



Doner Kebab®
GERMAN DONER KEBAB

DK®
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Thank you for your interest in the German Doner Kebab franchise opportunity.

My name is Athif Sarwar, Chairman of GDK International and the German Doner Kebab franchise business worldwide.

I am from a family of businessmen, politicians, entrepreneurs and investors based in the UK. My Father, Mohammed Sarwar (Britain's first Muslim MP, and Ex-Governor of Punjab), came to the UK in 1976 and since then my family has worked very hard to create, establish and maintain many successful businesses.

One of those businesses, United Wholesale, has over 500 convenience retail franchise stores across Scotland, and our wholesale operation, United Wholesale Scotland Ltd, is one of the largest in the UK with an annual turnover of more than £220m.

By ensuring we find the very best partners in every country, German Doner Kebab has the potential to become one of the most successful food franchise brands in the world.

From the outset we know our franchisees will be able to fully maximise the opportunities because we provide you with access to all of the GDK know how, processes and documentation that enables you to hit the ground running.

I hope you enjoy reading the prospectus and look forward to meeting you soon.

Athif Sarwar





Brand Introduction

We have around 50 stores thriving in Europe and the Middle East. The brand operates in UAE (Abu Dhabi, Dubai, Sharjah), Bahrain, Qatar, Oman, Pakistan, Sweden and the UK.

We have partnered with a hugely experienced team (with combined F&B experience of 50 years +) to make sure that the rollout of every single German Doner Kebab franchise is flawless. As our franchisee, all this expertise would be at your fingertips.

In our first year in the UK (2016) we opened 8 franchised UK outlets, mostly in London, and took more than 100 territory deposits from experienced multi-unit franchisors, many of whom have substantial franchise portfolios including some of the world's biggest food brands from coffee to pizza and everything in-between - by the end of 2018 there will be 30 stores trading.

Global Potential

Food trends can come and go, but there is no denying that the global shift towards finding an artisanal experience that doesn't cost the earth in a street food or food to go format rather than a stuffy restaurant, is here to stay. While dozens of Gourmet Burger brands fight it out to be No.1 in their sector, GDK is the undoubted leader in the kebab market. Also, our standard kebab is a fresh, satisfying taste sensation that comes in at around half the calories customers expect. That's right, the healthy kebab has arrived.

Partner with an incredibly experienced team, with a hugely popular brand, robust proven systems and supply chain.

GDK is a fast, casual brand that has taken Europe and the Middle East by storm with its healthy & nutritionally-balanced approach to traditional kebabs.

OUR AIM

“ To be recognized as one of the top, fast, casual brands in the world and unquestionably the Number 1 for Doner kebabs. ”





Evolution of Doner



Greeks invented Gyros



Turks invented Doner



Arabs invented Shawarma



Germans perfected Doner

History of **GDK**



Born in Berlin



1st GDK outlet in Dubai - 2013



Master Franchise with United Brands
Scotland - 2016



13 GDK opened/17 under construction in UK
and 130 FA's signed for future openings

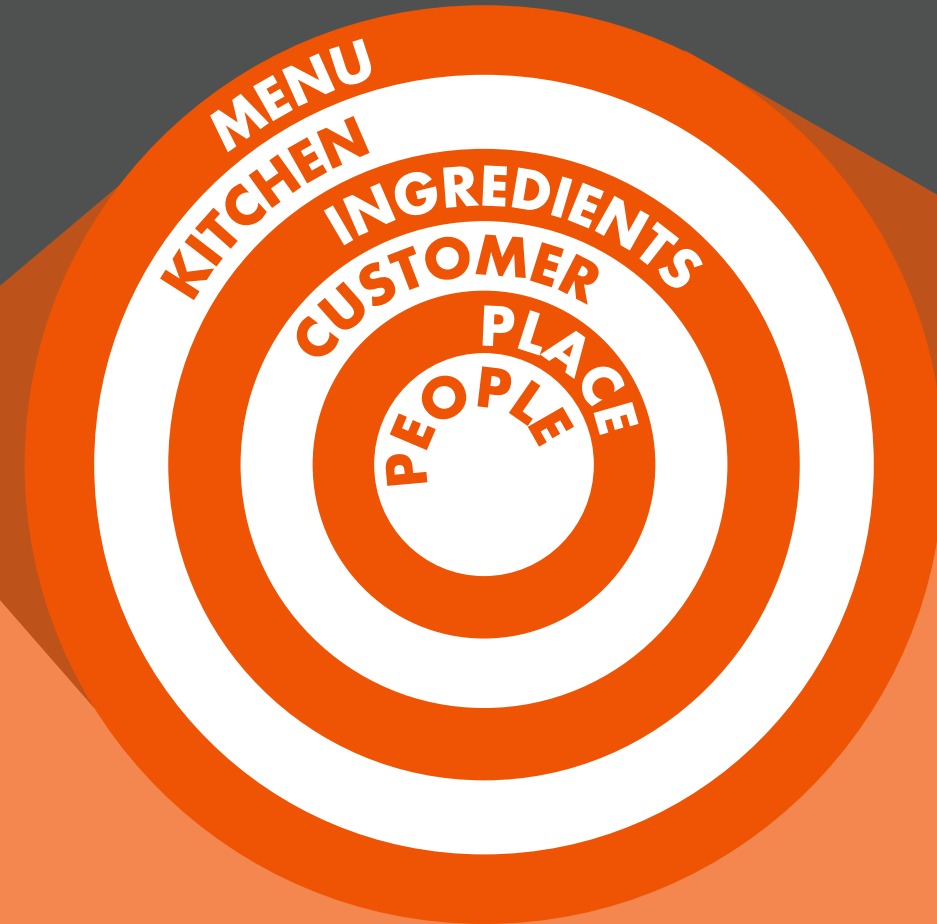


GDK International, which is owned by the
United Group, acquired the worldwide IP
rights in 2017



Registered GDK USA Inc and the
FDD in 2017

Overview



The Menu

Authentic Doner products delivering on taste, quality, choice and experience.

Continuous innovation that satisfies the desire of our customers.



The Kitchen

Grilled platform and doner preparation visible to the consumer



The Ingredients

Proprietary – a unique experience
in flavor and taste



Veggies & Sauces



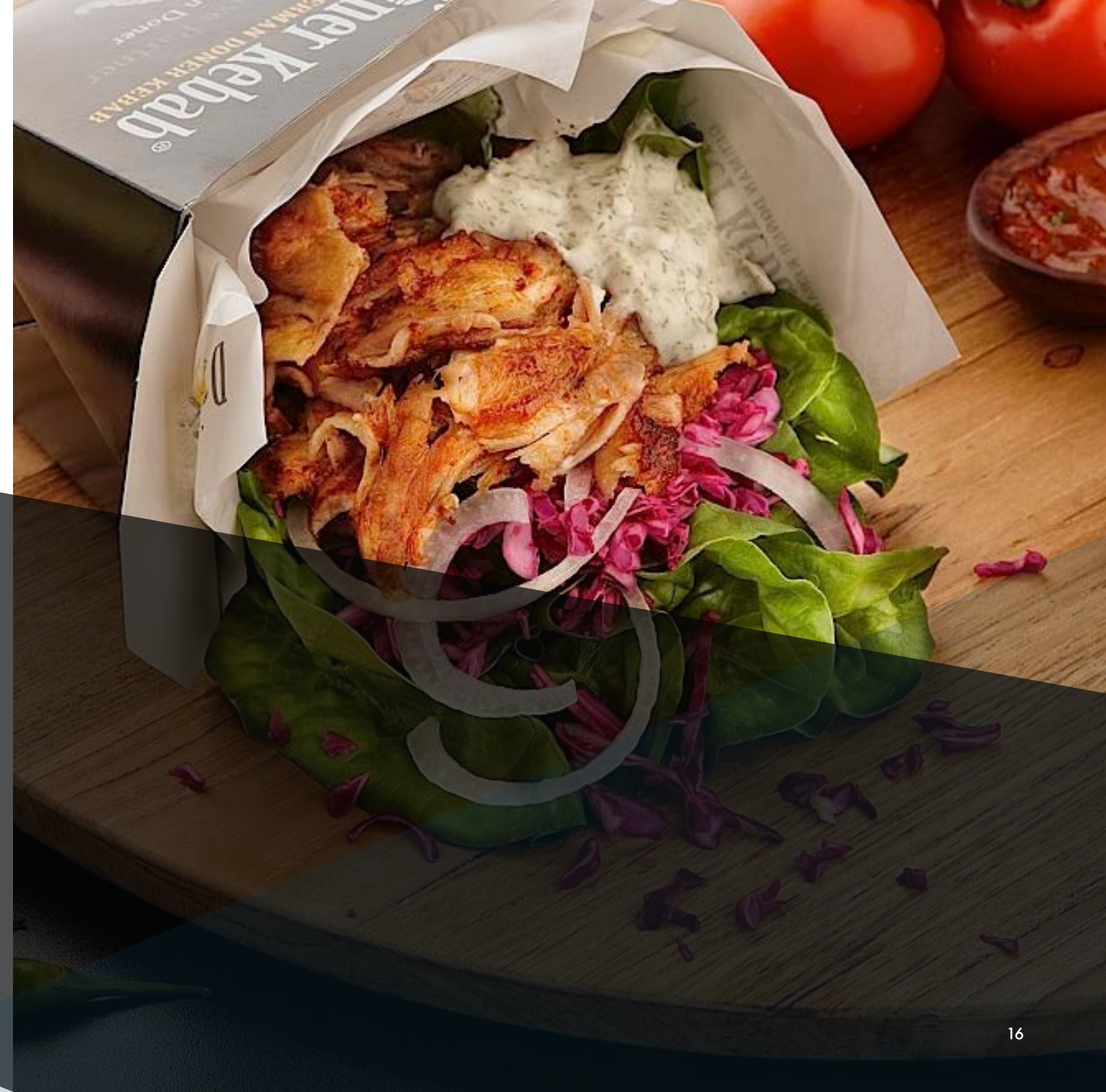
Grilled meat



Toasted Bread

Proprietary Ingredients:

Meat, Sauces, Bread and
Packaging centrally managed
and controlled



The Customer

Socially accepted by millennials
and generation X



The Place

A design – modern and appealing

Cost of Investment (approximate)

- Outlet size 1,300 - 1,500 sqft
- Investment \$400,000 - \$500,000
- Kitchen size 400 Sqft
- Seating +40 seats



Our People

EXPERIENCE

+50 yrs Combined
experience in F&B
and franchising

European/Middle East
food/culture affinity

QSR/Fast casual heritage

functional expertise in
operations, supply chain,
marketing, site development
and finance

Our Resources

NETWORK

Franchisor network
capability

Centralised distribution
via approved suppliers

Meat manufacturer in
Germany and USA

Marketing, supply,
chain operations and
development

GDK International Senior Management Team

Athif Sarwar
Group Chairman

Athif Sarwar is Group Chairman of GDK International. The Sarwar family have substantial business interests across a variety of sectors, but Athif has particular expertise when it comes to franchising.

As the former Managing Director of family business United Wholesale Scotland Ltd, Athif doubled the company's turnover from £35m to £70m in his first year. The company now has a 40% share of the total Cash & Carry business in Scotland and the largest penetration of retail symbol stores with close to 500 franchised units under the Day-Today and U-Save brands.

Athif saw the potential of the GDK brand while on a family holiday, so moved quickly to bring the company to the UK as the Master Franchise partner. Enthused by the quick success of the brand (Athif brought in 23 multi-unit franchisees in the first year) he bought the global rights to the brand and has put together a formidable team to oversee the world wide launch of GDK.

Imran R Sayeed
Group CEO, German Doner Kebab International

With over 16 years of experience in restaurant operations with successful track record in corporate & franchise operations including Marketing, HR, QA, Field Finance & Concept Development throughout the United States & Internationally, Imran is a hugely valuable asset to the GDK team. A consummate professional and leader who is quick to spot, nurture and develop talent, Imran will put you and your team at ease when it comes to rolling out the GDK brand in your territory.

Over the course of Imran's international career, he has received numerous awards and accolades from major brands such as Yum Restaurants for his achievements from the USA to Dubai to China. Of particular note, Imran rebuilt Operations across 74 Pizza Hut's & Long John Silver's and 60 KFC restaurants producing 4% annual sales growth driving 20% margins. Before joining GDK Imran was Chief Restaurant Excellence Officer for KFC Pakistan. He was instrumental in turning around operations by laying a robust operating platform which led to solid sustainable same store sales growth year after year.

Nigel Belton
Director of North American Business Unit

Nigel has served in various financial executive positions for Multi National companies in South Africa and is a 17-year veteran of Yum Brands, the worldwide owner of the KFC, Pizza Hut and Taco Bell brands where he held the positions of CFO and CDO for the subsidiary in Dubai before being appointed the CEO for KFC Pakistan.

Nigel relocated to the USA in 2015 and has supported various companies in an advisory capacity for the past 18 months, before joining the team at GDK.

Jon Cullen
Group Franchise Director, Global

Jon has spent much of the last 15 years working with International Brands coming into the UK market and working with brands to find Master Franchisees and Area Development Franchisees, Distributor Partners for Europe, Asia Pacific, Middle East and the USA. Needless to say, Jon is exceptionally well connected across the world of food franchising and will play an instrumental role in helping you to realise the maximum potential of the GDK brand in your country. From distribution to logistics and setting up supply chains, Jon will be focused on your long term success and growth.

Suzie McCafferty QFP
International Development

Suzie is one of the most experienced and respected franchise consultants in the UK having built her own franchise network from scratch into an international success with 70 outlets in 6 countries from the Middle East, Europe & UK to the Caribbean. With 17 years' experience Suzie is the Founder and Managing Director of international consultancy firm Platinum Wave, and has worked closely with Athif for a number of years on a variety of projects.

Suzie is an accredited affiliate member of the British Franchise Association, and has served as the associations Regional Chair for Scotland for many years.

The 4 Key Pillars of our Business

1 Operations

Our Master Franchisees must establish a support team and operating structure in accordance with the structure approved by GDK International. You must also adhere to our high operational and food safety standards and ensure 100% compliance within your own franchise networks. We assist you in achieving this by providing access to a whole range of operational documents, templates and processes in areas such as:

- Product specifications
- Menu development
- Staff training
- Health & Safety
- Food hygiene

2 Supply Chain

Our Master Franchisee are responsible for establishing your own nominated supplier and distributor network in your country in order to ensure our high standards of ingredients, operational compliance and supply chain reliability are maintained in your development region.

We will work with you as follows:

- To help establish the nominated supply chain partner in your country
- To streamline the ordering process for yourselves and your franchisees
- To maximise product margins for yourselves and your franchisees
- To establish appropriate pricing for distributors and franchisees
- To advise on appropriate stock control and stock re-ordering procedures

3 Marketing

Master Franchisees will have access to a library of marketing assets to include items such as:

- Leaflet campaigns
- Adverts
- Billboard adverts
- Social media campaigns
- Loyalty card campaigns
- Branded merchandise
- Branded clothing
- Product images
- Logos and artwork

GDK will set Master Franchisees up with the appropriate URL and social assets for their Territory
GDK will create a GDK website for the Master Franchisee's Territory

Master Franchisees must appoint a marketing agency that is approved by GDK. This agency will manage the URL and social assets for the Master Franchisee as well as handling all paid social marketing and marketing templates on behalf of franchisees.

4 Franchisee Recruitment

Master Franchisee's are responsible for recruiting franchisees in line with the GDK recruitment processes in line with the agreed development schedule. Our support team will work with you to build a winning franchisee recruitment strategy as follows:

- We will help you to develop a franchisee recruitment marketing plan for your territory
- We will help to identify the most appropriate mediums and budgets required to attract franchisees
- We will provide you with access to a range of franchisee recruitment adverts and resources
- We will train you on our franchisee recruitment and selection processes
- We will provide regular mentoring to help you to achieve optimum results from your recruitment strategy



Over 40 outlets
in eight countries
and growing rapidly...





CONTACT

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