

**DÖNER CLUB®**

# **FRANCHISE DONER CLUB**

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[www.donerclub.in](http://www.donerclub.in)  
[business@donerclub.in](mailto:business@donerclub.in)

Franchise Investment  
Pitch Deck 2024



Doner Club® is dedicated to bringing the authentic taste of Doner Kebab to all food lovers across the World.



Our expertise in recreating doner kebabs infused with truly traditional Mediterranean flavours, is unique and unparalleled. Our management system is carefully designed to optimise the food production process and consistently deliver the same quality, taste and experience to all consumers, across all our outlets. Cooked to perfection with the best ingredients attainable, and served with love, we strive to ensure everyone experiences the true joy of culinary artistry. Experience the true taste and essence of oriental flavours with Doner Club, celebrate the love and legacy shared over Kebabs.



## ABOUT US

Doner Club was born from the persistent passion of our team, to build a reputed food brand, capable of disrupting the market by serving truly unique and authentic flavours, with consistent quality and unmatched experience to the consumers.

We began our operations in 2019, a time when the world was struggling under the pandemic. Our journey began from humble roots, with a pragmatic multi talented team and a treasury of authentic recipes. We solved the challenge of reviving authentic flavors of the orient, and serving them to a new world audience. The food we served and the experience we catered, quickly won hearts and fueled our growth, propelling us to do better and be more.

Today, we are expanding across the world. With dedicated partners committed to our vision and passion, Doner Club is on it's way to become a truly global food brand.

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## BUSINESS STRUCTURE

Our growth is built on the systems we developed for Doner Club outlet management and Doner Club brand development. They together help us maintain the quality, taste and experience consistently across all outlets, at all times.

The Doner Club management system is a comprehensive operations procedure, developed to deliver the Doner Club experience, In all aspects from procurement and production to customer service and experience. Developed in consideration of all factors needed in the daily operations, our system can be easily implemented and managed by franchise owners. When followed thoroughly and consistently, our management system ensures constant quality, taste, hygiene and consumer experience across all touch points. Our system guides you in every step to successfully deliver a unified experience to every customer, every time.



## FRANCHISE STRUCTURES

### FOCO (Franchise Owned & Company Operated)

Partnership model where franchise owns the business but operations are handled by the company. For the franchise owners, FOCO model reduces the operational hassles by leveraging the company's experience in day to day operations and business expansion. Being part of the centralized operations enables easy operations and continued growth. The company shall levy Royalty commission of 6% on total sales, along with operation management commission amounting to 15% of net profit.

### FOFO (Franchise Owned & Franchise Operated)

Partnership model where the franchise owns and operates the business, while the company provides support and guidance for continued operations and business expansion. The company shall hand over all materials needed for management, including the systems of operation. The company shall levy Royalty commission of 6% on total sales.



## MENU OFFERINGS

A flavor filled array of Doner kebab variations paired with a delightful selection of beverages. Dive into our curated collection of fruit juices, creamy milkshakes, refreshing lemonades, and zesty mojitos, deliciously complementing our signature Doner kebabs, tailored for the International palate.

At Doner, our menu offers a flavorful variety of Doner kebabs and beverages to delight every palate. Savour our succulent meats, from classic seasoned cuts to tender Doner rolls, crafted for a burst of flavors in every bite. Indulge in our diverse Doner kebab options, including Pita wraps, Doner rolls in various breads, all bursting with aromatic spices and fresh ingredients.

Complement your meal with our refreshing selection of beverages, featuring fruit juices, milkshakes, lemonades, and mojitos, perfectly paired to elevate your dining experience. Explore the richness of flavors at Doner, where every dish is a culinary masterpiece.



MEAT YOU HERE!



DONER CLUB

CLASSIFIED CLASSIFIED  
TOP SECRET





## DONER KEBABS

At Doner Club, we offer three tantalizing varieties of Doner kebabs, chicken, beef and mutton, for there's a Doner Kebab for everyone. Our meats are marinated for six hours, till our uniquely crave worthy flavors are uniformly infused throughout every bite. Crafted with care and consistency, with freshly sourced ingredients from the best sources, to deliver consistent taste and feel in every bite of our Kebabs.

Made from unique recipes from authentic oriental cuisine, we serve a culinary experience that uplifts you. Cooked to perfection by our well trained chefs and infused with our signature DOC flavors, our kebabs stand apart in a crowded market.

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## ROLLS & WRAPS

Step into a new world of taste with DOC rolls and wraps. Crafted in multiple variants of breads. All bursting with aromatic spices and fresh ingredients of doner meat.

Marinated meat slow cooked till uniformly infused with our signature flavors, and wrapped with fresh nutrient rich vegetables, our rolls and wraps are a balanced quick meal for all. Our whole meat rolls and wraps are truly a treat for all meat lovers, a meat filled crave worthy meal, Perfectly pairable with our delicious beverages.



## BOWLS & SALADS

DOC Bowls and salads explores a wide palate of tastes and ingredients, creating culinary offerings that appeal to a wide range of consumers. From our customer favorite Doner Loaded Fries to meat bowls and salads, we navigate a world of flavors.

Made in consideration for all, our whole meat bowls for the meat loving foodies, while our meat and salad bowls offer a balanced meal enjoyable by all. Doner Loaded Fries, an evergreen favourite of DOC lovers, crafted with juicy slices of slow cooked meat, crispy french fries, mayonnaise and cheese sprinkled over with corn flakes to create the right balance of crispiness and tenderness.

Our team is constantly exploring exciting flavors to serve to our beloved customers, and DOC rice bowls are in the making, soon to be revealed to the world.



## BEVERAGES

Made from the finest selection of freshly sourced ingredients, experience a burst of flavors and nutrients in every sip of our signature fresh juices. Dip into flavors of the season and revitalize your senses with our curated Fresh Juices. Indulge in the rich creamy goodness of our signature milkshakes, that cover a wide range of flavors, having both chocolate based and fruit based milk shakes. Treat yourself to timeless delicacies.

Milkshakes

Fresh Fruits

Lemonades

Mojitos

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## DESSERTS

Crafted to satisfy your sweet cravings, our curation of desserts are sure to become your staple choice in the first try itself. Our Galaxy and Nebula fruit Jars, loaded with fresh juicy fruits and creamy goodness of crave worthy brownies and ice creams, is without doubt, an escape from the ordinary.

Masterchefs of DOC are busy crafting exciting new desserts that can capture the adoration and loyalty of consumers.



## SPACE DESIGN

Our architecture & design partners plan and develop uniquely functional space design system for each franchise. Giving every outlet its own experience, while sticking to a framework that makes each franchise instantly recognizable as a member of the Doner Club brand.

### Home Counter Specification

- Area of 650 to 1600 Sq.ft
- Accessible Urban Area
- Ample Parking
- Road facing

### Takeaway Counter Specification

- Area of 350 to 500 Sq.ft
- Accessible Urban Area
- Ample Parking
- Road facing



## FRANCHISE SUPPORTS



Location  
selection & Store  
Development



Supply of  
machineries &  
equipments



Centralised staff  
recruitment & training  
facility.



Integrated CRM  
software systems



Supply of furnitures &  
interior decorations



360° Marketing  
support



## BRAND HIGHLIGHTS

### Proven Concept

Doner Club has established itself as a leader in the fast-casual dining sector, with a proven concept that resonates with customers globally.

### Streamlined Operations & Inventory

The demand for convenient, flavorful, and affordable dining options continues to grow worldwide, presenting a lucrative opportunity for franchisees.

### Strong brand identity

Our brand is synonymous with quality, authenticity, and innovation, making it a trusted choice for customers seeking delicious and satisfying meals.

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## BRAND HIGHLIGHTS

### Lucrative Market

The demand for convenient, flavorful, and affordable dining options continues to grow worldwide, presenting a lucrative opportunity for franchisees.

### Comprehensive Support

As a Doner Club franchisee, you'll benefit from our comprehensive support system, including site selection assistance, robust training programs, marketing support, and ongoing operational guidance.

### Streamlined Operations

Our meticulously crafted store management techniques ensure smooth daily operations, allowing franchisees to focus on delivering exceptional customer experiences and maximizing profitability.

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## LOCATIONS

With our partners, we carefully curate the locations for Doner Club franchises, to ensure successful implementation of the Doner experience, while meeting all business needs and goals.

Manjeri, Kerala, India	Home Counter	850 sqft	Dining
Calicut, Kerala, India	Home Counter	800 sqft	Dining
Kottakkal, Kerala, India	Home Counter	650sqft	Dining
Kammanahalli, Bengaluru, India	Home Counter	1200 sqft	Dining
Kormangala, Bengaluru, India	Express Counter	550 sqft	Dining



## LOCATIONS

Thrissur, Kerala, India	Express Counter	400 sqft	Dining
Ernankulam, Kerala, India	Home Counter	1200 sqft	Dining
Trivandrum, Kerala, India	Home Counter	800 sqft	Dining
Mukkam, Kerala, India	Express Counter	400 sqft	Dining
Bodigere Cross, Bengaluru, India	Home Counter	650 sqft	Dining



## LOCATIONS

Edappal, Kerala, India	Home Counter	600 sqft	Dining
Vellore, Karnataka, India	Home Counter	800 sqft	Dining
Pondicherry, India	Home Counter	650 sqft	Dining
Nuwaidrat, Kingdom of Bahrain	Home Counter	1200 sqft	Dining
Jid Ali, Kingdom of Bahrain	Express Counter	1100 sqft	Dining



## LOCATIONS

Sharjah,  
United Arab Emirates

Home Counter

650 sqft

Dining

Riyadh,  
Kingdom of Saudi Arabia

Home Counter

800 sqft

Dining

Jeddah,  
Kingdom of Saudi Arabia

Home Counter

750 sqft

Dining

Abhu Dhabi,  
United Arab Emirates

Home Counter

1000 sqft

Dining



## CONTACT

We are available to contact  
on phone or email

+91 9846722560

+973 3460 3936

[business@donerclub.in](mailto:business@donerclub.in)

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