



## LANDLORD INFORMATION PACK





**Döner Kebab®**  
GERMAN DONER KEBAB





## Who are we?

German Doner Kebab (GDK) is the fast food brand that has taken Europe and the Middle East by storm with its healthy, nutritionally balanced approach to the traditional kebab.

Our products are perfectly refined and built to deliver to the most exacting standards – just like our franchise and business model.

This is a great time for franchising and International food brands in particular are flourishing.

Our aim? To be recognised as one of the top fast food brands in the UK, and unquestionably, to be the No.1 for kebabs.

This presentation will provide landlords with plenty of reasons to want to bring GDK into their most desirable locations.



## What makes GDK so special?

Simple. Our standard kebab is a fresh, satisfying taste sensation that comes in at under 400 calories.

If you thought kebabs were reserved just for the late night crowd, then think again; this is a revolution in food that people are ordering all day long to sit in and savour or takeaway and eat on the go. People want fresher, healthier options that still deliver on flavour – people want German Doner Kebab.

At our core is the emphasis we place on sourcing the highest quality of ingredients, locally wherever we can, to maintain our reputation for providing a product that is unrivalled for freshness and taste.

Our infrastructure and supply chain are incredibly slick, thanks to the experience and reputation of our directors, which means our stores operate at peak performance at all times.

Our branding stands out, turns heads, and brings customers through the door even in the most competitive environments

These pictures will help you see why...





**Doner Kebab®**  
GERMAN DONER KEBAB









**Döner Kebab®**  
GERMAN DONER KEBAB



## How big is our brand?

We have nearly 40 stores thriving in Europe and the Middle East, in fact in 2014 we were named Best UAE franchise brand by the Middle East & North Africa Franchise Association.

The brand operates in UAE (Abu Dhabi, Dubai, Sharjah), Bahrain, Qatar, Saudi Arabia, Oman, Kuwait, Pakistan, Nigeria, Sweden and the UK.

Our next stage of major expansion is in the UK and we have partnered with a hugely experienced team to make sure our rollout is flawless.

We already have 5 stores open

- Birmingham (Bull Street)
- Ilford
- Ealing
- Fulham
- Southall





Not only are we the only branded kebab chain in the UK, but we have completely redefined the product, built a mouthwatering menu around it, and shown just how refined this old favourite can be.



- We use 100% succulent, Halal, beef and pure chicken fillets imported directly from Germany to maintain quality and consistency
- We only use fresh, locally produced vegetables that are delivered and prepared daily
- We make our own unique bread and a range of special sauces
- Our dishes contain virtually no preservatives or additives
- Our award winning brand and systems are proven to be highly successful in a wide variety of locations from High Streets to Shopping Malls
- We offer a very high end product, but at very accessible prices – GKD makes fans in every demographic







## Doner Kebab Sandwich



Price in GBP

1. Doner Kebab  
(Beef, Chicken, Mix) ..... 5.49
2. Doner Kebab + Cheese  
(Beef, Chicken, Mix) ..... 5.99
3. Doner Kebab + Extra Meat  
(Beef, Chicken, Mix) ..... 6.49
4. Doner Kebab + Extra Meat + Cheese  
(Beef, Chicken, Mix) ..... 6.99
5. Veggie Doner ..... 4.99
6. Veggie Doner with Chicken ..... 6.99

*Sandwiches served with:*  
Lettuce, Tomato, Onion, Red Cabbage  
and 3 different Sauces (Spicy, Garlic, Yogurt)

*Extra toppings:*  
Jalapeno, Feta Cheese ..... 0.50



## Durum Doner Sandwich



7. Durum Doner  
(Beef, Chicken, Mix) ..... 5.99
8. Durum Doner + Cheese  
(Beef, Chicken, Mix) ..... 6.49
9. Durum Doner + Extra Meat  
(Beef, Chicken, Mix) ..... 6.99
10. Durum Doner + Extra Meat + Cheese  
(Beef, Chicken, Mix) ..... 7.49

## Doner Kebab Box



11. Doner Box + Fries  
(Beef, Chicken, Mix) ..... 4.49
12. Doner Box + Salad  
(Beef, Chicken, Mix) ..... 4.49

Please inform your servers if you have any food allergy.



## Doner Kebab Meal



13. Doner Kebab + Salad or Fries + Drink  
(Beef, Chicken, Mix) ..... 7.49
14. Durum + Salad or Fries + Drink  
(Beef, Chicken, Mix) ..... 7.99
15. Doner Box (Salad or Fries) + Drink  
(Beef, Chicken, Mix) ..... 6.49
16. Lahmacun + Salad or Fries + Drink ..... 4.99

## Side Dish



17. French fries ..... 1.49
18. Onion Rings (Fried) ..... 1.99
19. Cheese Borek (Fried) ..... 1.99
20. Mix Salad ..... 1.99
21. Kartoffelsalat (Potato Salad) ..... 1.99

## Beverages



- Coca-Cola* Soft Drinks ..... 1.49
- Red Bull ..... 1.99
- Ayran ..... 1.49
- Water ..... 1.49
- Juices ..... 1.99
- Coffee ..... 1.99



Please inform your servers if you have any food allergy.





## What benefits do we bring to the Landlord?

You need to know that the company you grant the lease to will be a success. Combining the GDK brand and our focused, experienced, hand picked franchise owners, brings you a tenant that opens their doors with:

- Over 20 years accumulated knowledge and experience in the kebab industry
- A proven business plan which is focused on growth and long term success
- A marketing launch plan that will not only attract customers from day one, but will create considerable local excitement in the run up to opening
- The best in hands-on training and ongoing support from the franchisor, to ensure the business runs smoothly at all times – no shocks, no surprises
- Beautiful store interiors that ensure your property maintains a premium image



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## Who's behind the brand in the UK?

My name is Athif Sarwar and I would like to take this opportunity to introduce myself and my company, United, as the master franchise owner for German Doner Kebab UK.

This acquisition is something my team and I are incredibly excited about, and I know once you learn more about the business, GDK is a brand you will definitely want in your property.



I come from a business, franchise and food background working in family businesses. Please do check out my profile at [www.athifsarwar.co.uk](http://www.athifsarwar.co.uk)

As you will see from the profile we have businesses both in the UK and Pakistan, and we are very experienced franchise operators ourselves with more than 500 Day – Today and Usave retail stores across Scotland alone.

We know a good business opportunity when we see one, and we are 100% committed to your success and the overall success of German Doner Kebab in the UK.

As a group we would not take on a project if we didn't think we could do it justice, and we won't take on a single franchisee that doesn't come up to our exacting standards – or yours.



## The Support Team

As the network grows, so too has our management and support team. We have some of the best names in the business looking after franchisee support, development, recruitment and marketing.

We have also appointed a new franchise marketing agency to help with both national and local marketing and to ensure all our digital marketing is fully optimised to keep you ahead of the competition.

Our dedicated store launch team makes sure every store looks amazing, on time and on budget. The team is made up of highly experienced Property Agents, Architects, Surveyors, Store Designers and Shop fitters. All the materials and equipment we use are of the highest quality, befitting a premium brand such as German Doner Kebab.





## Investment & Development

- Franchise Fee = £20k+VAT
- Deposit = £10k+VAT with remaining £10k+VAT being paid as your store opens
- Monthly Royalty Fee = 6% of monthly gross sales
- Monthly marketing fee = 3% of monthly gross sales
- Total turn key business cost c£200-£220k. This includes elements such as the franchise fee, equipment (c£40k), Shopfit (c£140k)
- Recommended that £15k working capital is also budgeted to cover early stages of the business and incidentals
- Staff costs c21% Food costs c25%-32%
- Franchisees are required to have £100k of their own liquid funds to be considered for this opportunity
- Typical store has up to 12 staff members depending on format, footfall, etc. This includes a manager and staff work on 4 hour shifts
- The training program is comprehensive and covers all aspects of the business from food prep, H&S, customer service, systems and procedures, marketing and business management

## Our Stores





## Our Stores



## Our Stores

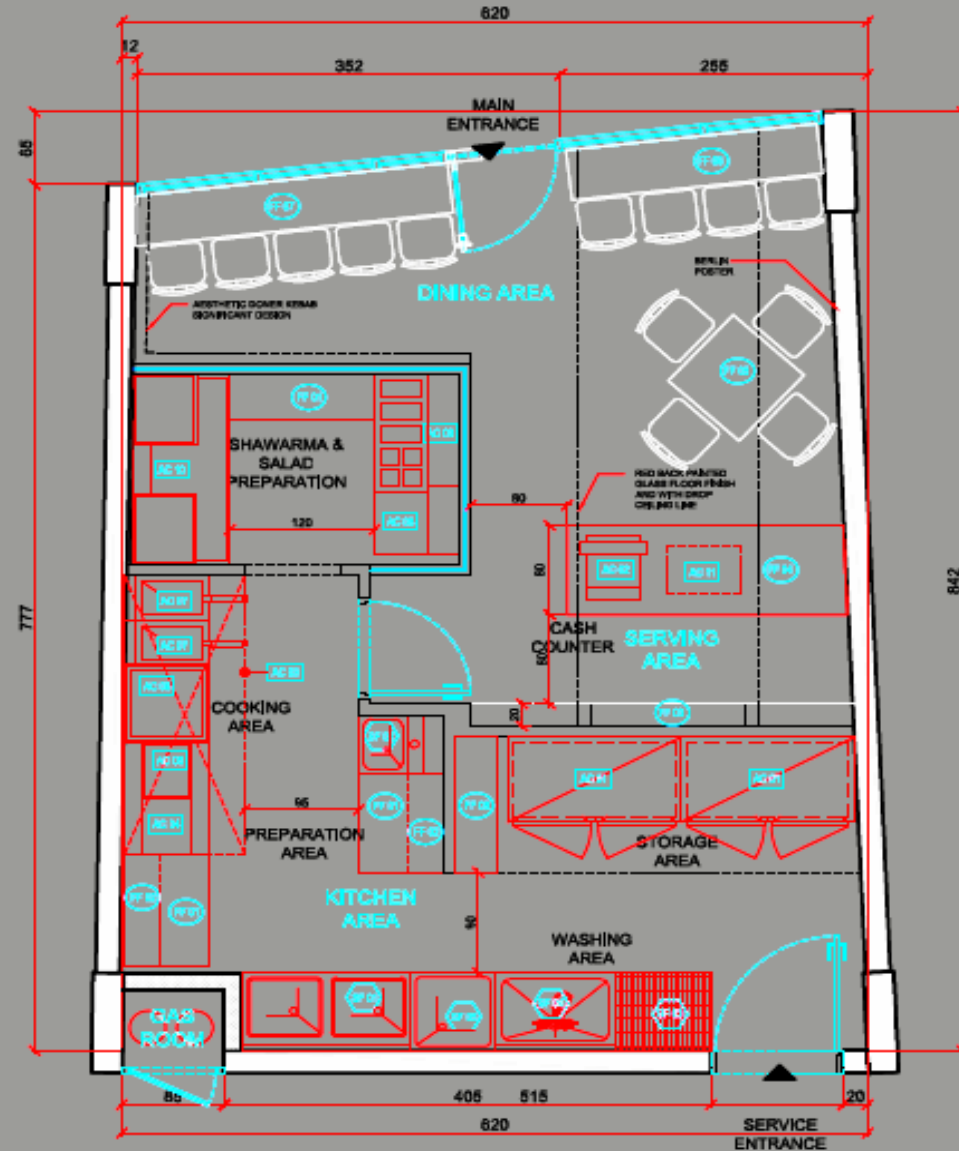




The floor plan shows a rectangular mobile food unit with the following layout and dimensions:

- ENTRANCE:** Located at the top center.
- CASH COUNTER:** A rectangular counter in the center of the unit.
- PREPARATION AREA:** Located below the cash counter, containing two sinks and a stove.
- WASH AREA:** Located at the bottom center, containing a sink and a storage cabinet.
- EXISTING TOILET:** Located at the bottom right, containing a toilet fixture.
- OPEN KITCHEN:** Located at the top right, containing a sink and a stove.
- STORAGE:** Located at the bottom left, containing a large storage cabinet.
- Dimensions:** The overall width is 80 units and the overall depth is 144 units. Other dimensions include 72, 141, 145, 110, 70, 140, 60, 40, 100, 52, 40, 80, and 70.
- Equipment Labels:** Various equipment is labeled with codes such as AC 01, AC 02, AC 03, AC 04, AC 05, AC 06, AC 07, AC 08, AC 09, AC 10, AC 11, AC 12, AC 13, AC 14, AC 15, AC 16, AC 17, AC 18, AC 19, AC 20, AC 21, AC 22, AC 23, AC 24, AC 25, AC 26, AC 27, AC 28, AC 29, AC 30, AC 31, AC 32, AC 33, AC 34, AC 35, AC 36, AC 37, AC 38, AC 39, AC 40, AC 41, AC 42, AC 43, AC 44, AC 45, AC 46, AC 47, AC 48, AC 49, AC 50, AC 51, AC 52, AC 53, AC 54, AC 55, AC 56, AC 57, AC 58, AC 59, AC 60, AC 61, AC 62, AC 63, AC 64, AC 65, AC 66, AC 67, AC 68, AC 69, AC 70, AC 71, AC 72, AC 73, AC 74, AC 75, AC 76, AC 77, AC 78, AC 79, AC 80, AC 81, AC 82, AC 83, AC 84, AC 85, AC 86, AC 87, AC 88, AC 89, AC 90, AC 91, AC 92, AC 93, AC 94, AC 95, AC 96, AC 97, AC 98, AC 99, AC 100, AC 101, AC 102, AC 103, AC 104, AC 105, AC 106, AC 107, AC 108, AC 109, AC 110, AC 111, AC 112, AC 113, AC 114, AC 115, AC 116, AC 117, AC 118, AC 119, AC 120, AC 121, AC 122, AC 123, AC 124, AC 125, AC 126, AC 127, AC 128, AC 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629, AC 630, AC 631, AC 632, AC 633, AC 634, AC 635, AC 636, AC 637, AC 638, AC 639, AC 640, AC 641, AC 642, AC 643, AC 644, AC 645, AC 6

# Typical 1,500sqft floor plan







## Formats

- Kiosk = 250-450 sq ft
- Store = 800 – 1800 sq ft
- Typical size = 1200-1300 sq ft

## MEP Requirements

- Electrical Load: 50KW if no gas available – 30KW if gas available
- Air conditioning load: 8 tons for a space of 1,500sqft
- Gas (LPG): Preferable
- Water Supply: required
- Drainage: required

# TRY THE ORIGINAL GERMAN DONER KEBAB

## NOW OPEN

84 BULL STREET, BIRMINGHAM

Quality in Everything We Serve.



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TRY THE ORIGINAL GERMAN DONER KEBAB

94 Cranbrook Road, Ilford, Greater London. IG1 4NH

All our meats are 100% Halal



**Doner Kebab**  
GERMAN DONER KEBAB

**FREE FRIES!**

Offering FREE FRIES! on every purchase of German Doner Kebab main item @ Lunchtime (11:30AM-3PM).



94 Cranbrook Road, Ilford, Greater London, IG1 4NH



Doner Kebab Sandwich, just one of our tasty fresh meals

**Grand Opening 06.07.2015**

84 Bull Street Birmingham, B4 6AB

**Deliciously tasty low fat  
100% beef or juicy chicken**

Sandwiched in our crispy light bread  
and fresh healthy salad.

All our meats are 100% Halal



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# The Original

German Doner Kebab



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**Doner Kebab**  
GERMAN DONER KEBAB

Zakhar Mall, Al Khuwair | Badr Al Qurum, Qurum | Al Garbia, Salalah | Barka Grand Mall, Barka | Muscat City Centre, Seeb

# What our customers say

## *“Out of this world food and fantastic service”*

★★★★★ Reviewed 22 April 2016  via mobile

Last time I had one of these I was on JBR in Dubai a couple of years ago and it certainly didn't disappoint. So you can imagine my surprise when driving down a high street in west London and stumbling across one of these. I was ecstatic to say the least, finally to be reunited with one of my favourite...

## *“Delicious food and well priced”*

★★★★★ Reviewed 20 April 2016

We stayed in West Ealing while visiting London. We had small children with us, so we had to frequent take out places and found this gem. The food was delicious, the portions were huge and the price was very reasonable. The service was great, I had never had this type of food before and the staff was very helpful.

## *“Delicious!”*

★★★★★ Reviewed 19 April 2016  via mobile

Great food, huge servings and fast service all for a reasonable price ! Would highly recommend and will definitely come back.

## *“Amazing experience!!”*

★★★★★ Reviewed 10 April 2016  via mobile

Outstanding food and customer service was amazing, a really nice experience, would really recommend others to try it out!!!



## Summary

German Doner Kebab is not only the largest but also the Premier kebab franchise both in the UK and worldwide (only one in the UK) with more than 20 year's experience

In addition to GDK, the UK Master Franchisee owns businesses utilizing more than 500 retail premises across the UK, so you can be rest assured you are dealing with a highly experienced and professional company

Based on our experience, we will quickly become a destination food retailer in each area we open, greatly enhancing the food offerings in shopping centres, High Streets and transport hubs.

GDK works closely with high end retail design and fittings companies to maximise the potential of each site



# Döner Kebab®

GERMAN DONER KEBAB

