

# ARAB FRANCHISE

THE FRANCHISE BUSINESS MAGAZINE OF THE ARAB WORLD

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ARAB  
FRANCHISE  
EXPO  
DUBAI  
SPECIAL ISSUE

Exclusive Story

## Leading the Legacy

Running the Arab Region's most successful Transport Empire from Saudi Arabia

Fawaz Danish  
CEO, Budget Saudi Arabia



ZAIN (AL) Mohammed  
CEO  
Amjaad Group

The Saudi coffee chain barn's announces major expansion plan



Simon Hooper  
International Business Director,  
Chaiwala

CHAIWALA OF LONDON eyes major global expansion



Gaurav Marya  
Chairman  
FranchiseIndia

Gaurav Marya-The Father of Indian Franchising



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- Explore the benefits of being in business for yourself, not by yourself.
- Discover opportunities in industries that are new or that you might not have considered.
- Understand the difference between becoming a franchisee and an area developer, and what to consider when making this decision.
- Take advantage of all these opportunities under one roof, over just three days!

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# Benefits of Attending a Franchise Show



A franchise exhibition is either a national, regional or local event held to bring together the many members within Arab World franchise Industry. It is a great opportunity to gather information for aspiring franchisees or even those who are just on the cusp of deciding if they want to pursue a career in franchising.

The benefits of attending a franchise show ranges, depending on which side of the franchising world you lie. For a franchisor, it is a great opportunity to increase brand awareness amongst potential future franchisees and also a chance to meet and evaluate any applicants currently in their franchise application process.

The more important benefits are there for the visitors to the franchise exhibition:

### Latest Franchise Developments

Experts want to come to this event to demonstrate their knowledge in franchising, often in hope that you use their services or invest in their business. This is great for aspiring franchisees as it offers a chance to gain valuable information about what's happening in the franchising world right now and what they can expect in the future.

Seeing as those considering franchising are likely to stay in this career for the foreseeable future, the forecast for the industry is incredibly important in deciding which franchise model or industry they should choose.

### Recommendations for Attending a Franchise Exhibition

The benefits of attending a franchise exhibition may be very useful for any individual but unless you prepare on how to gather and utilise this information you won't maximise its potential benefit.

### Research the Exhibitors

Before you attend or even register to attend you should look at who it is that will be exhibiting at the event. This will give you a list of names, companies and seminars that you can use to prepare any questions or research topics. As the seminars will be throughout the day you should schedule what you are planning to attend before as to ensure you don't miss anything important.

As you will have a list of franchisors at the event you should pick the ones that interest you and prepare some questions for them. They will be happy to answer any questions you might have, and this is a great opportunity to gather comparable answers in your process of selecting which franchises to apply to.

### Collect Information

This may seem obvious to most, but a lot happens at these events and it's easy to get caught up speaking to people and navigating the event and totally forgetting to jot down notes for you to review later. There is an abundance of information available at these events and, unless you're lucky enough to have an identic memory, you will likely forget something when you are reviewing everything afterwards.

### Review Everything

After the event, take a period to sit down with your notes, review who it is you spoke to and what franchises you demonstrated interest for. Often a franchise that you expressed some interest for at the event will contact you in the days after, this is a good indicator of a franchise that's actively working on the growth and prosperity of its future. A lot of information is on offer and to maximise the benefits of attending a franchise exhibition you need to plan, prepare and review.

**Khaled AlMaena**  
Chairman, Arab Business Media Group

# ARAB FRANCHISE

Published By:

**ABMG**

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Arab Franchise encourages reader feedback.  
Please email to editor@arabbusinessmedia.com

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# Leading the Legacy

## Running the Arab Region's most successful Transport Empire from Saudi Arabia



**Fawaz Danish**  
CEO, Budget Saudi Arabia

**“Budget Saudi is the largest automotive rental and leasing company in the Middle East in terms of network, fleet size and profitability. It boasts of over SAR 3 billion (\$800 million) market cap and turnover of more than SAR 1 billion (\$266 million) per annum. Fawaz Danish had been instrumental in leading the accelerated growth and expansion of the company in the past two decades.”**

Budget Saudi was established in 1978 as a family owned business in Saudi Arabia. It is renowned for quality and customer centricity eliciting world class car rental and leasing services in the Kingdom. Currently Budget Saudi is the world's largest franchise operator of Budget Rent a Car brand which is part of global Avis Budget Group. It also holds and operates the economy brand Payless in Saudi Arabia.

The company's President and Group CEO, Fawaz Danish's career path started off in the field of law wanting to be a lawyer. He excelled academically

being the topper in his University in Saudi Arabia, and pursued his studies in the George Washington University in USA and George Mason University.

Soon he realised his heart might not be in it. His family had spent decades working in the travel and tourism industry, specifically assisting people with the Hajj – the annual Islamic pilgrimage to Mecca – and Fawaz had always played a role in the family business. He actively participates in the Hajj pilgrimage as the Chairman of the Board for Muttawiffy Hujjaj for South Asia Co.

Perhaps it was his childhood experience in helping customers travel that led him to first walk through the doors of Budget Saudi.

Whatever it was that led him there, it was obviously a good decision, as he's now been with the company for over 20 years.

### **The tale of past two decades in Budget Saudi:**

Fawaz started working with Budget Saudi back in 2002, when it was still a family-owned business and built on strong ethical standards and credibility –

which it still is.

In the span of five years of his joining the company, he, and the team that was built by him, took the company forward to even greater success and Budget was listed on the Saudi Stock Exchange in 2007.

Today, Budget Saudi boasts over SAR3 billion (\$800 million) market cap and a turnover of more than SAR1 billion (\$266 million) per annum. It has been these kinds of success stories that have kept him with this organisation for nearly two decades.

#### **Commitment to Build a sustainable business and society:**

The company led by Fawaz, believes in making a positive difference in the way we do business with transparency, corporate governance principles and commitment to contribute effectively in building sustainable business thereby serving our nation by creating jobs, aligning with Saudi Vision 2030 and contributing to a better society and environment. Our processes and supply chain is reinforced with standards to comply environment conservation and social sustainability initiatives.

#### **Key success factors that contributed to its success, and sustain the top spot.**

At the heart of everything we do, our focus has always been on our customers and stakeholders creating positive experience and delivering value creation. We strive hard to deliver #incomparable world-class services with a local flavour. We had established our hygienic procedures of cleaning our vehicles regularly based on ISO quality standards, mechanical reliability and timely services. Hence adapting to the pandemic situation and assuring our customers of worry-free renting was made easy and fast.

We have also invested heavily in our infrastructure development to ensure reliability in our services, and have built our organisation on the fundamental principles of trust, good corporate governance and dependability.

#### **Challenging the challenges for car rental companies in the Middle East.**

The challenges are mainly the market disruptors and subscription based platforms that have entered the MENA region with no inventory at all. We are innovating our products, upgrading our technology and ensuring we deliver a digital transformation to enable our customers to reach us at their convenience. Moreover, we have made them complementary to our business and expansion by establishing strategic partnerships with a few of them.

“We are innovating our products, upgrading our technology and ensuring we deliver a digital transformation to enable our customers to reach us at their convenience.”

Budget Saudi has already initiated steps towards energy conservation by launching hybrid cars into our fleet. We have established recycle, reuse and renew processes in our workshops, offices to contribute to sustainability.

#### **Opportunities for car rental companies in the Middle East that are not available anywhere else?**

There's no doubt car hire is undergoing a transformation in our region. The authorities are making it mandatory to comply with global standards, which gives a unique advantage to fundamentally strong organisations like Budget because we already have well-established quality standards and corporate governance and compliance initiatives. Digital transformation and scalable mobility solutions are the key drivers to exploit the opportunities. We need to create and sustain customer experience standards. Tourism industry development is a major opportunity for our industry in Saudi Arabia.

#### **Your comments on the transformation of the car rental industry.**

The technological transformation of our industry has been the biggest change.



It has led to a change in customer behaviour and preferences. We've seen that more corporate customers are opting for car rental services. Customer expectation has also grown over the past decade, which is why keeping pace with customer expectation and adding value to their experience is our primary commitment.

**Future prospects and Budget Saudi.**

We're expecting to see car sharing and subscription based B2C leasing gain momentum, as well as car rental companies looking at better ways to contribute to environment conservation efforts.

Budget Saudi has already initiated steps towards energy conservation by launching hybrid cars into our fleet. We are also in discussions to launch electric cars into our fleet, and moving towards reducing carbon footprint from our fleet.

**What is one thing you would like to change about the industry?**

Our industry lacks uniform standards. I would like to see every company in our industry follow the same safety and quality standards that we do. However, it needs the commitment of industry leaders and enforcements.



**Your personal choice of cars and why?**

That's a difficult question because I love all cars. Toyota and Hyundai are definitely the most preferred brands in our fleet. Nevertheless, my preferred choice for personal use would be a Mercedes-Benz. The safety standards and elegance of these vehicles are top class.

The year 2022, had been a highly successful one for Budget Saudi. We had expanded our network to

unreached cities of Saudi Arabia. Today we operate the largest network of over 90 retail stores in over 30 cities, and serve both international and domestic travellers through our network of 14 airport locations. The B2B leasing and logistics business had seen unprecedented growth this year. We are committed to serve our customers at their convenient best creating memorable experiences.

Budget Saudi is "Your journey partner in Saudi Arabia".

**“We have also invested heavily in our infrastructure development to ensure reliability in our services, and have built our organisation on the fundamental principles of trust, good corporate governance and dependability.”**



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# CHAIIWALA OF LONDON eyes major global expansion with two major new appointments



“Chaiiwala of London has 70 stores currently open in the UK (75 worldwide), with a further 100 set to open in 2023 and is going to increase exponentially to develop 500 stores in the UK and develop our International footprint across the USA, Canada, Middle East and Europe”

Chaiiwala Of London, the rapidly-growing Indian street food brand, has appointed two new major roles to take the business forward and drive an ambitious expansion program both in the UK and across the globe. Chaiiwala is one of the leading Fast Casual dining restaurants in the UK today which has balanced tradition with the growing consumer need for aspirational, fresh and exciting food with a story.

What started as an eatery paying homage to traditional Indian street food is now an iconic brand with a real standing within every community we serve.

The company, which is one of the leading fast casual dining restaurant chains in the UK, has named Abdul Piranie as its Chief Financial Officer and Simon Hooper as International Business Director.

Mr Piranie has more than 20 years' experience in financial services, with HSBC Bank and Global Payments, where he was the Finance Director of Europe. His experience is based around leading acquisitions, merges and corporate governance.

Mr Hooper also has two decades of

strategic growth experience under his belt, working with boards across the UK, Middle East and Asia where he specialised in expanding and developing market-leading brands across retail, hospitality, franchising, corporate and private equity environments.

Born in Pembrokeshire, Wales, Mr Hooper has divided his time in the past 20 years between Surrey and the Middle East and India. His previous roles include Chief Operating Officer for Al Raya in Saudi Arabia, Country Head for Geant Casino hypermarket group in

Kuwait, and Chief Operating Officer for Hypercity in India.

Bringing his wealth of experience to Chaiiwala of London, he outlined his vision for expanding the company which is already fast becoming one of the most recognisable names on the High Street for quality Indian street food dining.

Mr Hooper said: "I was already a big fan of the food having lived, travelled and worked in India for many years. Chaiiwala is very nostalgic for myself and my family as we love great food, chai and the vibrant environment.

"The Chaiiwala of London brand is innovative, fresh, fun, vibrant, energetic and cutting edge. When I met the founders I loved the energy, teamwork and vision for the company, and left the meeting excited that this was a brand I could see replicating its home success across global marketplaces."



*Simon Hooper,  
International Business Director,  
Chaiiwala*

“*Chaiiwala of London has 70 stores currently open in the UK (75 worldwide), with a further 100 set to open in 2023. But Mr Hooper says that is going to increase exponentially in the coming years. He said: “The business is looking to develop 500 stores in the UK and the develop our International footprint across the USA, Canada, Middle East and Europe with selected first-class partners. I am joining a very experienced team with global experience who have built a beautiful business. The training, processes, design, distribution and technology structures are robust, deliver well and can scale at pace.”*”





Chaiiwala of London has 70 stores currently open in the UK (75 worldwide), with a further 100 set to open in 2023. But Mr Hooper says that is going to increase exponentially in the coming years. He said: "The business is looking to develop 500 stores in the UK and the develop our International footprint across the USA, Canada, Middle East and Europe with selected first-class partners.

"I am joining a very experienced team with global experience who have built a beautiful business. The training, processes, design, distribution and

technology structures are robust, deliver well and can scale at pace.

"Joining such a professional, energetic and high integrity team with an entrepreneurial heart, mind and spirit will ensure I continue to learn, develop and grow. This dynamic, passionate and driven business is infectious and I feel energized working with such a super team.

"The key to our success will be delighting customers and colleagues through consistent delivery of aspirational, innovative and beautiful

menus delivered by first class colleagues who are passionate foodies."

In the same way, the original Chaiiwala in the streets of India was the epitome of the community he or she served, the brand lives for the community they serve. A place in the community like its humble predecessor for chai and conversation. Chaiiwala is now synonymous as being the number one food brand of choice for thousands celebrating today's fast lifestyle, diversity and aspirational choices.

# Saudi based Raydan Restaurant Group Eyeing 100 outlets in next five years



The Famous Arabian Cuisine restaurant chain Head quartered in Jeddah with 33 outlets across Saudi, UAE and Egypt is set to expand to 100 outlets in the next five years.

Jeddah-based Raydan, which is a unit of Al-Salami Group, Raydan Food Co (known as: Raydan) is a public company, listed on Saudi Stock Exchange "Tadawul" (TDWL) since November 2019, specializing in establishing restaurants and properties, in addition to operating a number of factories. The Famous Arabic Cuisine restaurant chain head quartered in Jeddah has 33 outlets across Saudi, UAE and Egypt, and is set to expand to 100 outlets in next coming five years.

"We are aggressively franchising new stores. We're hoping to open (stores)

every quarter over the next few months. We're investing obviously in headcount. We are 13,00 people now. We're investing in the head office, we're building a great team where we're getting more and more people that understand the brand in the region our plan is to continue growing across the Middle east and Global markets" said Omar Rabeah Al-Salmi, Chairman of Raydan Food Company. "We would have been even faster if covid hadn't happened. Covid really set us back a bit, but I think we're confident with the offering--the customers are enjoying the food. We feel we've got enough



**“With competition in the F&B sector at an all-time high, Jeddah based Raydan Restaurants is focusing on increasing efficiencies and enhancing its bottom line to stay ahead.”**



**Mr. Omar Rabeh Al-Salmi**  
Chairman, Raydan Foods Company Ltd

formats, so we can go into different areas in the Middle east. We are heading to tier II and tier III towns. I'm very confident we'll get to 100 outlets much faster than we originally planned," He Added

Middle east is the fastest growing and among the largest markets outside the US t. We have two other markets that have we look into Egypt and UAE Markets but Saudi is the fastest growing, and we're really excited signaling a wider acceptance of its Menu in the Region.

In 2019 Raydan food company signed the master franchise agreement with Al Hammadi Group in the UAE and opened the first restaurant un Jumeriah, Dubai. The company continues to localize its menu and open outlets in tier

II and III cities. The chain has also localized sourcing of raw material and worked on improving the supply chain, apart from building a brand presence across malls, high streets and food courts, said Mansour Al Salmi ,MD and CEO of Raydan food Company.

With many food crossovers coming to the region due to diverse cuisines and over 40% of expatriates making up the region's population, the dining and hospitality industry is thriving. With so much happening, the F&B players are always searching for new combinations and trends. And who better than restaurateurs to take you on a stroll around the best and most sustainable food destinations. As the Region's restaurant sector continues to struggle, several American, Italian and French eateries have closed amid the crisis, but Middle Eastern food has managed to buck the trend.

The Middle East Countries has a lot to offer with variety of menu included in our restaurant menu .Our menu offers the best of Mandy which is a traditional dish that originated from Hadhramaut, Yemen, consisting mainly of meat and rice with a special blend of our secret spices, cooked in a pit underground. It is popular and commonly consumed in most areas of the Arabian Peninsula, and even considered a staple dish in many regions. It is also found in Egypt, India, the Levant and Turkey. Cooked in a pressure pot with special spices Madghoot Chicken, served with Madghoot rice. Chicken Madhbi is a very traditional Yemeni dish of chicken or lamb cooked traditionally over hot

stones. It's a very simple dish, seasoned very minimally and served over a bed of rice. Traditionally served with dates, tahini, and honey, we kept it very simple here with rice and a green salad. Madfoon is one of numerous Arabian meals made with a combination of meat and rice.

This signature dish is differentiated by a cooking technique in which the marinated meat is cooked in an underground hole where it is placed on the sand and surrounded by charcoal. Another Signature item in our menu is Lamb haneeth which is a Yemeni dish of spiced lamb, roasted until it's fall-off-the-bone tender with our secret recipe.

"People are also going for a lot of salads nowadays. We have the cold starters, the tabbouleh, the fattoush, the aubergine salad, the cucumber salad, all these sort of things, healthy stuff. People are asking for it more and more Heathy options. Our food is "the kind you find in people's homes using the best ingredients we can get our hands on. I think people are more keen to go plant-based, and Middle Eastern food is very, very easy," says Mansour. "We use a lot of vegetables, a lot of herbs, less meat and all the rich meat sauces. So we've seen a lean towards that, definitely."



**Mansour Al-Salmi**  
Managing Director & CEO,  
Raydan Food Company

Talking towards the Franchise operations side Mohamed Fathi lasheen ,Franchise Director of Rayan Food Company says, "Our Robust and tested support system includes support Comprehensive Franchise Training, To



**Mohamed Fathi Lasheen**  
Franchise Director,  
Raydan Food Company

make sure grand opening (and every day after) goes smoothly, Raydan Company franchise owners must first visit a training restaurant. There, they'll get hands-on experience, advice from other owners, and a better sense of how day-to-day operations run. Onboarding franchise owners will also undergo training modules and be granted access to Raydan Learning Management System"

### Real Estate & Development

Location will have a huge impact on the success of a restaurant franchise owner's business, which is why we help every onboarding franchisee try to find the perfect spot for their restaurant. By considering demographic data and the franchise owner's personal knowledge of the area, we assist with:

- Site selection & lease review
- Design details & conceptual layout
- Access to digital project management system
- Complete construction timeline & cost estimates
- National equipment purchasing

### Operations Support

As an international restaurant franchise, we understand what methods and processes work best for our industry. We use this knowledge to set franchise owners up for growth by providing the systems and support needed to thrive. Whether Raydan franchise partner needs help analyzing their area's demographics or support while planning their grand opening, we'll be there every step of the way. We also provide our franchise partners with guidance from dedicated business consultants, as well as regular visits to help them identify areas for improvement.

### National & Local Marketing

As an international franchise with a dedicated customer base, "Raydan is known and loved throughout the Arabian Peninsula. However, we understand that it's always possible to build on a new franchise's demand, which is why we provide extensive marketing support and materials", Says Mohammed Lasheen



# Gaurav Marya-The Father of Indian Franchising



*Gaurav Marya, Chairman*

Gaurav Marya is India's Leading Franchise and Business Growth Expert and a highly successful serial entrepreneur. Today he is widely known for causing the franchise & Small Business revolution in India. Gaurav embarked on his entrepreneurial journey at the young age of 23 after completing his B.E. and gained Business experience in diverse sectors where he created and sold successful commercial enterprises in sectors of mobile phones, career advisory, restaurants to entertainment Business etc.

Recognizing his ability to be able to take business to the next level and making it scalable and process driven in a short time, He found "Franchise India" in 1999, which is today regarded as India's largest integrated Small Business, franchise, Licensing, retail & real estate solution company.

Under Gaurav's Leadership, Franchise India has grown exponentially. With a team of 700, 40 offices and outreach in 300 towns and cities, the Group touches more than five million individual entrepreneurs, impacting more than 2,50,000 businesses. The media division organiz-

es 300 conferences and expositions across 100 cities in India, and in the Middle East and Sri Lanka. It publishes 4 magazines, reports and books that have both wide circulation and critical appreciation. Its franchise business website attracts 264,000 unique hits every month. The consulting, business brokerage and investment support division serves 2,500 brands and over a million investors. Valuable collaborations include a tie-up with Francorp, a leading global franchise consulting companies based in the US and Bradford Licensing LLC, one of the top 20 brand licensing agencies worldwide.

Gaurav is regarded as India's foremost Business specialist and has consulted over 2000 Large and small corporations in India and international markets in making informed decisions about their Business Growth. He has consulted leading corporates like Reliance, Essar Group, Videocon, Landmark Group, Tata Steel, Unilever India, Levis, 3M, HP, ITC, TVS and Mahindra Retail where he works with CEO's and Senior Leadership teams to align and chart out growth blueprints. He has also consulted many local and regional businesses all over

India, which are today India's retail and consumer brands. Gaurav is also regularly called upon to advise International Businesses in countries like London, UAE, Kuwait, Jordan, Thailand, Nepal, Sri-Lanka, Bahrain in carving their growth plans.

He is highly admired for his non-conformist operating style, confrontational style of management and aggressive marketing business tactics, which also comes forth in the books he has authored including the Bestseller book in franchising "The Science of Reproducing Success", in which he has culled his years of experience in franchising and has sold over 20,000 copies. He has also penned "Take Charge", a Book on Building entrepreneurial and change mindset for achieving Business Growth and is the highest selling business book on Indian stands today. His third book "It Takes Two to Tango" gives insights into making a customer connect in Changing India.

He sits on the Boards of several organizations as an Adviser and Director and also been retained by several Private equity funds with an interest to invest in Business Projects. He has chaired several Global Business Forums on Franchising and Retail in India, USA, Australia, Russia, Paris and London. He is regularly quoted by the press in Leading Dailies and Business Journals both in India and overseas. He has guest starred on several television shows on entrepreneurship and franchising.

Shiv Khera, Global motivational Leader and speaker, once dubbed him as "Father of Indian franchising" at one of India's biggest franchise forum and it is the title which has remained with him ever since. Recognizing that more and more people in India are investing into active businesses and taking on the entrepreneurial path, Gaurav wants to serve this community better. He wants to build Franchise India as a growth specialist helping entrepreneurs, through knowledge and service, on all aspects of buying, setting up and growing a business.

# The Saudi coffee chain barn's announces major expansion plan with 1000 coffee shops by 2030



Al-Amjaad Trading and Manufacturing company, the owner of "barn's" trademark, and several other brands are planning to expand and set for sustained growth in Saudi Arabia.

barn's was founded in 1992 and it was the first café offered a drive-through service in the Kingdom, which enabled us to serve customers better and faster. Operating more than 450 café shops

including more than 150 company-owned drive-thru and seat-in branches, with 344 plus franchised operations.

Al-Amjaad is specialized in the coffee

## SHOW CASE

industry, where it established an integrated factory to produce coffee in an innovative way, it was the first of its kind in the Gulf and Middle East region, in cooperation with several agents distributed in Bahrain, UAE, and Egypt. We are proud of being one of the first Saudi brands specialized in providing coffee in modern ways that meet the taste of our customers.

Over the past five years, the coffee shop industry has progressed tremendously. Consumer behavior has changed and the demand has dramatically increased for a comfortable and relaxing environment where friends, colleagues, and family can gather over a cup of coffee, a pastry, or something fresh to eat. barn's have responded to customer needs and started opening seat-in branches, led by the company CEO Mohammad Al-Zain, the visionary and innovative leader whose ability and insight led him inevitably.

Mr. Al Zain has accomplished targeting various market segments by diversifying barn's shop categories. Shifting from solely operating as Drive- thru coffee shops, barn's has created its first premium line with seating areas at the start of 2021, expanding to 14 coffee shops in the first quarter of 2022. Our



**ZAIN (AL) Mohammed,**  
CEO Amjaad Group



branches strongly compete with local and international brands in the Saudi market.

A prime factor contributing to Al-Amjaad's long-term continuing success is its vision, an attribute that has been passed down from the group's founder. It is yet an informed vision with the company's significant investment in market research, «Before we invest in expansion, I always conduct a study to understand the market, including market size and share in Saudi Arabia » Mr. Al Zain says.

The study assesses the feasibility of entering or expanding in potential

markets and measures the progress of existing products. Mr. Al Zain has successfully achieved several alterations to barn's brand identity and image to its customers since he took over the company's operations.

### **BARN'S EXPECTATIONS ON OUR FRANCHISE PARTNER**

Today, barn's uses a franchising model in order to speed up the growth through the success partners to cover main cities and small towns in Saudi Arabia and even expand to GCC countries. Our ambition is to become the world's best franchise system in coffee shop retail.

“*The newly opened Barns X, confirms its presence in the world of specialized coffee for the enjoyment of gourmets with the tastiest flavors of coffee in a warm and attractive atmosphere. The new branch offers an innovative experience for one to enjoy the finest quality of specialized coffee. Not only is the seating format revived, but the newly named branch Barn's X is used to express the beginning of a new journey and a different experience.*”

## SHOW CASE

barn's Franchise Program grants the full right to use the barn's brand, training manuals and instructions, and the brand's marketing offerings, to maintain the consistency of the branches, facilitate dealing with customers, and obtain effective results at the level of marketing and thus generate profits.

In addition, the franchise programs offer various trainings to franchisees and their employees, to provide them with the skills and knowledge necessary for their success. The duration of the training ranges from 4 to 6 weeks, during which the trainees get information on quality assurance, operation, sales, and marketing.

SINCE  
1992  
**جرب  
barn's**®



**ARAB**  
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**PARTICIPANT LIST**

# ARAB FRANCHISE EXPO - DUBAI 2022

## PARTICIPANT LIST



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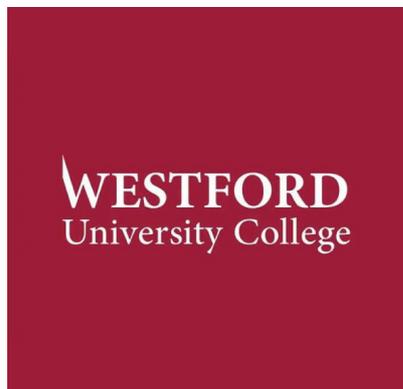
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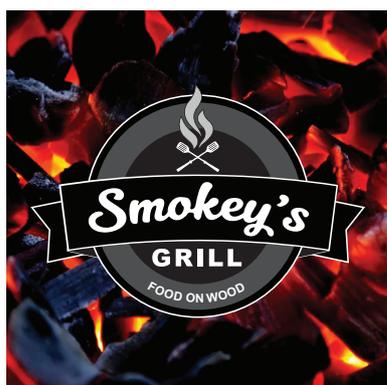
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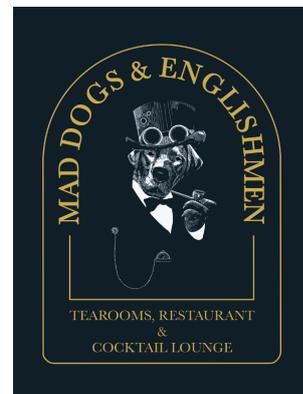
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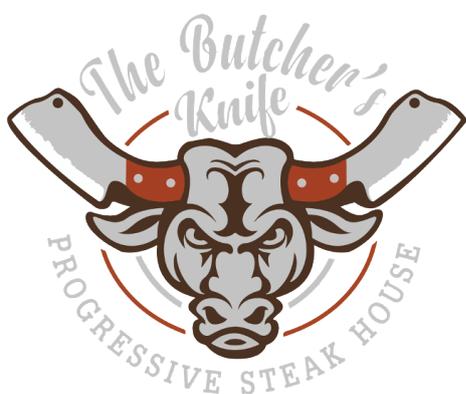
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