The DYNAMiTE BOX

THEQUALITY IS OUR PLAYSTATION

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THE DYNAMITE BOX
FRANCHISE BROCHURE INFORMATION

THE DYNAMITE BOX STORY

The Dynamite Box

first introduced its unique and flavorful concept in **2020** starting with our flagship branch in **7th circle**

The Dynamite Box has quickly earned a reputation for its gourmet burgers, lively atmosphere, and steadfast dedication to outstanding customer service.

Over the years we have cultivated an environment that warmly welcomes customers of all ages and diverse backgrounds.

THE DYNAMITE BOX MISSION

Our mission is to be the premier destination for individuals and families seeking high-quality, flavorful meals in a casual dining atmosphere. We aim to deliver gourmet burgers, appetizers, and salads with speed and efficiency, ensuring that every customer leaves satisfied and eager to return.

THE DYNAMITE BOX VISION

Our vision is to expand The Dynamite Box brand across multiple locations, both domestically and internationally, while upholding our commitment to culinary excellence and customer satisfaction.

THE DYNAMITE BOX PRODUCTS

The Dynamite Box offers a modern and inviting fast-food experience, featuring a diverse menu of flavorful burgers, innovative appetizers, and fresh salads, all crafted with homemade care. With options ranging from classic beef and chicken burgers to unique dishes like barakeia chicken and dynamite shrimps, our menu caters to a wide array of tastes. We take pride in our commitment to quality, with all sauces made in-house to ensure authentic, fresh flavors.
Whether dining in or taking out, customers can expect quick service without sacrificing the artisanal quality that defines The Dynamite Box.

THE DYNAMITE BOX CONCEPT

We are committed to provide our customers with exceptional value for their money.
At **The Dynamite Box Restaurant**, we aim to offer a **wide selection** of unique and gourmet food, allowing guests to choose and enjoy from our diverse menu.

100%

THE DYNAMITE BOX STRENGTHS

The ingredients we use are of higher quality, and our food is exceptional and has a flavorful twist on the traditional way of cooking.
At The Dynamite Box we take pride in offering over **10 different homemade sauces** to enhance your dining experience, with each dish meticulously prepared to ensure your satisfaction and enjoyment.

THE DYNAMITE BOX SOCIAL MEDIA AND MARKETING STRATEGY

The Dynamite Box leverages social media platforms like Instagram and Facebook to connect with our audience, highlight menu offerings, announce promotions, and collect customer feedback. Our marketing strategy features targeted advertising campaigns, collaborations with influencers, and community engagement initiatives to foster brand awareness and customer loyalty.

THE DYNAMITE BOX FOOD

Our Menu is distributed into two categories to respond to different customer palets.
on average the Buffalo diner consumes **1L60** food and **1L20** beverage.

Average Menu Sales Distrubution

FRANCHISEE P&L ESTIMATE

This percentage may vary from franchise to franchise and from area to area.

THE DYNAMITE BOX LOCATIONS

First branch
2020/12/19
7th circle

Second branch 2023/10/02 Jubeiha	**Third branch** 2024/04/20 Madj Al Hamam
Fourth branch 2024/06/08 Dabouq	**Fifth branch** 2024/07/04 Al Muqabalain

FRANCHISEE SUPPORT

- RIGHTS TO THE DYNAMITE BOX BRAND
- FRANCHISE MANAGEMENT GUIDELINES
- GUIDELINES FOR RESTAURANT DESIGN & CONSTRUCTION
- HIRING MANAGEMENT
- INTENSIVE TRAINING
- SITE SELECTION
- CONTINUOUS OPERATIONAL SUPPORT
- 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 $30,000 to $ 120,000 depending on the kind of franchise you choose, number of outlets, and the country where you are situated in.
- How much is the royalty fee: Our royalty fee is a monthly bases fee and it is up to 15% 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 5% of gross sales.
- What is the minimum financial requirement to qualify as a franchisee?: The minimum amount enquired will vary. Generally, we require a minimum of 150,000.
- Will The Dynamite Box 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.
- Will you be helping us in hiring staff? Yes, we will be advising you on staffing requirements, job descriptions, any 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 beak 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
- FOCUS ON CREATING/MAINTAINING THE BEST CUSTOMER EXPERIENCE POSSIBLE
- ABILITY TO RUN ALL OPERATIONAL ASPECTS OF A BUSINESS
- ABILITY TO ADAPT TO VARIOUS MARKET NEEDS & TRENDS
- ABILITY TO PRODUCE FINANCIAL RESULTS
- 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, Continuous Support

CONTACT

+962 777 90 90 93

oalqabbani@thedynamitebox.jo

THANKYOU!