



BUFFALO BURGER™

 COMPANY PROFILE

The Real Thing

WWW.BUFFALOBURGER.COM

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BECOMING A BUFFALO BURGER FRANCHISEE

OUR SUPPORT

Becoming a **Buffalo Burger** franchisee provides you the independence of running your own business with the support of our systems that guarantee a greater chance for success.

THRILLER!



SERVICES INCLUDE:

- Financial studies & guidelines
- Legal & administrative support
- Site selection
- Guidelines for restaurant design & construction
- Equipment selection
- Management hiring
- Intensive training
- Menu development
- Raw material procurement & assistance in developing partnerships with key suppliers
- Management guidelines
- Marketing plans
- Professional training covering all aspects of the business for all levels of the hierarchy
- Access to Buffalo Burger's confidential operations manual
- Continuous operational support
- Continuous research & development to expand the menu, increase operational efficiency, and enhance unit-level profitability



**SENDING FREE MEALS TO HOSPITAL
STAFF DURING COVID-19 CRISIS**



**PARTNERING WITH BREAST CANCER
HOSPITALS DURING AWARENESS
CAMPAIGNS**

GIVING BACK TO THE COMMUNITY & OUR SOCIAL RESPONSIBILITY

We are driven by a genuine desire to be a part of something bigger, proudly making a positive impact in our community. At **Buffalo Burger**, we donate and collaborate with several charitable organizations and deploy several CSR campaigns each year to ensure we give back.

Our franchisees are encouraged to contribute locally in the most relevant and appropriate manners themselves in their community.

FOCUSED ON THE FUTURE

Today, **Buffalo Burger** prides itself on being Egypt's favorite chain, strongly competing in the 'fast-gourmet' category. The brand remains committed to evolving with its customers' ever-changing needs to deliver a 360-gourmet dining experience enjoyed by different social segments and age brackets for its unbeatable taste, exceptional quality, and high hygiene standards.

We believe that innovation is the key to satisfied customers, which is why we constantly improve our practices and create new channels to enhance our customer experience; from launching our online ordering website, application, chatbot, and loyalty system!

Our investments go beyond the sales channels and include investing in our employees' training and product developments to serve customers better while drawing a smile on their faces.

Our next step in our growth strategy includes expansion internationally to provide The Real Thing throughout the MENA region and beyond, and expand our regional branches in Egypt to 50 branches by 2023.



WE TAKE PRIDE IN ALL OUR BRAND ACTIVITIES

OUR GUESTS, **OUR #1 PRIORITY**

OUR TEAM, **OUR KEY INGREDIENT**

OUR COMMUNITY, **OUR PURPOSE**

OUR PASSION, **OUR DRIVE**

OUR QUALITY, **OUR PRIDE**

OUR MENU, **OUR COMPASS**



WELCOME TO BUFFALO BURGER

Running a **Buffalo Burger** franchise is a demanding job, yet the benefits are immeasurable, and our franchisees are a huge part of our success story.



15 YEARS EXPERIENCE

50 BRANCHES IN EGYPT

**10+ MILLION SANDWICHES
SOLD IN 2022**

2000+ EMPLOYEES

WHO WE ARE

We are entrepreneurs with a pool of skills, a wealth of International experience and a diversity of backgrounds.

Our management team is comprised of chefs, culinary experts, businessmen and financial investors. Collaboratively, we add value to the brand to deliver quality and impeccability to our customers

15 YEARS EXPERIENCE

44+ BRANCHES IN EGYPT

6.5+ MILLION SANDWICHES

SOLD IN 2021

1,500+ EMPLOYEES



CUSTOMER SATISFACTION



BUFFALO BURGER™

CUSTOMER SATISFACTION

At Buffalo Burger our customer satisfaction is everything.

Any complaint is treated in a standard manner and reported to top management; followed up with and adjusted accordingly.

Our customer feedback is what pushes us to maintain top quality products as well as push further with innovative out of the box items.



OPPORTUNITIES



OPPORTUNITIES

We offer different store types



FLAGSHIP DRIVE THRU & STANDALONE TYPE



STREET SHOP TYPE



FOOD COURT TYPE

**WHAT IT
TAKES**



BUFFALO BURGER™

WHAT YOU BRING

If you're 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 value to the **Buffalo Burger** 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**



**DESIRE TO LEARN & FOLLOW
OUR OPERATING SYSTEM**



**ABILITY TO RUN ALL OPERATIONAL
ASPECTS OF A BUSINESS**



**ABILITY TO PRODUCE
FINANCIAL RESULTS**



**ABILITY TO ADAPT TO VARIOUS
MARKET NEEDS & TRENDS**



**FOCUS ON CREATING/MAINTAINING THE
BEST CUSTOMER EXPERIENCE POSSIBLE**



**THERE IS IMMENSE OPPORTUNITY TO BE A PART OF OUR FAMILY AND GROW
WITH ONE OF THE STRONGEST AND FASTEST-GROWING BRANDS IN EGYPT.**

OUR LOCATIONS



BUFFALO BURGER™

42 BRANCHES & COUNTING ALL OVER EGYPT



BUFFALO BURGER™

42

Branches

بورسعيد : Port Said

☛ قرية مرجباً - أمام المركز الثقافي

الإسماعيلية : Ismailia

☛ شارع شبين الكوم - أمام بنزينة توتال

أسيوط : Assuit

☛ أبراج نايل بلازا - ارض الملاعب

راس البر : Ras El Bar

☛ اللسان فودكورت الداون

المنصورة : Mansoura

☛ شارع حي الجامعة - أمام توكيل تويوتا

☛ شارع الجمهورية - أمام كلية الحقوق

طنطا : Tanta

☛ مول طنطا

☛ 45 شارع الجيش - أمام دار المناسبات

الزقازيق : Zakazik

☛ 2 شارع الخشاب - القومية

زهران المعادي : Zahraa El Maadi

☛ 3 شارع الخميسين

شبرا مصر : Shobra

☛ 212 شارع شبرا

التجمع : New Cairo

☛ مول داون تاون

☛ مول كونكورد بلازا - شارع ال 90

☛ كايرو فيستيفال سيتي - فودكورت

مدينتي : Madinty

☛ فودكورت Open Air Mall

زايد : Sheikh Zayed

☛ مول السرايا

الشروق : Al Sherouk

☛ داخل مول سيتي بلازا - بجوار الجامعة البريطانية

العبور : O bour

☛ جولف سيتي مول - طريق مصر الاسماعيلية

الرداب : Al Rehab

☛ فودكورت بوابة 6

اسكندرية : Alexandria

☛ شارع مصطفى كامل المشير - سيتي سكوير مول

☛ سيتي سنتر - كارفور الصراوي

☛ شارع الطيار محمود شكري - سموحه

☛ طريق الجيش - عمارات الاليزيه برج اللؤلؤة

730 العصافرة

ساحل : Am w a j

☛ قرية امواج - مول Rivette

الغردقة : Hurghada

☛ الممشي السياحي - اسبلاندا مول

مصر الجديدة : Heliopolis

☛ 105 شارع النهضة - ميدان تريومف

☛ 22 شارع ابراهيم اللقاني - أمام قصر

الاتحادية - روكسي

☛ سيتي ستارز فودكورت - الدور 8

☛ سيتي سنتر المازة فودكورت

☛ 2 شارع انقرة - أمام مركز الالعاب الرياضية

مدينة نصر : Nasr City

☛ 9 شارع حافظ ابراهيم - خلف مستشفى حسبو

☛ 27 شارع البطراوي

أكتوبر : 6 October

☛ مول جرين بارك - المحور المركزي

☛ مول مصر

☛ مول العرب - فودكورت

حدائق الأهرام : Hadayek Alahram

☛ 300 أ شارع الثروة المعدنية - حدائق الاهرام

فيصل : F a i s a l

☛ 124 شارع فيصل - أمام شارع المستشفى

المهندسين : Al Mohandeseen

☛ 48 شارع البطل احمد عبد العزيز

الزمالك : Z a m a l e k

☛ 3 شارع طه حسين داخل سنتر اليمامة

المعادي : M a a d i

☛ 27 شارع النصر - أمام سيراميكا كليوباترا

المنيل : M a n i a l

☛ 78 شارع المنيل

المقطم : Mokkatam

☛ 9 شارع أمام حديقة الاندلس

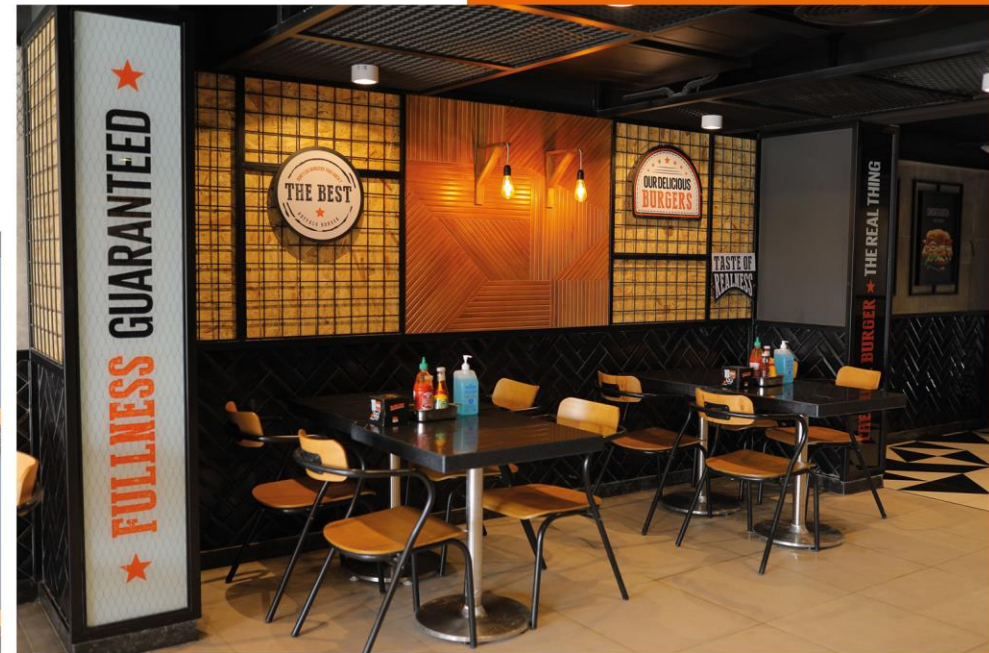
OUR BRANCHES



GALLERY



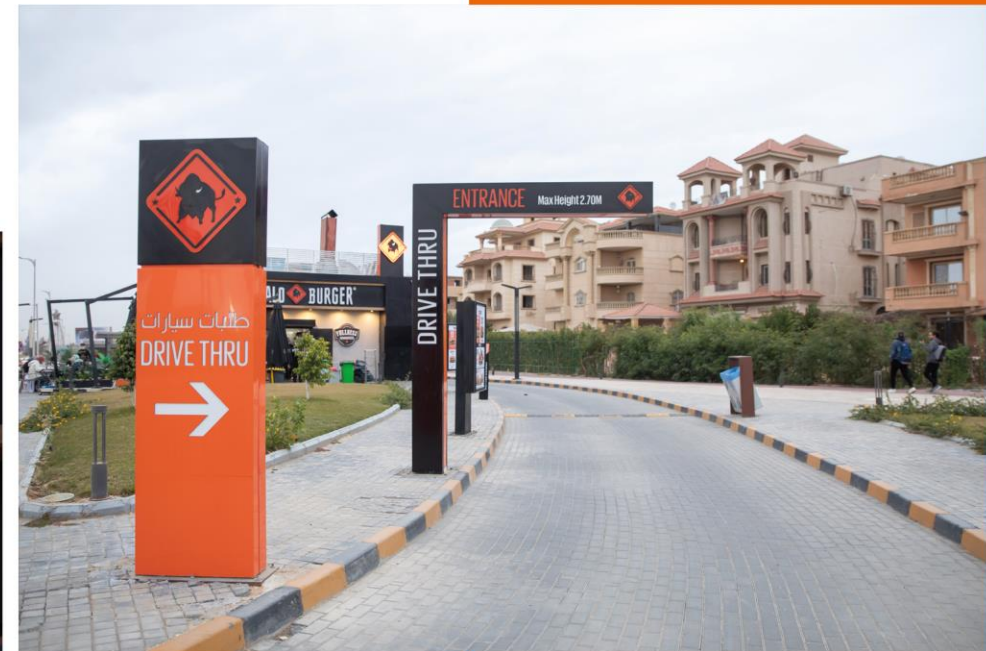
MOKKATAM



GALLERY



DRIVE THRU



GALLERY



ROXY



OUR BRANCHES

Interior



BUFFALO BURGER™





OUR BRANCHES

Drive Thru



BUFFALO BURGER™





STAFF

The Success Partners



BUFFALO BURGER™





WEBSITE



BUFFALO BURGER™

395

جنيه
شامل الضريبة3 سندوتشات 200 جرام
3 بطاطس
3 كوكاكولا

أجيد



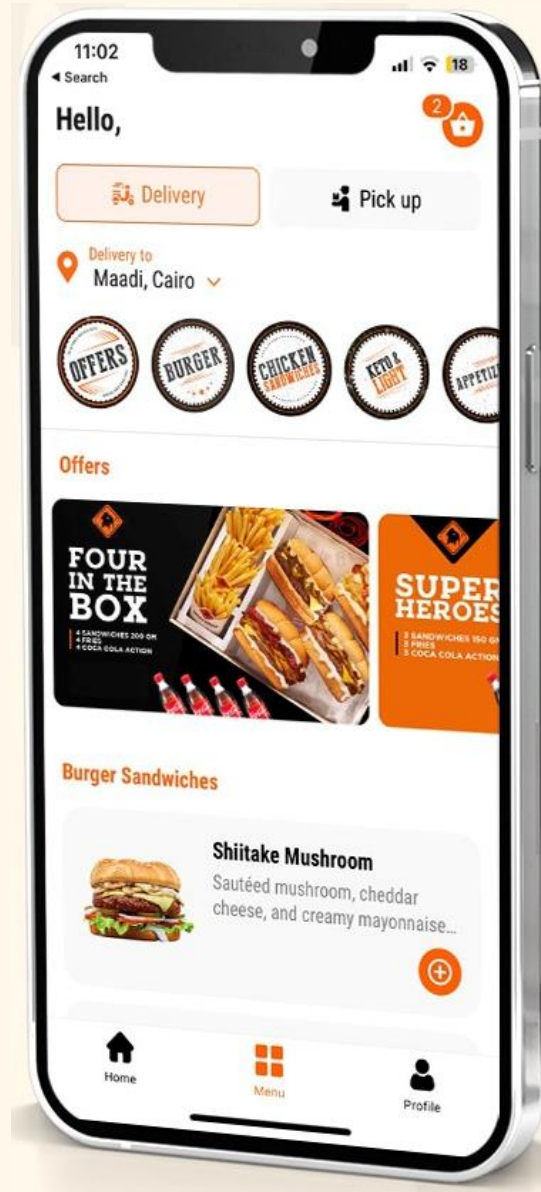
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MOBILE APP



BUFFALO BURGER™

MOBILE APP



SOCIAL STATISTICS



BUFFALO BURGER™

SOCIAL STATISTICS



FACEBOOK

2.3M



INSTAGRAM

581K



TikTok

229.5K

MENU



BUFFALO BURGER™

MENU



OUR
DELICIOUS
BURGER

Hitchhiker



THE
Secret
BURGER



**THE
SECRET
BURGER**
Animal Style



X
Urban





The Real Thing

WWW.BUFFALOBURGER.COM



TASTE OF
REALNESS
Rastafari



BUFFALO BURGER™

THANK YOU

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