of consumables, decorations and business development expenditures, technological equipment, and equipment that are partaking in Kafes Firin fixtures.

Charges that are going to be undertaken by the Franchisee;

- Turnover share,
- Initial franchising fee,
- Advertising expenditure that belongs to the franchisee's branch
- Supplier's costs
- Products that are purchased from the main company

Kafes Firin will constantly supply beverages and products, which are charged to production cost. Kafes Firin does not accept returns. Therefore, a right way of sales forecasting and ordering from Kafes Firin have to be made by the franchisee.

OBLIGATIONS

FRANCHISOR OBLIGATIONS

- Kafes Firin count ups the needed expenditures
- Has the right not to renew the contract
- Organizes the configuration of the place, training of the chefs and service personnel.
- Monitors and assesses the franchisee
- Introduces 3 handbooks. First one is operations handbook, second one is personnel training handbook, and the third one is bill of materials
- Feasibility analysis, which is the calculation of the needed capital, paying structure, and the break even, point analysis.
- Introducing the know- how
- Project drawing.



FRANCHISEE OBLIGATIONS

- Undertaking the expenditures
- Providing its own personnel
- Purchasing the products from the main company or from the suppliers that are determined by the main company.
- Can not make changes in the products
- Following the rules and the standards
- They cannot sell or assign the establishment to another.
- Constantly notify the sales
- Sales, expenditures, profits reports should be sent to the main company monthly.
- Receive approval from the main company if the franchisee demands a new product or service.
- Has to reach to a determined sales volume.

FRIENDCHISING PROCEDURE

1. Application received.
2. Application assessed.
3. If positive, visiting the location.
4. Interview with the franchisee candidate.
5. If positive, signing the contract.
6. Starting the project.
7. Preparing the advertising materials.
8. Training the personnel.
9. Grand opening.



OPERATIONAL

A - WORKING HOURS

Shift

Personnel should come to work 10 or 15 minutes earlier than their shift.
*There are 2 shifts in Kafes Firin.

Summer Time:

Morning Shift	07.30 - 17.30
Evening Shift	11.45 - 22.30

Winter Time:

Morning Shift	07.30 - 17.30
Evening Shift	11.30 - 21.00

B - PERSONNEL MEAL PROCEDURE

The branch introduces meals

Morning Shift: Includes breakfast, lunch and breaks

Evening Shift: Includes lunch, dinner and breaks.

C - AMOUNT OF PERSONNEL

- 1 Store Head of Services
- 2 Store Managers
- 2 Baristas
- 2 Service Personnel
- 1 Runner
- 1 Dish Washer Personnel
- 1 Chef
- 2 Commis Chef

MARKETING

Franchisee participates the Kafes Firin advertising activities and pays its own share. Franchisee and the main company decide the advertising company together.

Advertising Costs includes;

- Idea generation, concept development and planning,
- Advertising equipment's, market analysis and strategic planning,
- Preparing and supplying the brochures, flyers and advertising boards,
- Advertising campaigns, PR activities and electronic and print equipment,

- Planning the promotion ideas and concepts,
- Media planning, advertising agency and PR agency.

Special Promotion Portfolio;

Kafes Firin awaits the participation of the franchisee during the promotional activities. In spite of this, Contests, PR campaigns, special product proposal, etc....

Kafes Firin prescribes these promotion activities.







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