



# FRANCHISE OPPORTUNITY WITH A CRUST

Crusty International

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



## About Crusty

### Who We Are

Crusty Sandwiches & Buns Joint was founded in 2015 by the famous Lebanese Harkous Chicken Group known in Lebanon since 1974. The founder of the first Harkous Chicken shop, the father of the operators of the company, worked hard to build his business and raise his family with 2 clear objectives, on the business side by serving fresh tasty product at a great value, and on the family side by guiding and teaching his kids honesty, hard work and ethics, the father succeeded on both levels...

Today, Harkous Chicken Group has a big chicken market share in Lebanon and the Harkous family is well known within their community and throughout out Lebanon for great values and high standards of ethical business practices.

The first Generation grew the business and expanded their menu offering, opened new shops and a state of the art plant to supply their shops and they continue to manage the business on day to day basis. Moreover, the Harkous group has earned numerous health quality and safety, and management certifications such as HACCP, Iso22000 and iso9001.

With the second generation joining the work force, ideas of creating a smaller and quicker version of the same original taste and experience came to life and Crusty was born, not only to cover and serve the whole Lebanese market, but also to take that success and replicate it throughout the world by means of franchising.



## Our Concept

### Sandwiches and Buns Joint

Crusty is a Quick Service Restaurant (QSR), simple to operate, requires minimal space, costs relatively low to build, and offers a wide variety of freshly made sandwiches and buns.

At Crusty, we use proprietary ingredients to have this unique taste and texture that separates us from the crowd, offered at a great value for money to our customers. The breads, proteins, cheeses, sauces and veggies are carefully prepared to put us in a unique position in the market. Our live chicken are supplied from farms that breed their livestock on organic feed and are processed in our own plant just so we are fully confident that we are serving premium quality product and that is the essence of our business. Our research and development team works day and night to always introduce new and innovative product to always offer customers new taste and new experience.



## The Franchise Opportunity

### Own a fast growing concept in the Quick Service Restaurant Category

Crusty Sandwiches & Buns is embarking on a national and International growth plan through Franchising to replicate its success throughout Lebanon and to bring a unique taste, flavour and experience to the world. *"It is time for us to share the wealth with entrepreneurs who are willing to work hard and cultivate the fruit of success, it is time for us to go beyond our borders through franchise partners"* Ahmad Harkous – Chief Operating Officer.



## Benefiting from Years of Experience

Joining the Crusty Sandwiches & Buns franchise system will put you in business **for your own, but not by your own**. Our experienced management and staff team members will share with you and your team members, years of experience in operating and managing a Crusty franchise shop. From the moment you join our franchise network, you will have access to all the knowledge and know-how of the Crusty franchise system including:

- The use of the trademark, trade name and trade secret
- The system and know-how
- The products and specifications
- Design and decor
- Training
- Marketing and Advertising materials and technics
- Leasing technics
- Initial and ongoing guidance and support on all of Crusty's business aspects

The Crusty Sandwiches & Buns franchise team has developed unrivalled experience throughout the years and all this experience will be available to you to use and avoid many mistakes start-up businesses make and overcome many challenges they face.

## Return on Investment

No franchise company can guarantee or predict or make any representation as to the projected sales, earnings or net gross profit of a franchised business, all these would depend on location, management team, own effort and other economic factors. Crusty International and from operating its own joints in Lebanon, can share financial information with serious candidates who have completed the application, been approved, and are in an advanced stage of completing the franchise sale process.



## Franchise & Built Out Cost Estimate

		Estimated low range	Estimated high range	When payable	Method of payment	Payment to
<b>Franchise Package</b>						
Master Franchise fee	1	150000	150000	Upon execution	Lump sum	Crusty International
<b>Subtotal</b>		<b>150000</b>	<b>150000</b>			
<b>Franchise Package</b>						
Training & opening support	2	Incl.	Incl.	Upon execution	Lump sum	Crusty International
<b>Subtotal</b>		<b>0</b>	<b>0</b>			
<b>Establishment Costs</b>						
Property finding fee	3	2,500	5,000	As incurred	As billed	local agent
Architectural services	4	1,500	3,000	As incurred	As billed	Architect
Building work	5	25,000	40,000	As incurred	As billed	Contractors
Store fit-out/equip	6	35,000	50,000	As incurred	As billed	Contractors
Initial stock	7	3,500	6,000	As incurred	As billed	Suppliers
EPOS equipment	8	3,000	5,000	As incurred	As billed	Suppliers
Other/delivery vehicle	9	5,000	10,000	As incurred	As billed	Suppliers
<b>Subtotal</b>		<b>75,500</b>	<b>119,000</b>			
<b>Other Initial Costs</b>						
Legal & accounting fees	10	1,000	2,000	As incurred	As billed	Lawyer & accountant
Health & safety advice	11	500	1,000	As incurred	As billed	H & S Advisor
Staff recruitment & training	12	3,000	7,000	As incurred	As billed	Supplier/employees
Launch promotion	13	5,000	10,000	As incurred	As billed	Suppliers
Miscellaneous costs	14	2,000	5,000	As incurred	As billed	Suppliers
Other	15	3,000	5,000	As incurred	As billed	Suppliers
Working capital provision	16	15,000	25,000	As incurred	As billed	Suppliers
<b>Subtotal</b>		<b>29,500</b>	<b>55,000</b>			
<b>Total investment</b>	<b>17</b>	<b>255000</b>	<b>324000</b>			<b>All figures in USD</b>

**Disclaimer:** except for the Initial Franchise Fee, these figures are only an estimate of the cost associated with establishing a Crusty Sandwiches & Buns Joint in Lebanon and based on actual figures from the existing joints and cannot in any way represent a true final figure. Cost can vary from an area to another and store to another.



## Our Support

### Our Commitment

At Crusty International, we are committed to franchising and franchise support and structuring, we work with world class franchise advisors to help us grow our brand and concept while obeying by the codes of Ethical International Franchising. We will provide our franchisees with the best support structure needed to ensure success at every franchised location. Among the many support structures provided, Crusty International as a franchise company has put in place and will provide the following:

- Comprehensive franchisee training program
- Assistance in choosing the location
- Assistance in lease negotiations
- Architectural design
- Assistance/Guidance in equipment ordering and construction
- Marketing support and materials
- Access to suppliers
- Continuous research and development
- Pre-opening and Post-opening support

*“Franchising Crusty is an exciting and a long term commitment. We will do all we can to help our franchisees succeed and achieve a great return on investment ratio”*

Ali Harkous – Franchise Manager



# The Qualification

## Who Are We Looking For

Crusty International is actively looking for Unit Franchisees (in Lebanon), and Master Franchisees (outside Lebanon) to be partners in growth, individuals and companies who believe in franchising and work with us to build their business and ours, who will be committed to our practices of serving great sandwiches & buns at a value for money in a quick, casual and friendly environment, people with high entrepreneurial spirits willing to work hard to achieve great results. Those individuals and companies must have:

### Personal Characteristics

- Background in business operation and development
- Willingness to be hands-on in the running of the day to day business
- Ability to work independently within the Crusty International System
- Love and passion for customer service
- Hard working

### Financial Characteristics

- Adequate financial requirements with a minimum net worth of USD 150,000 for a single unit Franchisee and USD 500,000 for a Master
- Good credit standing
- Have capital to invest and access to third party financing





## Moving Forward

### How to Proceed?

If you like our concept and feel there is a genuine business opportunity owning and operating a Crusty Sandwiches & Buns Joint franchise, **we want to speak to you!**

You are invited to proceed as follow:

- Complete the initial Application Form on the following page and return it to us.
- Once we have reviewed your initial application and find it meets our criteria, we will arrange a telephone conversation with you and send you our Full Application for you to complete.
- Following the telephone conversation and approval of your full application, we will arrange a face-to-face meeting with you. At this meeting you will be required to sign a Non-Disclosure Agreement and a Letter of Intent to Proceed (LOI) so we can provide you with a copy of our Franchise Agreement and discuss and present financial figures.
- Following this meeting, you will need time to further consider our opportunity, review the Franchise Agreement with your professional advisors and undertake market research.
- We would then arrange a further meeting to discuss any questions outstanding. Should you decide to move forward in your project with us, we will then move to signing the Franchise Agreement.



# Initial Application

I have read your prospectus and would like further information about the Franchise Opportunity. Please send me your full application form.

**Applicant's Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Formation Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Country:** \_\_\_\_\_

**Telephone Business:** \_\_\_\_\_

**Telephone Home:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mobile Number(s):** \_\_\_\_\_

**Website(s):** \_\_\_\_\_

**Liquid Capital Available (in USD):** \_\_\_\_\_ **Total Net Worth:** \_\_\_\_\_

**Corporate or Individual Application:** \_\_\_\_\_

**Current Employment or Business Activity:** \_\_\_\_\_

**Proposed City / Country of Operation:** \_\_\_\_\_

Please deposit this Application at our store or email it to: [alih@harkouschicken.com](mailto:alih@harkouschicken.com)

*Please note that this form is for general information and will be used in assessing your suitability to become a Crusty Sandwiches & Buns Joint Franchisee. It will be treated in the strictest confidence and in no way places you or us under any obligation. Further information will be required should a mutual interest develop.*