



[www.aswaaq.ae](http://www.aswaaq.ae)  
[mart@aswaaq.ae](mailto:mart@aswaaq.ae)  
+971-4-423-4444

800 aswaaq  
(279227)



Franchising  
Information

## *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.



## Franchise Term

**Ten Years from the date the Franchise Agreement is signed.**

The franchise is renewable for two additional terms of five years each, provided to compliance with the provisions of the Franchise Agreement.

## Franchise Fees

**Individual Franchise Unit:**

The initial franchise fee for an Individual franchise unit is AED 110,000.

**Area Development:**

The Franchise Fee & Payment Schedule for an Area Development will be available in 2018

**Royalty Fee** - The Continuing Services

**3% Only of the Gross Sales and is paid on monthly basis.**

## Franchise Phases

**First Phase - 2017**

Exclusive launch to Dubai SME Members with exclusive rights to Individual Franchise Unite

**Second Phase - 2018**

Launch to public with rights to Individual Franchise Unites and Area Development

## Company Overview

**mart** is a local brand owned by aswaaq, one of the recognized and trusted retailers in UAE. **mart** was launched in 2015 with a vision that clearly states the striving towards the achievement of excellence through compliance with international standards & innovation to provide the customers with high quality products and best services.

**mart** is committed to build long-lasting relationships with stakeholders and happily serving the Community. **mart** aspires to be the retailer of choice for all surrounding communities.



## Our Strategy

### Vision

To be benchmarked as a world-class retailer in the region.

### Mission

To build a “Profitable”, “Competitive” and “Sustainable” business through our people, continuous innovation and excellence by providing quality services and products to our customers and community”.

### Core Values

- Dedication
- Leadership
- Innovation
- Integrity
- Professionalism
- Speed
- Teamwork
- Transparency
- Fun

## Training & Support

### Training

**Phase I - Training provided at a location designated by franchisor:** aswaaq will provide franchisees with approximately 25 to 30 days of initial training at aswaaq headquarters or at a location designated by the aswaaq, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase-I Instructions 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 three (3) to four (4) designated attendees.

### Phase II - Training provided at the franchisee's location:

On-site training typically takes place when the franchisee commences operations. Experienced trainers from aswaaq will provide on-site training for a period of 7 to 10 days to assist the franchisee in the commencement of operations.

### Support

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



## What you get



Trademark License



License to Operate



Operations Manual



Training Program



Ongoing Support



Marketing Support

## Awards & Certificates

### Certificates

- HACCP certification
- ISO 14001-2015 Certification, Environment Management System.
- ISO 9001:2015 certification.
- ISO 18001-2007 Certification, Occupational Health and Safety

### Awards

- Dubai Quality Appreciation Certificate
- Best Employer Middle East Award from AON Hewitt
- Cannes Bronze Award for Brand Identity
- Voted as a Superbrand in 2014, 2015 & 2016.
- Dubai Municipality Customer Award for Food Safety internal training
- Dubai Municipality Food Safety Award in Department Store Category
- Gulf Customer Experience Award 2015



## Corporate Social Responsibility

**mart** is committed to the development of the community; the social role is focusing on the education, health, environment & other social activities through events & sponsorships in coordination with our stakeholders.

**mart** aims to develop, improve and proactively participate in CSR activities with the understanding that CSR enhances the overall corporate value.



## 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 must be in accordance with the requirements stated by the franchisor



### 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 franchisees)
- They have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.

