



KARAK



STOP

*A cup of tea makes  
everything better*

# UNIQUE.

**SPECIALTY. PREMIUM. MEMORABLE. INSPIRING.  
CAPTIVATING. LUXURIOUS.**

*...for lovers of specialty Karak, Chapati and  
everything that goes with it...*





# THE KARAK STOP STORY

While there are many Karak-based cafés in Qatar and the GCC, the owners of Karak Stop wanted to create a brand that its customers can walk away with. This brought about the unique Karak Cup Kiosk design which was initially launched at various events around Qatar. The positive response led to Karak Stop's first takeaway cafe at the Gulf Mall in 2019 and a second branch opening shortly at the Mall of Qatar.

Today, Karak stop is on its way to being recognized as a high-end Karak "Stop" and we open-heartedly welcome you to be a part of our family!



## Premium

We're proud to feature the finest Tea and Coffee brands. Karak Stop serves only the highest quality, specialty premium coffee prepared by professional baristas, using only the finest quality methods and equipment. From the technology used to the knowledge applied, each step of our proprietary brewing process is done with care and love for the craft.

## Memorable

There's no place like it. From the bright orange cups to the world-class customer service and the taste of our signature Karak, served in custom packaging; it is impossible to forget your first Karak Stop experience. After enjoying your first cup we know you'll be back again.

## Inspiring

We brew nothing but the best. With its highly complex mix of origins harmoniously balanced together, our Karak impresses immediately with an incredibly silky experience intertwined with spicy yet elegant floral notes. Our professionals will work with you to ensure your cup is to your exact specifications. And fast.

## Premium Tea Blends

Our exclusively crafted tea blends by our tea-masters are sure to please every palate.

Our teas are uniquely created from the freshest and finest organic ingredients by our in-house karak-masters, capable of creating an insatiable temptation that even the fussiest tea connoisseurs among us could not resist. In addition to this, our karak is complemented by our innovative brewing and serving system that facilitates both the optimum infusion time for each type of tea as well as providing a convenient serving method – leading to an indulgent experience for all. Our golden and aromatic brews invite you on a journey full of inner sun, warming contentment and invigorating aromas, which is, the fascinating world of our karak and specialty teas.

## Boutique Chapatis

Every day we work to ensure and solidify Karak Stop as the epitome of good taste, elegance and sophistication. Thanks to our expertise, knowledge and the passion of our chefs, each new day sees Karak Stop creating new tastes and experimenting with new ingredients, striving to continue to provide fresh, unique and high-quality chapatis, cakes and snacks for your customers.



# WELCOME TO KARAK STOP

Welcome to a world-first franchise concept – KARAK STOP and thank you for your interest in franchising with us. Karak Stop is a specialty tea destination designed and tailored to meet the demand, quality and expectations of the rapidly growing Karak tea consumer market.

It's a universal language. It's a social gathering. It's what gets everyone going in the morning. No matter how you look at it, our favorite all-day beverage is more than a hot drink. At Karak Stop, tea, coffee and Chapatis are not just our business, it's our passion.

Karak is as unique as each customer we serve, every single day.

To that thought, we designed boutique Kiosk, small café or large cafe with YOU, our valued franchisee and YOUR customers in mind. The Kiosk and café designs are optimised to ensure that your beverages and food are not only delivered fast, but to the particular specifications of your valued customers.





We deliver consistency, quality, experience and high standard of product unmatched by any other Karak shops in the market. Thanks to our dedicated professionals, we're confident you'll recognise we've accomplished that feat.

It all starts with our modern culture, a suite of features and sophisticated equipment that is present in each Café Bar.

A unique concept for today's cognoscente tea consumer market.



## Company Moto

*"To provide customers with products of exceptional quality and consistency; with a unique luxury Karak experience."*

## OUR VISION

Our vision motivates each member of the Karak Stop team to reach a level where Karak Stop would be known for its proficiency in Karak tea and other related offerings.



## OUR MISSION

The Mission statement of Karak Stop guides the team towards serving the customers with a unique experience in a contemporary and comfortable environment.

*Enjoy every sip of Karak*

## **SUCCESS STORY**

At Karak Stop, different variations of Karak Tea is our specialty. We have our own signature blend which is prepared by a team of experienced chefs to a high standard.

Our menu and the team's absolute commitment to serve the highest quality of items in all Karak Stop stores has led to our success. We work closely with all suppliers to ensure consistent quality, taste and most importantly, the freshness of all our products. We ride on our quality and there are no compromises on it.

Complementing the range and completing the Karak tea, is our own unique menu of Chapatis, Burgers, Crepes and more. Our food is simply fresh, delicious.



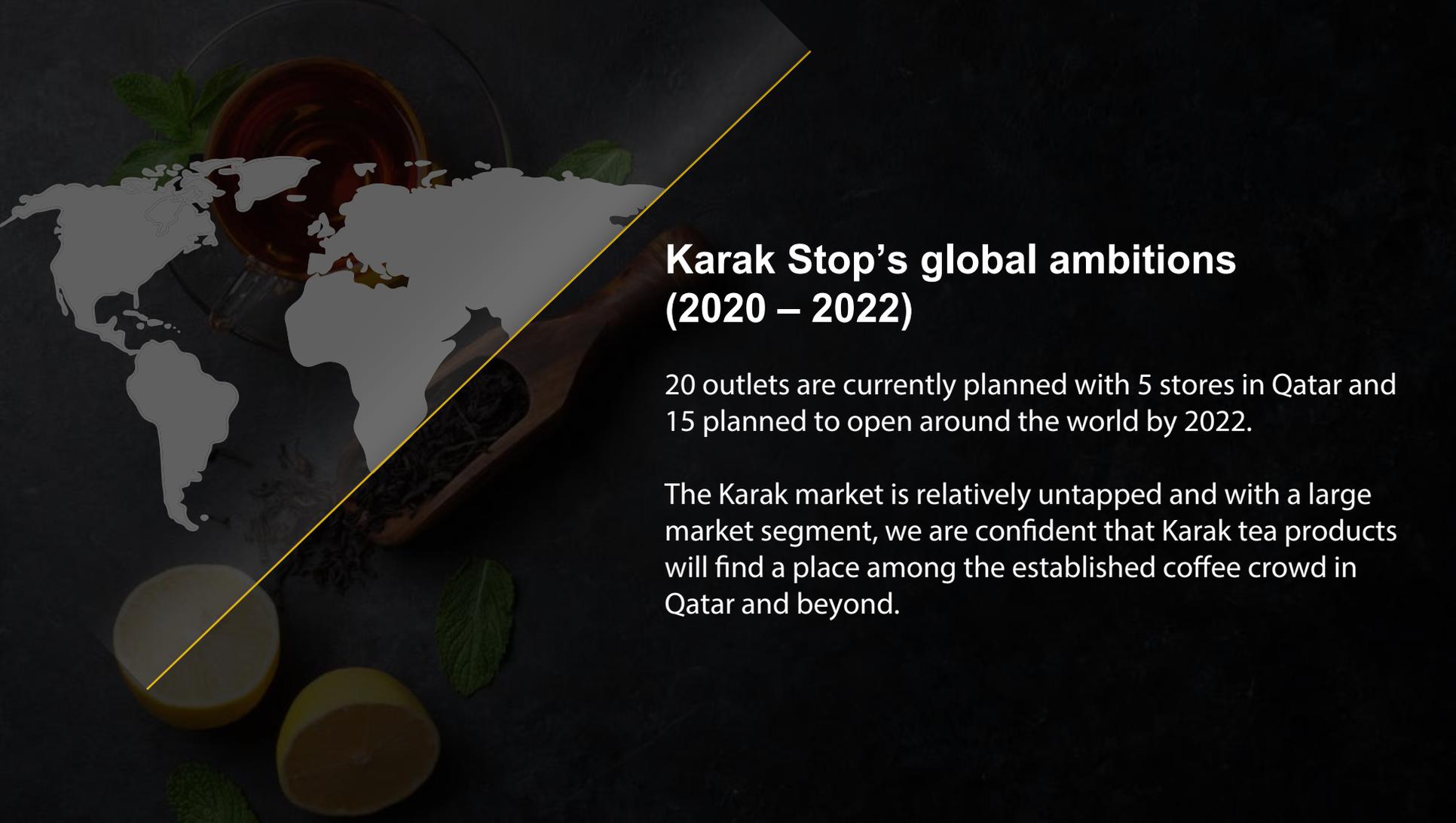


**OUR MENU**

Every item prepared at Karak Stop is as unique as the brand. The food is fresh and every item prepared at Karak Stop has its own signature recipe and our qualified chefs work with experts to make the recipes tastier and healthier. Our menu ensures that a wide range of tastes are covered, so that there is a dish for everyone. Karak Stop is all about providing an experience and we believe the once we've got your taste buds, then we have you craving for more of the Karak Stop experience.

We boast about our freshness and the range made fresh at the outlet include chapati, sandwich, burgers, crepes, waffles, coffees, fresh juices and wraps! Our repeat customers justify the addictive nature of our food!





## **Karak Stop's global ambitions (2020 – 2022)**

20 outlets are currently planned with 5 stores in Qatar and 15 planned to open around the world by 2022.

The Karak market is relatively untapped and with a large market segment, we are confident that Karak tea products will find a place among the established coffee crowd in Qatar and beyond.



## **Karak Stop Goal**

Our goal is to take the Karak Stop Experience global. We want our customers to think Karak Stop when they crave for tea.

Our outlets will be strategically opened in locations that are easily accessible to provide the unique experience of Karak!





Our existing and planned stores are designed in 3 different variations varying in sizes from 35 sq ft to 1000 sq ft. depending on the building.

The Kiosk design is easily portable and can be at events or as a standalone setup with outdoor seating for up to 32 guests. The medium sized cafes are either take away or with a maximum of 40 seats while larger café design can have up to 100 seats.

To make our business visible, Karak Stop strategically places its portable kiosks at over 70 events in Qatar to not only promote its brand but generate additional revenue for its outlets. This unique business model is second to none. More details can be discussed directly with the Franchise owners.



## WHY KARAK STOP

Owning your own business is all about having more freedom and independence, allowing you to balance your work life, with the things which matter to you most. Becoming a Meet and Café franchisee gives you flexibility in planning your business around your life. Our business model gives you the tools you need to operate your business whilst having a conscious understanding in fulfilling your work-life balance.

We acknowledge that a strong franchisor/franchisee relationship is essential to achieving success. We endeavour to continue assisting you in achieving the same.

As a Karak Stop franchisee, you are in business for yourself, but not by yourself. We work closely with you, to ensure all areas of training, support, systems and operations are fulfilled for the best outcomes in your business.





We truly want you to love working in your business and love being a part of our world-renowned coffee culture, heritage and tradition! To us, coffee is not just another fast-moving product. We are not just another “me-too” franchise; trying to compete amongst the rest...

Instead, our mission is to provide our customers with products of exceptional quality and consistency; with a unique and luxury Karak experience

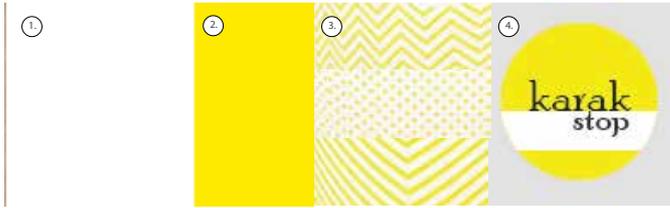
## Captivating

You've never seen a Karak shop like ours. After all, we're not a shop! Enchanting audiences with its unique shape, its grand size and its radiant high visibility while intriguing customers and increasing visitor frequency at each location. Once you have your cup, relax in our comfortable chairs and couches or get work done at one of our productivity stations. No matter how you enjoy your Karak, we know you'll thank Karak Stop.

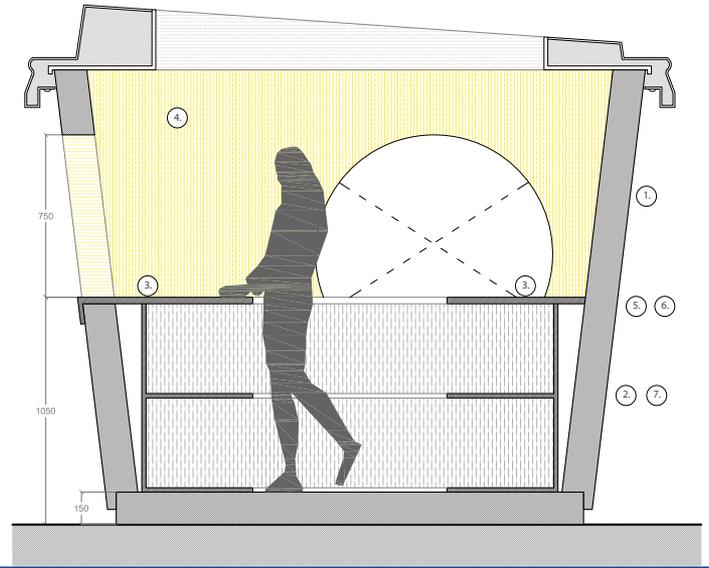
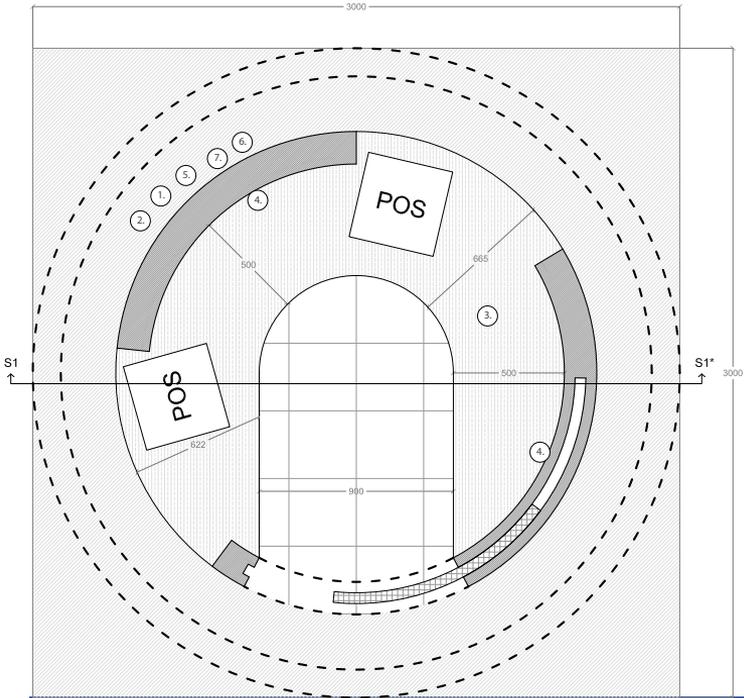
## Luxurious

Not only do we brew the best Karak, but we do so using the best methods and equipment; using only the most passionate baristas. From the soft velvety taste of our Karak to the throne-like chairs featured at our cafes, every moment at Karak is designed to make you feel like a king or a queen in an atmosphere of luxury and style. The mood is royal, the setting is modern. Enjoy your cup all while soaking in the trendy vibe at our unique Cafés.

# KARAK STOP CONCEPT LAYOUT, SECTION & MATERIALS



1. White Corian
2. Yellow backsplash and interior walls.
3. Brand implementation stickers. To be changed with frequency.
4. Street Karak option logo







## Why Franchising?

The benefits of being part of a franchise system are significant. A franchise increases your chances of business success as you have the backing of an established, proven retail approach and management system, and are associating with proven products and methods.

A franchise provides you with an established product or service which may already enjoy widespread brand-name recognition. This recognition gives you the benefits of a customer base which ordinarily takes years to establish.

Franchising is not a business itself, but a way of doing business. It is essentially a marketing concept - an innovative method of distributing goods and services. It is also an extremely successful and rapidly growing aspect of Australia's small business sector.

Franchising is a business relationship in which the franchisor (the owner of the business providing the product or service) assigns to independent people (the franchisees) the right to market and distribute the franchisor's goods or service, and to use the business name for a fixed period of time. The International Franchise Association defines franchising as a "continuing relationship in which the franchisor provides a licensed privilege to do business, plus assistance in organising training, merchandising and management in return for a consideration from the franchisee".





**Franchise available in all the countries other than Qatar**

# WHAT SETS US APART

Karak Stop is not just any tea shop. In fact, it's not just a shop at all. Karak Stop is a modern and innovative concept that can be a Kiosk System, take away or a full cafe.

From the intentional design to the world-class service and products, this unique Kiosk is an exemplary modern space in today's Karak market. Focusing on the precise combination of lines, colours, music, products and more to provide your customers with the ambiance they'll enjoy.

It's a place to meet, to laugh, to enjoy and to experience world-class Karak tea in your own way. Combining state-of-the-art equipment and preparation techniques for a fast, reliable and consistent cup of coffee or tea. You won't find a better-quality product anywhere else.

## DESIGNING THE Karak Space

The Karak Stop Kiosk, TakeAway or the full Café is specifically designed with one of the most important and vital components in mind – “the customer flow”.

The kiosk was planned and built with a defined route from beginning to end; almost sub- consciously directing each customer on where to go from the minute they approach the Kiosk



By creating an appealing design that stands out, we have greatly increase what your customer sees prior to the point of purchase. We have designed this Kiosk with maximum visibility and the customer flow in mind, so you can maximise sales.

Two different flows must work together in order for a café to be successful: the customer flow and the baristas' workflow. Each requires bringing different variables to the plan, but both must be in harmony for the café to really sing. We considered two separate spaces, both with equal importance; the 'counter space' and the espresso machine placement or the 'barista space'.



## The Karak Stop Family

Today, Karak Stop is a known name in the F & B Industry in Qatar. Most of the credit goes to the highly dedicated team that has been serving the experience, that today we can boast about.

Karak Stop welcomes you to its large family that believes in building a long lasting mutually beneficial relationship. Together we can redefine the cafe experience, that people can connect to.

# PROFESSIONAL DREAM EQUIPMENT





# WHAT TO EXPECT?

**As a Karak Stop franchisee, you'll benefit from a proven system that provides everything you need to succeed.**

1. Franchisee Induction Programme. Our extensive training programme is customised to each franchisee's experience and understanding of the coffee and tea industry. A comprehensive induction program including classroom. In-store experience and training as well as comprehensive product knowledge training.
2. Ongoing Training and Support. Your personal Franchise Support Executive and the Franchisee Service Team will be your active support crew. They will help you implement the proven Karak Stop systems and processes, and provide you with ongoing feedback on how your café is performing and how you can improve its profitability.
3. Marketing and Advertising Collateral. Advertising and marketing are fundamental to the growth of your business. That's why Karak Stop invests a great amount of effort in providing the required material into retail advertising, brand campaigns, product development, consumer research and brand profiling. This investment is one of the key reasons why Karak Stop will enjoy such a premium position in the market.
4. Local Marketing and Advertising. We work closely with you to conduct local area marketing by converting the cost of artwork creation, assisting you with developing the offer, and aid in the production and distribution of your advertising. Plus we will greatly contribute to your cafe's opening and on-going campaigns.

## Marketing Programs

### Local Marketing / Customer Focus

- Local brand awareness (Social media and other targeted advertising platforms)
- Lead up to Pre-Launch, Launch and Post-Launch specific advertising campaigns
- Awareness of local area events, news and demographics
- Strong focus on Microsite, Local SEO best practices and local search marketing

### National Marketing / Brand Focus

- Focus on strength of brand and national awareness
- Making Meet and Café a household name
- Consistency of messaging, branding and customer experience
- Continued marketing material updates provided for new product launches

## Operational Support

To ensure there are no hurdles during the operational period. An experienced field representation would initially make regular visit to ensure that the operations of the cafe run smoothly. A specialist support team will be available at all times for assistance.

## Site Location

One of the crucial decisions to be made in the process is selecting the location. Right location can kick off the business whereas a wrong choice can hurt badly. Karak Stop Management would provide guidelines for selecting the apt location which can be very helpful.

## Marketing Karak Stop

Karak Stop Management team would coordinate the development of advertising materials and strategies for the benefit of franchise network . This would create stability and take the cafe to another level

## Karak Stop Advantage

Opening is one of the most important element in any new business. The management will provide a comprehensive opening package including marketing materials and attractive opening offers to gather the attention of people.

## Brand Manual

Brand Manual would be a ready reckoner for the franchisee; that he/she can anytime go back to for brand related clarifications.

# LEASING, DEVELOPMENT & OPERATIONAL SUPPORT



## Leasing and Development

Karak Stop Development Team aids with; Site selection, lease negotiations including new site and renewals and sale of existing franchise businesses.

This department is also responsible for recruiting new franchisees as well as building and maintaining relationships with lessors to promote domestic and international growth.

We invest heavily in site selection, using demand modelling and network planning. Only sites that meet the strict requirements of Karak Stop are chosen.

Karak Stop negotiates with landlord on a Head Lease and on approval, the franchisee is granted a sub-lease on the site. As a Karak Stop franchisee you will enjoy an exclusive area, otherwise known as a Marketing Zone.

No other franchise store will operate within it.

# LEASING, DEVELOPMENT & OPERATIONAL SUPPORT



## Operations

Karak Stop Operations team consists of a dynamic group of skilled personnel who provide support in several key areas to drive efficiencies including labour management, rostering systems, maintaining cost of goods (COGS), business plan preparation and review as well as in-the-field support from coffee making to food preparation and customer service.

The Karak Stop Operations Manual details everything you need to know on how to run your Café.

It covers systems, sales and service, operations and administration, standards, marketing and promotions, training, support and all other details about your business.





## WHAT ARE THE COSTS?

### **Initial Franchise, Training and Opportunity Fees**

The investment required to open a Karak Stop depends on the size and location. Indicative cost of setting up a new café is \$125,000 to \$150,000 including Opportunity fee.

### **Ongoing Franchise and Marketing Fees**

We offer an extremely attractive and market competitive Franchise fee of 2% and a National and Local marketing fee of 2%.



# EXCLUSIVE

# HOW MUCH DOES THE FRANCHISE COST?

EVENT	FRANCHISE FEE	REMARKS
Upon signing	USD 15,000	Includes Franchise Fee for the 1st unit & 50% of next 4 units
Upon opening 2nd unit	USD 5,000	50% balance of the Franchise Fee
Upon opening 3rd unit	USD 5,000	50% balance of the Franchise Fee
Upon opening 4th unit	USD 5,000	50% balance of the Franchise Fee
Upon opening 5th unit	USD 5,000	50% balance of the Franchise Fee
<b>TOTAL</b>	<b>USD 35,000*</b>	

## 3 Prototypes:

- Flagship Store
- Midlevel
- Small Kiosk

The initial investment for an individual unit ranges from USD 100,000 to USD 150,000 (USD 120,000 on average) this includes franchise fee and training.

**Note:** The packaging material initially has to be purchased from the priciple.

\*The above figures are for illustrative purpose only. Actual fee will vary as per the market size.

# SYSTEM AND SOFTWARE INTEGRATIONS

The Talabat logo is displayed in white text on an orange rectangular background.The Carriage logo features a stylized white 'C' icon followed by the word 'carriage' in white lowercase letters on a red rectangular background.

Karak STop works in conjunction with Talabat and Carriage; the app that lets you order ahead at your favourite café.

## **BEAT THE QUEUE**

Place your order before you even arrive at the venue. When you get there, your order will be waiting for you to pick it up right away!

## **PAY WITHOUT CASH**

Choose from several secure payment methods and don't worry about cash so your order is ready for you when you get there.

The Ezee logo consists of a stylized blue and yellow 'E' icon above the word 'Ezee' in blue lowercase letters.

Karak Stop Bars use EazyOptimus - a fully customisable point of sale to work exactly how you need it.

## **CUSTOMISE YOUR POINT OF SALE**

Easily set up multiple sites and registers, add products and variations, set prices, taxes and surcharges and link up your payment systems and printers.

## **EASILY MANAGE ORDER PRODUCTION & DELIVERY**

Assign orders to tables or takeaway and instantly print production dockets in the kitchen, at the barista station, or wherever it needs to be produced.

## **HANDLE PAYMENTS QUICKLY**

Quickly take payments at the counter, at the table or via online ordering apps. Split bills, add tips or apply surcharges and accept cash, credit cards, account sales and more...

# IS THIS RIGHT FOR YOU?

Only you can know for sure whether being a Karak Stop franchisee is the right choice. Previous experience in the Food industry might be a useful but it's not essential. We will provide all the training you need. However, management capabilities and a commitment to fantastic customer service are prerequisites.

## ASK YOURSELF



- Do I have a passion for Karak?
- Do I really want to take control of my destiny?
- Do I have the necessary self-motivation to be a business owner?
- Do I have a strong desire to achieve and succeed?
- Do I have strong communication skills?
- Do I have a genuine interest in people?

- Do I have the ability to deliver outstanding customer service?
- Do I have the ability to relate well to employees?
- Am I prepared to be actively involved in my business?
- Will I be comfortable working within a franchise system?
- Is my family going to give me full support?

*If you can honestly answer 'Yes' to all these questions, you could be a successful Karak Stop franchisee!*

# FREQUENTLY ASKED QUESTIONS



## **What is the term of a franchise?**

Typically, for a new Karak Stop the franchise will have a five-year term with a five-year option. However, terms could vary depending on location.

## **Do I have to be a professional barista?**

No. Prior experience in the coffee industry is certainly valuable, however not essential. We have a highly qualified team of Baristas to assist you in driving tea and coffee preparation component of your business; amongst all other elements.

## **Are Franchisees expected to actively work in the cafe?**

Yes. Franchisees are expected to work in the Karak Stop. This is an important factor in the success of our stores, especially in the initial stages. Knowing the ins-and-out of your franchise and sharing the passion of the brand is imperative for the success of your business.

## **Who selects the site?**

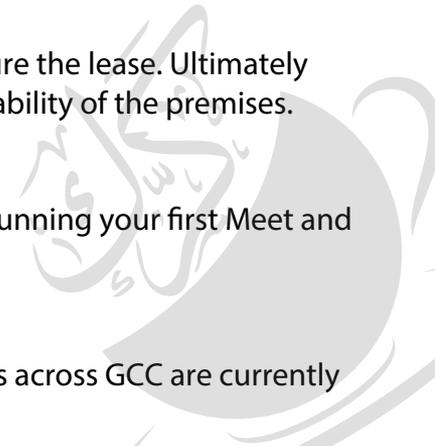
Karak Stop will assist and select the site and secure the lease. Ultimately however, you must satisfy yourself as to the suitability of the premises.

## **Can I own more than one Karak Stop?**

Yes, you can, after a period of time successfully running your first Meet and Cafe Bar.

## **Have you got any sites ready to go?**

Yes. Please contact us to find out which locations across GCC are currently available.



## NEXT STEPS

If you are interested in becoming a Meet and Cafe franchisee and would like to find out more about this amazing franchise model, the innovative equipment we use and the specialty products we serve, please contact us for more detailed information or simply make an enquiry at the web address below:

**Adil Ahmed**

**Managing Director**

adil@karak-stop.com

+974 332558177

<http://karak-stop.com/franchise>

Karak Stop is a compact Café designed and developed specifically for busy and high traffic shopping centres, airports, galleries, cultural and business precincts.

Thank you for taking the time to read this Information Pack. We look forward to hearing from you. We'll be there to support you every step of the way through the application process and beyond!





# THANK YOU

Suite 4005, Palm Tower B, 40th Floor,  
Westbay, Doha Qatar

[www.karak-stop.com](http://www.karak-stop.com)