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Franchise Brochure

Our History

Founded in 2010 by the joint efforts of two Lebanese Food lovers with a family based business and an esteemed Emirati partner with a vision. The approach was new to the market of Lebanese food a taste that satisfies all lovers of Mediterranean oven baked pastry.

On the wood was created following innovation and devotion by people that value tradition to marry both, they spent months of research and tasting. Also went to places far enough just to discover and add all the secrets of authentic Lebanese and Mediterranean banking.

We carried our concept all the way from birth to success in just devotion and authenticity which was a market need and now we are leaders in variety and innovations.

Concept brief

The concept was simply to create a cozy environment that was well suited to have a unique treat and enjoy a homemade bake serving superior quality and freshly prepared Manakish variety.

The idea was launched near a University compound and now after 5 years of fine-tuning, product development and loads of hard work, we have established our reputation in creating the finest and most innovative Lebanese and Mediterranean pastry, today we are considered as one of the market leaders in our field, hitting success after the other.

We uses the technique of wood stone oven which is characterized by giving the flavor and quality of the wood, where we use the alternative technique in order to preserve our environment.

We specialize in delicious & reasonably priced Lebanese cuisine, including our house of “Pastry” & authentic “Bakery” specialties. Our cuisine entrees are served in a relaxing and welcoming setting that you, your friends & family are sure to enjoy.

No matter what your occasion calls for or your appetite demands, the friendly staff at On the wood bakery promise to make you're next dining experience a pleasant one.





Who we look for

We are seeking candidates in UAE and the GCC region that fit the following criteria:

1. Access to prime location

- The potential franchisee must have access to prime locations in their perspective region
- The location can be of leased, rented, free-hold etc. as long a clear picture of the contract is made possible

2. Common value system

- Having a value system in accordance with the franchisor will ensure proper assimilation into the parent organisation culture
- Ability to replicate and maintain the same or similar consistency in the entire cycle of outlet management as the franchisor

3. Capital

- Having the necessary capital for setting up the franchise outlet
- Good credit history that will be evaluated by a third party

4. Business experience

- Should have previous business experience of a minimum period of 3 years, preferably in the F & B industry (particularly for individual franchises)
- They have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.

What you get

- Trademark License
- License to Operate
- Proven Business Model
- Operations Manual
- Training Program
- Ongoing Support
- Marketing Support



Training

Phase I – Training provided at a location designated by franchisor: On The Wood Management will provide franchisees with 15 to 30 days of initial training at On The Wood headquarters or at a location designated by the On The Wood Management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and four (4) designated attendees.

Phase II – On-site training typically takes place when the franchisee commences operations. Experienced trainers from On The Wood will provide on-site training for a period up to 30 days to assist the franchisee in the commencement of operations (soft and grand opening).

Support

- Operational Support
- Site Selection
- Marketing Support
- Accounting/Audit/Legal
- Ongoing Research and Development
- Overall Program Oversight



Franchise Fees

The initial franchise fee for an Individual franchise unit is AED 140,000.

The Franchise Fee & Payment Schedule for an Area Development:

EVENT	FRANCHISE FEE	REMARKS
Upon Signing	AED 315,000	Includes Franchise Fee for the 1st unit & 50% of next 4 units
Upon opening 2nd unit	AED 52,500	50% balance of the Franchise Fee
Upon opening 3rd unit	AED 52,500	50% balance of the Franchise Fee
Upon opening 4th unit	AED 52,500	50% balance of the Franchise Fee
Upon opening 5th unit	AED 52,500	50% balance of the Franchise Fee
TOTAL	AED 525,000	

The continuing services, or “royalty fee,” is 6% of your gross sales and is paid monthly. This fee entitles you to use the On The Wood service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being an On The Wood franchisee.

The On The Wood name and reputation is an important part of our business. You will spend at least 2% of your gross sales per month on local advertising. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions of up to 2% of your monthly gross sales.

Next steps

- Step 1** Franchise Evaluation Form – Complete the application included with this brochure and submit it to us. We will review the information and contact you to schedule a follow up meeting.
- Step 2** Research and Due Diligence – Learn more about the business by meeting with us in person, visiting a location and reviewing the details of the business.
- Step 3** Join the Team – Once you have completed your research and have been approved as a franchisee, we are pleased to welcome you to the team!
- Step 4** Launch Your Business – Set your training dates and opening timeline to officially launch your business.

