





About Us

We are a team of expertise in the donut world since 1995 studying the best ways to provide you with a fresh and rich donut with an unforgettable taste "the taste of happiness" where we succeeded to open our first branch after 24 years of testing and experience in 2019 in mecca street amman jordan this is where the story of donutery started

everything starts off as raw ingredients and with care and expertise: we turn these different ingredient into the componenets that make up our chef-crafted and hand picked flavor profiles and combinations





Hamido Khalaf

27 years of experience in the donut industry





Waseem Khalaf

Waseem Khalaf, Jordanian entrepreneur, revolutionized the donut industry with Donuttery. He earned a Business Information Systems degree and spent Nine years developing marketing skills. After working as a product manager and an expert in SME marketing, he launched Donuttery in 2019





Mission:

At Donuttery, our mission is to be the ultimate destination for donut enthusiasts. Beyond the donuts themselves, we aim to create a warm and inviting atmosphere where people can come together to celebrate life's sweet moments. Customer satisfaction is at the core of our mission, and we continuously strive to exceed expectations by providing exceptional service and a wide array of delightful treats.

Vision

Donuttery aims to become the best donut shop in Jordan and expand to the rest of the world. They focus on crafting exquisite, handcrafted donuts, continuously innovating flavours, sourcing top ingredients, and maintaining excellence. Their goal is to be the go-to destination for quality, creativity, and delight in every bite.





Success story

In November 2019, a donut shop named "Donuttery" opened in a bustling city during the COVID19- pandemic. Despite the challenges, the founders of Donuttery remained committed to spreading joy and sweetness through their delicious creations. Their success was attributed to their use of premium ingredients, creative flavors, and artisanal craftsmanship. Each donut was made with love and attention to detail, and the founders were committed to delivering the highest quality products.

Word of mouth quickly spread, and soon, Donuttery became the go-to donut shop for residents and tourists alike. The shop's commitment to exceptional customer service and high-quality donuts further solidified its reputation, making it a favorite destination for donut enthusiasts. Within a remarkably short period, Donuttery success story unfolded like a dream come true.



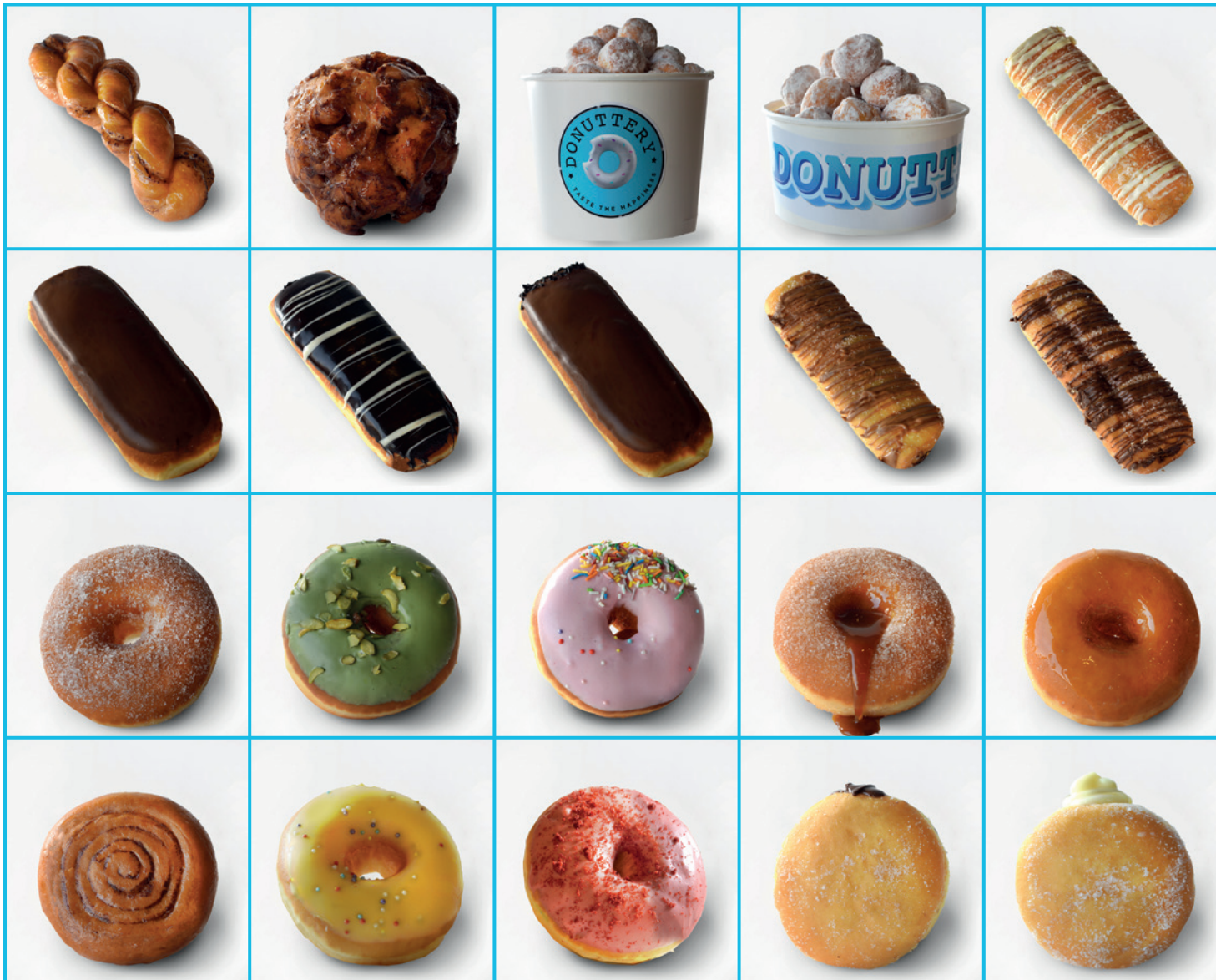


Current Location

- 1-Mecca street
- 2-Khalda- Dabouq District
- 3-Sweifieh
- 4-Marj AlHmam
- 5-Jubeiha
- 6-Irbid
- 7-Tabarbour
- 8-Fuhies









The targeted market/demographics

for a donut shop can vary depending on the location, concept, and offerings of the shop. However, here are some common target markets and demographics that a donut shop might consider:

1. Local Residents: This is the primary target market for most donut shops. Local residents of all ages, from children to senior citizens, enjoy donuts as a treat or a quick breakfast option. Consider offering a variety of flavors to appeal to different preferences.
2. Commute and Work Crowd: Donut shops located near busy commuter routes, office complexes, or industrial areas can attract the morning rush hour crowd looking for a convenient and portable breakfast.
3. Students: A donut shop near schools, colleges, or universities can target students looking for a quick snack between classes or during study breaks.
4. Families: Donut shops can be family-friendly destinations. Offering a kid-friendly menu and creating a welcoming environment can attract parents and children.





5. Tourists and Visitors: If the donut shop is in a popular tourist area, consider catering to tourists and visitors looking for a local treat or a memorable food experience.

6. Coffee Enthusiasts: Many people enjoy donuts with their morning coffee. Consider offering high-quality coffee or partnering with a local coffee roaster to attract coffee enthusiasts.

7. Special Occasions: Donuts can be a hit at events and parties. Targeting special occasions like birthdays, weddings, and celebrations can be a lucrative niche.

8. Late-night Crowd: If the donut shop is open late into the night, it can become a favorite spot for night owls, shift workers, and those looking for a sweet treat during late hours

It's essential to conduct market research and analyze the local demographics and competition to identify the most promising target market for your specific donut shop. Tailoring the offerings and ambiance to cater to the needs and preferences of your target market can significantly increase your chances of success.



Why Join Us

Joining a donut shop for high-quality donuts can offer several compelling reasons for potential customers. Here are some key points you can emphasize to attract customers:

1. **Delicious and Fresh Donuts:** Highlight the mouthwatering taste and freshness of your donuts. Emphasize the high-quality ingredients, carefully crafted recipes, and the effort that goes into making each donut a delectable treat.
2. **Wide Variety of Flavors:** Offer a diverse range of flavors to cater to different tastes and preferences. Whether it's classic favorites or unique gourmet creations, having a wide variety of donuts can appeal to a broader customer base.
3. **Premium Ingredients:** If you use premium or locally-sourced ingredients, mention this as a selling point. Many customers appreciate knowing that the donuts they're enjoying are made with top-notch ingredients.
4. **Artisanal Craftsmanship:** If your donuts are made with artisanal craftsmanship, handcrafted with attention to detail, mention this to highlight the level of care and passion that goes into each creation.



5. Freshly Made Daily: Let customers know that your donuts are freshly made every day. The promise of freshly baked donuts can entice people to visit your shop regularly.

6. Customization Options: Offer customers the ability to customize their donuts with various toppings, fillings, or glazes. Personalization can create a unique and memorable experience.

7. Premium Coffee Pairings: If you offer high-quality coffee to complement your donuts, promote the idea of enjoying a perfect pairing of delicious donuts and exceptional coffee.

8. Exceptional Service: Highlight the excellent customer service and a warm, inviting atmosphere that customers can expect when they visit your donut shop.

9. Specialty Donuts: Showcase any specialty donuts that are exclusive to your shop. These could be seasonal treats, limited editions, or signature creations that customers can't find elsewhere.

10. Hygiene and Safety: In today's health-conscious environment, reassure customers about your shop's hygiene practices and safety measures, ensuring a clean and secure environment.

11. ISO





Letter of Interest

Phone Interview & Basic
Information Request

Application
Submission

Background Check
& Financial Verification

NDA

Memorandum of
Understanding & first
Payment

Franchising
Agreement

Site Selection, Site Construction,
Training Program, Unit Opening,
Continuous Support





- The right to use the trademark in compliance with the development schedule.
- Technical knowledge (know-how) on how to manage and operate the project within the framework of the franchise.
- Operation manual, which defines the procedures for managing and operating the project within the framework of the franchise.
- Using the call centre and technology available to the franchisor if he so desires.
- Utilizing and assisting with marketing techniques through the franchisor's central marketing department.
- Assistance in organizing advertising campaigns, public relations and promotion of the chain of franchise stores
- Providing unified promotional materials templates to be used in franchise stores.
- Assistance in selecting the commercial location for the franchise
- Assist in site design and construction/renovation.
(Adopting a unified form for the chain of franchise stores is faster and less expensive thanks to the use of designs according to unified standards set by the franchisor)
- Assistance with the request and installation of equipment for the site according to the design.





- Assistance in ordering the first shipment of raw materials.
- Joint programs to purchase products or services from suppliers.
- Assistance in the recruitment and selection of staff
- Training program for new franchisor employees.
- Assistance with the opening of the site from the team of experts a week before the opening and a week after
- Assisting with operating software, selecting computers, providing optimal cost and controlling inventory
- Periodic visits to provide advice and advice by the franchisor's representatives.
- Research and development work for new products. Preparing marketing strategies (adopting new ideas or products proposed by the franchisor)
- Allowing the franchisors to exchange experiences among themselves by organizing periodic meetings, issuing a company bulletin, or launching an intranet.
- Assistance in setting up a common website for the network of franchise stores, which aims not only to introduce the network and its offerings, but also through which it is possible to obtain, for example, updates of the operation manual.



Why Donuttery Franchise

Donuttery are sold in a region that stretches from southern Jordan to Saudi Arabia's bordering cities. The company relies on the authentic flavour of its genuine products and works hard to develop and innovate while preserving quality and selecting the best ingredients.

Will Donuttery 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

What Models Do you suggest

We have several models to suite your market and it ranges from a Counter to a free-standing unit with production centre

Will you be helping us in hiring staff

Yes, we will be advising you on staffing requirements, job descriptions, pay 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 break even point and expected Return on investment at earlier stages

What type of support Donuttery will be providing

Details of services are mentioned within this brochure



How much is the franchise fee

The franchise fee varies between 50k\$ to 100k\$ 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 6% 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 3% of gross sales

How much does it cost to open a branch and what are the monthly operational costs?

The financial costs for each individual varies depending on location), location size, location requirements, staff size, delivery business model and more. There are many variables to consider, therefore a business plan that includes a P&L reflecting your ideal business plans will need to be developed

What is the minimum financial requirement to qualify as a franchise?

the minimum amount enquired will vary. Generally, we require a minimum of 300k\$





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