

FRANCHISING BROCHURE





WHO WE ARE

DINING DELIGHT RESTAURANT
is a Saudi cuisine restaurant
specializing in smoking meat
the American way.





We provide our customers
in the Saudi Arabian
kingdom with a unique and
exquisite experience with
our smoked food and our
hospitality that
reflects our rich tradition.





OUR FOUNDERS

In 2019 Turkey and Anas were ambitious and wanted to create an extraordinary new restaurant that specializes in Saudi food but with an exquisite American smokey twist.

Turky and Anas were always working on improving the menu and adding new dishes to provide an excellent and tasty experience for customers.

Ever since the restaurant opened by Turkey and Anas has been blooming with success to this day and provides customers with exceptional experiences with every visit.





OUR STRENGTHS

The materials we use are of higher quality, and our food is exceptional and has a smokey twist on the traditional way of cook.

Our meat comes from fresh stock and have a nice tender feel and taste to them.

Our kitchens are clean and our location is easily accessible.





PRODUCTION

DINING DELIGHT RESTAURANT takes a new and innovative twist on cooking our meals, our innovative cooking include but not limited to: -

- 🔥 Our chicken is cooked and smoked for 3 hours using firewood.
- 🔥 We cook and smoke our Lamb meat in an 8-10 hours process, which gives it this tender feeling and rich flavour.
- 🔥 We use firewood instead of charcoal which gives our meat this beautiful black color indicating that the meat is tender and done.
- 🔥 Our most sold product is our Smoked Yellow Rice meal we add small portion of butter to give it that unique taste.







MISSION

Our mission is to establish a new innovative way of smoking and cooking that will offer different flavours and more tender feel and taste to the meat and provide a cozy and comforting environment for gatherings.



VISION

Our vision at DINING DELIGHT RESTAURANT is to bring our new and innovative way of smoking and cooking our meals and show our unique dishes to the people in a way that hasn't been done in Saudi Arabia before





LOCATION

DINING DELIGHT RESTAURANT has two locations residing in: -

🔥 Our main restaurant branch is located in Anas Ibn Malik Rd, Al Malqa, Riyadh

🔥 Our second and newest branch is located in King Abdullah Rd, Al Quds, Riyadh.

Our new branch has a new innovative approach on the family restaurant style.



FRANCHISEE SUPPORT



**RIGHTS TO THE
DDR BRAND**



INTENSIVE TRAINING



**FRANCHISE
MANAGEMENT
GUIDELINES**



SITE SELECTION



**GUIDELINES FOR
RESTAURANT
DESIGN & CONSTRUCTION**



**CONTINUOUS
OPERATIONAL
SUPPORT**



HIRING MANAGEMENT



**CONTINUOUS RESEARCH &
DEVELOPMENT TO
EXPAND THE MENU**





Frequently Asked Questions

FAQ



What Models Do you suggest

We have several models to suite your market and it will vary from a Counter to a free standing unit



How much is the franchise fee

The franchise fee varies between \$--,000 to \$ --,000 depending on the kind of franchise you choose, number of outlets, and the country where you are situated in





Frequently Asked Questions

FAQ



How much is the royalty fee

Our royalty fee is a monthly bases fee and it is up to --% of gross sales. This payment covers the continuing use of the trade mark and trade name, as well as continuing services; which include training program, marketing and sales materials



How much is the marketing fee?

Our marketing Fee is up to --% of gross sales





Frequently Asked Questions

FAQ



What is the minimum financial requirement to qualify as a franchisee?

The minimum amount enquired will vary. Generally, we require a minimum of --00,000



Will DDR assist me in finding a location?

YES, we will review each submitted location and our team will have to approve each location before committing to any contracts





Frequently Asked Questions

FAQ



Will you be helping us in hiring staff?

Yes, we will be advising you on staffing requirements, job descriptions, pay suggestions and what to look for when hiring staff.



When will I achieve My ROI

That will be based on your financial numbers which we will help you to identify you expected break even point and expected Return on investment.







WHAT IT TAKES

If you are ready to bring your passion and commitment to our system, we will work closely with you to build a strategic partnership that not only adds positive ownership to our brand, but also puts financial growth and remarkable returns at its forefront.

Do you share these traits as our most successful franchisees have?



**IMPECCABLE INTERPERSONAL
SKILLS**



**ABILITY TO ADAPT
TO VARIOUS MARKET
NEEDS & TRENDS**



**FOCUS ON CREATING/MAINTAINING
THE BEST CUSTOMER
EXPERIENCE POSSIBLE**



**ABILITY TO PRODUCE
FINANCIAL RESULTS**



**ABILITY TO RUN ALL
OPERATIONAL ASPECTS
OF A BUSINESS**



**DESIRE TO LEARN & FOLLOW
OUR OPERATING SYSTEM**





MOVING FORWARD



PHASE 1

Letter
of Interest



PHASE 2

Phone Interview & Basic
Information Request



PHASE 3

Application
Submission



PHASE 4

Background Check
& Financial Verification



PHASE 5

NDA



PHASE 6

Memorandum of Understanding
& first Payment



PHASE 7

Franchising
Agreement



PHASE 8

Site Selection, Site Construction,
Training Program, Unit Opening,
Continous Support





Contact us :
<https://ddr-ksa.com>