

Franchise Brochure





Bahrain | Saudi Arabia | Qatar | Oman | UAE | Pakistan

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Concept Brief

The first Asgharali shop opened in 1924 in Bahrain, selling a simple range of cosmetic products made from natural fruit and floral essences. Over the course of the next eight decades, the business grew, and the company has been able to open up stores in the country's major new malls. Perfumes, 'oil perfumes', cosmetics, gifts and accessories were added in response to demand from an increasingly affluent customer base. Asgharali has 100+ outlets in the Kingdom of Bahrain, KSA, UAE, Oman, Qatar and Pakistan with a distribution network active in more than 40 countries in the world. Overall group annual sales turnover exceeds USD 100 Million. The Company Founder Mr. Asghar Ali's vision for international growth was to move Asgharali from a family owned business to a management run corporation.

Asgharali is strategizing to grow across the GCC and internationally over the next few years.

Asgharali serves multicultural middle to high-end income customers. The size of a typical Asgharali store is between 30 sq.m. to 180 sq.m.

Franchisee Owner Profile Owner Profile

Although there may be a number of viable franchisee profiles, Asgharali Management believes that it should try to attract franchisees that meet the following criteria:

- Hard-working with a desire to succeed.
- Good people skills, including business, management and customer service skills.
- High personal standards: excellence, honesty and integrity.
- Somewhat risk-averse who desire to purchase a proven concept.
- Ability to work within a system.
- Stability and maturity.
- Good financial backing.
- Stable corporate lineage.
- Can easily get suitable locations in the countries in which they operate.
- Has an entrepreneurial spirit and a passion for quality.
- Is part of a reputed business group.





Franchising Services

List of Franchisee Services

We have developed a series of services to ensure a smooth management and operation of the Asgharali franchise which include:

- Exclusive license to use the Asgharali trade marks and trade dress in the franchised territory.
- Exclusive license to the use of the Asgharali marketing and operational systems.
- Assistance in the location selection.
- Construction specifications.
- Assistance in the construction of the franchised unit.
- Supply of equipment and furniture for the franchised unit (if required & depending on locations).
- Assistance in the pre-operational stage.
- Training for the franchisee's staff.
- Preparation of the marketing campaign to launch the franchised unit in its territory.
- Ongoing support & assistance.
- Signage and other branding elements for the decoration of the franchised unit.
- Operation and Management Manuals.



Franchise Training Program

Training to be provided by the Franchisee from recognized organizations and relevant custom training to be provided to employees where necessary. The Franchisor would also provide training to employees and will provide support in forms of both advice and recommendations in the hiring of new staff as and when needed.

Franchise Agreement Duration

The initial term of the Franchise Agreement is two years from the date the Franchise Agreement is signed. The franchise is renewable for a further period of five years with no renewal cost from the initial franchise fee, provided that the Franchisee has complied with the provisions of the Franchise Agreement.

Stock Standard

A stock standard security against the stock value issued to Franchisee as a base stock at standard retail price needs to be paid by the Franchisee to the Franchisor. The stock standard security is fully refundable and will be refunded at the end of the term if the franchise is discontinued. The Franchisor would reimburse the Fran-



chisee at an agreed percentage of the stock standard value in terms of expenditure made for the purpose of renovation of the shop.

Expansion

For the purpose of expansion, the Franchisee can select another franchise model from Multi-Unit or Developer Franchise, Master Franchise, Area Representative, Conversion Franchise to Retro Franchise to expand the network.

Store Opening Fee

A store opening fee equivalent to USD 5000/- per outlet is to be borne by the Franchisee. This fee shall not be refunded in the event of expiry or termination of the Franchise Agreement for any reason whatsoever.

Advertising & Marketing Fee

The Franchisee will spend upto 3% of the total sale of merchandise for a month at a single franchise outlet for usage as testers or alternatively the Franchisor will provide the Franchisee with a maximum of one piece per item free of charge as a tester for every twenty four pieces of such item purchased by the Franchisor. Further the Franchisee is expected to spend upto 2% of total sales proceeds as salesman commission on a monthly basis. Allocation of upto 2% of its total revenue for outdoor marketing is also to be done by the Franchisee.

Floor Plan




No. of Team Members

- 1 Shop Incharge
- 2 to 4 Sales Staff



Summary

Country Of Origin	Kingdom Of Bahrain
Date Established	1924
Type Of Franchise	<ul style="list-style-type: none"> • Multi-Unit • Developer Franchise • Master Franchise • Single unit
Store Opening Fee	5000 \$ per outlet.
Stock Standard Security	It will be based on the investment grid and it is fully refundable and will be refunded at the end of the term.
Term of Franchise Agreement	2 Years
Franchise Fee Consists of the Following	<ul style="list-style-type: none"> • Training sessions for the staff coupled with advice and recommendations on the hiring of new staff as and when needed. • On-going Support. • Franchise Right to use Asgharali brand name and trademark. • Layout Design. • Up to 50% of the cost of hardware equipment such as POS machine, receipt printers, initial setup items like acrylic VM holders, weighting machines, thermal footfall monitors, CCTV Camera etc will be borne. • Up to 50% of the cost of software for POS, thermal foot-fall and CCTV and license charges for POS annually, support fees and other analysis services charges will be borne.
Marketing Fees	3% from monthly revenue
Area Size	Between 30 s.q.m. to 180 s.q.m.
Store Refurbishment	A rebate equivalent 20% to 30% of the initial stock standard value will be reimbursed back
ERP Software	 Microsoft Dynamics® AX