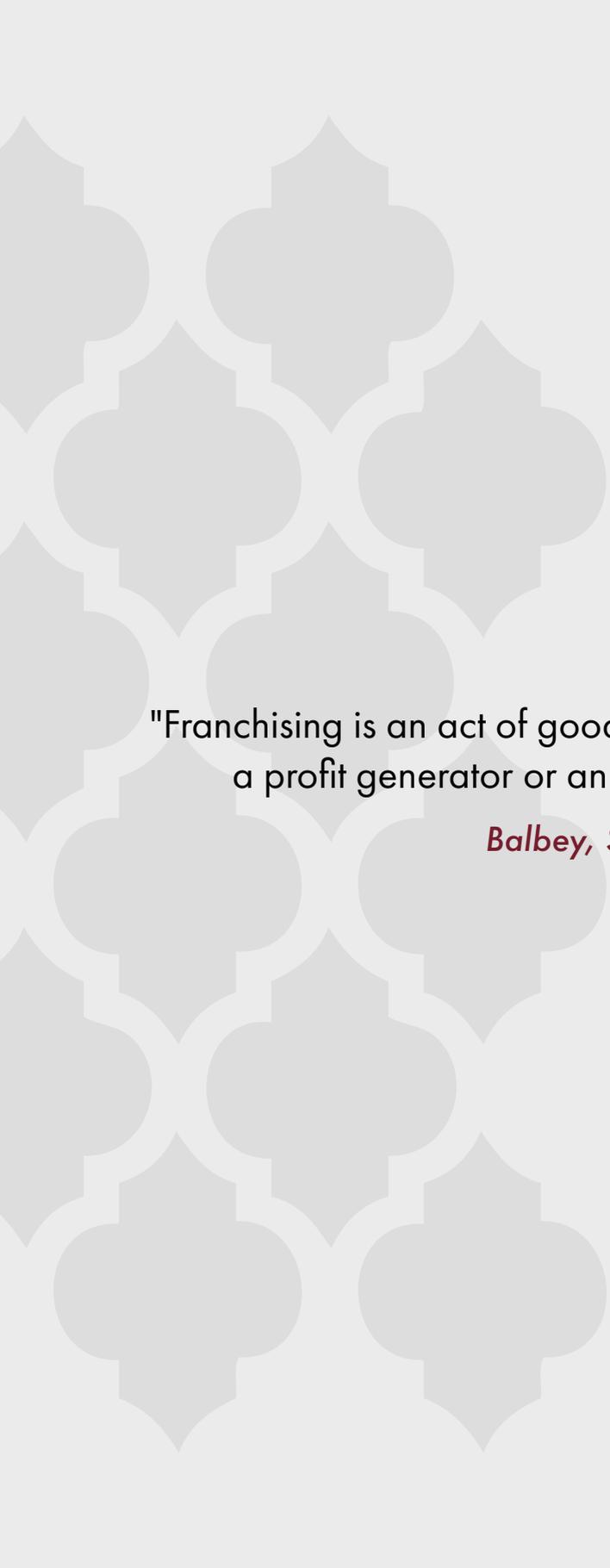




FRANCHISING
GUIDE 2017

WWW.MOSAICSWEETS.COM


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Oriental Sweets

A decorative geometric pattern on the left side of the page, consisting of a repeating grid of interlocking shapes. Each shape is a square with rounded corners and a central circular cutout, creating a lattice-like structure. The pattern is rendered in a light gray color against a white background.

"Franchising is an act of good to society before it is
a profit generator or an expansion tool."

Balbey, S



DISCOVER OUR ORIENTAL SWEETS WORLD

Thank you for your interest in Mosaic Oriental Sweets franchise. We are delighted that you would like to find out more about our franchise opportunity. We have developed this brochure to give you an insight into who we are and what we do.

WHO WE ARE

Mosaic Oriental Sweets is pleased to offer you a unique array of delicious oriental sweets which blends all tastes from the Mediterranean region and come with a wide selection of hot and cold beverages. Established in 2015 and planning to become the most respected and sought after brand.

The Mosaic Oriental Sweets Team

OUR MISSION

- ❖ To become among the leaders in the Oriental Sweets concept distributors
- ❖ To reach every mouth worldwide.

OUR VISION

- ❖ To participate in all possible charity events
- ❖ To reach every mouth world possible.
- ❖ To ensure that every guest receives friendly and polite services.
- ❖ To provide our clients with the most mouthwatering sweets ever made.


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CORE VALUES

- ❖ **Quality & Satisfaction**
We will ensure the creation of the best quality sweets to satisfy our clients.
- ❖ **Human Feel**
We will provide a cozy and friendly environment that will make our clients feel home.
- ❖ **Integrity**
We act with honesty and honor without compromising the truth.
- ❖ **Transparency & Simplicity**
We focus on applying our understanding of transparency in every aspect with our client and provide simple solutions.
- ❖ **Love & Passion**
Our passionate staff will deliver their love of the sweets to our clients.

OUR STRATEGY

- ❖ Strive to build a brand that is very competitive and can compete with the market's most successful brands.
- ❖ Building a strong team with great awareness of our brand and products, to insure each individual's input is aligned with the company's vision.
- ❖ Continuous adaptation & development to our products to meet the market tastes.
- ❖ Existing in premium locations to reach most of our targeted market.
- ❖ Providing our clients with a competitive product base on price and quality.





OUR MARKET

Cakes & Sweets group has become one of the fastest growing items of food sector, reaching 20 billion dollar volume in 2016.

It is estimated that 600.000 ton of baklava is produced daily in Turkey.

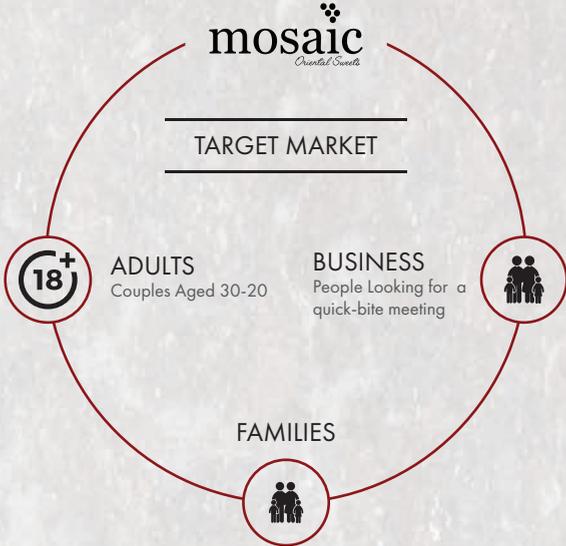
4 REASONS WHY SWEETS MARKET IS GROWING RAPIDLY IN TURKEY

- 1- The Increasing desire for different tastes.
- 2- The Increase in the number of shopping malls.
- 3- The change in eating habits.
- 4- The Low risk, high salary profile of sweet sector compared to many other sectors.

As it caters for all tastes, within last couple of years, Oriental Sweets are becoming popular in Turkey and it is observed that 80% of the consumers are Turkish. The segment is offering highly attractive business opportunity for its investors and with the highest production capacity of umbrella company the Bosphorus, Mosaic Oriental Sweets ensures the best quality product range for the consumers.



OUR TARGET IN THE MARKET



TYPES OF OUTLET

Types of Outlet	Location	Average Size (SQM)	Average Number of Seats
Stand Alone Outlets	Residential Areas	130 - 200	50 - 80
	Retail Areas With High Traffic Volumes	130 - 200	50 - 80
	Touristic Areas	130 - 200	50 - 80

Types of Outlet	Location	Average Size (SQM)	Average Number of Seats
Express Outlets	Malls	20 - 100	20
	Hotels	20 - 100	0
	Events	15 - 30	0



MOSAIC BRANDING

Our branding method is consisted of a detailed study that was done by a team of expertise to the highest standards. We gave full attention to the smallest details from the colors chosen, packaging design, fixed elements and many more other details that will trigger the brand awareness in the mind of our clients.

LOGO
DESIGN




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**PACKAGE
DESIGN**





INTERIOR DESIGN



SİMİT ÇEŞİTLERİ

SADE SİMİT
ÇEKİRDEKLİ SİMİT
PEYNİRLİ SİMİT
SOSİSLİ VE PEYNİRLİ SİMİT
ZEYTLİ VE PEYNİRLİ SİMİT

POĞAÇA ÇEŞİTLERİ

SADE POĞAÇA
PEYNİRLİ POĞAÇA
PATATESLİ POĞAÇA
ZEYTLİ POĞAÇA

BÖREK ÇEŞİTLERİ

KIYMALI RULO BÖREK
PEYNİRLİ RULO BÖREK
PATATESLİ RULO BÖREK
İSPANAKLI RULO BÖREK

FRANSIZ LEZZETLERİ

TEREYAĞLI KRUVASAN
PAIN AU CHOCOLATE "ÇİKOLATALI ÇÖREK"
PAIN AUX RAISINS "ÜZÜMLÜ ÇÖREK"
ASSORTIMENT DE MINI "PETİFÜR ÇEŞİTLERİ"
ÇİKOLATALI MUFFİN
VIŞNELİ MUFFİN

ÇAY ÇEŞİTLERİ

GELENEKSEL TÜRK ÇAYI BARDAKTA
GELENEKSEL TÜRK ÇAYI FİNCANDA
İNGİLİZ ÇAYI
EARL GREY
YEŞİL ÇAY
NANE LİMON
KIRMIZI MEYVE ÇAYI

BUZLU KAHVE ÇEŞİTLERİ

BUZLU CAFFE LATTE
CARAMEL FRAPPE
MOCHA FRAPPE
ÇİLEKLİ BEYAZ ÇİKOLATALI FRAPPE

KAHVE ÇEŞİTLERİ

TÜRK KAHVESİ
ESPRESSO VERGNANO
DOUBLE ESPRESSO VERGNANO
MACCHIATO
AMERICANO
CAPPUCCINO
CAFFE LATTE
CAFFE MOCHA
BEYAZ ÇİKOLATALI MOCHA
SICAK ÇİKOLATA





SAMPLE OF
PRODUCTS











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FRANCHISE PACKAGE

We have a business model that has all the core ingredients for a good franchise system.

HANDS ON ASSISTANCE ESTABLISHMENT

Our team of experts help you find the right site and negotiate the best possible deal on your site. This is a very important advantage that can hold costs down and provide the best possible chance of success.

When the site is agreed, we also provide a wonderful benefit in helping you select the right contractors to do your build out, as well as making sure you get the exact mix of furniture and equipment you need to maximize the efficiency of your initial investment.

HUMAN RESOURCE SUPPORT

Our initial support package will help you to hire and train your initial staff members and then you will be trained to do this on an ongoing basis.

Our HR department will provide you required qualifications for each position and once you have your candidates, our HR department will follow up the interviews and will ensure that you will gather up the best possible start-up team.



INDUCTION TRAINING

Mosaic Oriental Sweets has an extensive training and education program to ensure each product is served to perfection. Our orientation franchise program (OFF) is designed to provide all new partners with the tools they need to take full advantage of all support services. All aspects of our support and marketing are introduced during this comprehensive program.



INITIAL SUPPORT

In the early stages of the business your time and business focus must be spent on business development – marketing and promoting the business to new customers in your target market. When we open a new store we have a range of innovation marketing and promotional campaigns that we run to attract new customers through the doors.

EXCLUSIVE FRANCHISE TERRITORY

Each Mosaic Oriental Sweets Franchisee gets a defined territory which is protected to enable you to get the best out of your investment. We aim to make sure that each Mosaic Shop franchise is located in the right location to allow the business to excel and grow. We want you to be successful, and that's why we work with you to get the best out of your area.



STRONG PARENT COMPANY

Ob Gida is the parent company of Mosaic Oriental Sweets. We are totally committed to building a world-class franchise system. Our vision is to be a world leader in oriental sweets specialty items and other compatible food products, maintain consistently high standards by offering our franchise partners a complete portfolio of high quality products and service.

ONGOING



SUPPORT

MANAGEMENT ASSISTANCE

We have staff dedicated to providing ongoing assistance to our franchisees. You're not alone when you're building and running your business, and you can always call on our experts when you hit a rough spot or want to share new ideas for growing the business.

On an ongoing basis we will be there to provide you with help and support including:

- ❖ Field visits to help you run your business successfully.
- ❖ New ideas for improving the product and service range.
- ❖ Refresher training for you and your staff.
- ❖ Operational advice.
- ❖ Menu development.
- ❖ Ongoing marketing campaigns, guidance and support.
- ❖ Financial guidance.
- ❖ Customer promotions and marketing advice.
- ❖ Website development and maintenance.
- ❖ Problem solving with our franchisees.
- ❖ Annual franchisee review – to help and assist your business development.

All of our dessert products are produced by our umbrella company Bosphorus, which means there are no worries for you as a franchisee about sourcing, producing and maintaining stock. Each dessert is perfectly cooked, packaged and delivered to your franchise unit. All you have to do is present it and serve it to the customer!

MARKETING ASSISTANCE

Mosaic Oriental Sweets has marketing assistance to provide you with proven tools and strategies for attracting and retaining customers. Our staff helps you develop the actual marketing plans and budgets for your grand opening as well as your ongoing efforts to market your business effectively.

ONGOING FEES

Like many other franchisors we generate income from a Franchise Management Fee and Marketing Fee which is linked to the total business sales generated from each outlet. We charge all of our franchisees the following fees which are designed to provide ongoing support in all areas of the business

3% Management Fee

2% for a Marketing Fee

All fees are paid on gross turnover of the franchise unit on a monthly basis .

INVESTMENT

For a medium size stand alone Mosaic Oriental Sweets outlet;
Initial investment cost is around 1.500 USD /per square meter including;

- ✦ Franchise start-up package
- ✦ Architectural Project
- ✦ Decoration & Fittings
- ✦ Machineries
- ✦ Uniforms
- ✦ Software and other related costs

*This cost does not include the VAT and may change depending on the size & condition of the shop

YEARLY PROFIT AT FEASIBLE POINT

At the feasible point of investment, medium size stand alone outlet would generate 120.000 USD* / per year.

*This figure is based on the franchise income forecast. It may vary depending on the size, location and franchisee profile of each individual outlet.

EXPECTED ROI

26
30
MONTHS

COULD YOU BE OUR FRANCHISEE?

We are looking for individuals that are hard working, possess a high commitment and passion for sales growth and have the management experience & people skills necessary to run a fast paced customer service driven team.

ROAD MAP

Thank you for your interest in Mosaic Oriental sweets concept. We are delighted to meet your expectations. To take this one more step further, please provide us your contact details on www.mosaicsweets.com/contact and we will happily get back to you as soon as possible.




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"Your brand reflects values, ethics, and cultures.
Your brand is a community not just a business you
can earn from."

Balbey, S



Toros caddesi, 1 Etap, Başakşehir Mah
Arterium 4 Dükkan 1
Istanbul, Turkey



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