



# FRANCHISE BROCHURE NOV. 2023



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# FURN MERCHAK BRAND



# FURN MERCHAK STORY

Furn Merchak is a Lebanese bakery renowned for the quality of its products and an expertise of not less than 150 years.

It was established in 1868 and first became famous for the production of delicious Arab bread as well as French baguette. It was transformed in the year 1975 into a bakery making “Manakich”.

Today, Furn Merchak is reputed for making the most delicious “Manakich”, pies, pastries and specialized in making “Manakich rockets” such as spice rockets, spinach rockets and cheese rockets.

The bakery is visited by Lebanese from all regions of Lebanon, and tourists from all around the globe as well to taste our unique “Mankouche” and unveil the secret of its flavor.

**Our brand promise:  
“The heritage of the past  
is the seed that brings forth  
the harvest of the future”**



# FURN MERCHAK VISION & MISSION

At Furn Merchak our goal is to be **an everyday essential** brand for our customers, our employees and shareholders.

- We offer our customers the best authentic taste.
- We listen to our customers, understand their needs and wants, & above all, deliver the simplest, safest and most rewarding customer experience, every time.
- We provide quality products: all Merchak items are made from fresh quality ingredients & vegetables.
- We offer a simple concept: Merchak create intuitive, fast & delightful customer experience.

**Our heritage & quality items speak for us and speak about our success story.**



# FURN MERCHAK BRAND PERSONALITY

## FRIENDLY

All our clients are our friends.

## HUMAN

Create the experiences we ourselves would want to use. Work from a place of understanding that there's a real person with real needs and wants at both ends of any transaction.

## EXPERTS

We are the experts in taste and offer you the best of the authentic lebanese food.

## GENEROUS

We offer you everything from all our hearts!

## COURAGEOUS

Be brave, remove barriers, acknowledge and correct mistakes, have a point of view, and do what's right.



# FURN MERCHAK UNIQUE SELLING PROPOSITION

Signature recipes transmitted from generation to generation since more than 150 years.

All-year long destination address for the most delicious “Manakich”, pies and pastries.

Distinguished by its thick dough and fluffiness, its incomparable thyme taste and the unique size of its “Mankouche”

Creativity and constant innovation to answer our customers' tastes and needs.

Use of premium quality material.



# FURN MERCHAK TARGET MARKET

BREAKFAST & BRUNCH LOVERS

MANAKICH ENTHUSIASTS

FRIENDS' GATHERINGS

FAMILIES WITH KIDS

COUPLES

TOURISTS

MIDDLE & HIGH INCOME INDIVIDUALS



# FURN MERCHAK MENU

## MANAKICH

Zaatar	100,000 LL
Zaatar Extra	120,000 LL
Zaatar & Labneh	220,000 LL
Zaatar & Cheese	280,000 LL
Zaatar, Tomato & Onions	140,000 LL
Malaa	50,000 LL
Malaa & Labneh	200,000 LL
Cheese	270,000 LL
Halloumi Cheese	280,000 LL
Feta Cheese	240,000 LL
Turkey & Cheese	300,000 LL
Ham & Cheese	320,000 LL
Mixed Cheese	300,000 LL
Lahmeh Bi Ajin	270,000 LL
Lahmeh & Cheese	315,000 LL
Eggs	225,000 LL
Eggs Ham & Cheese	320,000 LL
Eggs & Cheese	290,000 LL
Eggs Soujouk & Cheese	360,000 LL



## DRINKS

- Water Small
- Small Rim Sparkling Water
- Laban Ayran
- Soft Drink
- Juice
- Fresh Orange Juice
- Iced Tea

## Merchak COMBO

Zaatar, Cheese, Lahme, Feta, Sahen Khodra 900,000 LL



## CALZONE

Classic Calzone	285,000 LL
Spicy Chicken Calzone	500,000 LL
Bbq Chicken Calzone	500,000 LL

# FURN MERCHAK MOOD BOARD



# FURN MERCHAK MOOD BOARD



# FURN MERCHAK ARCHITECTURE & SPACE PROGRAMMING

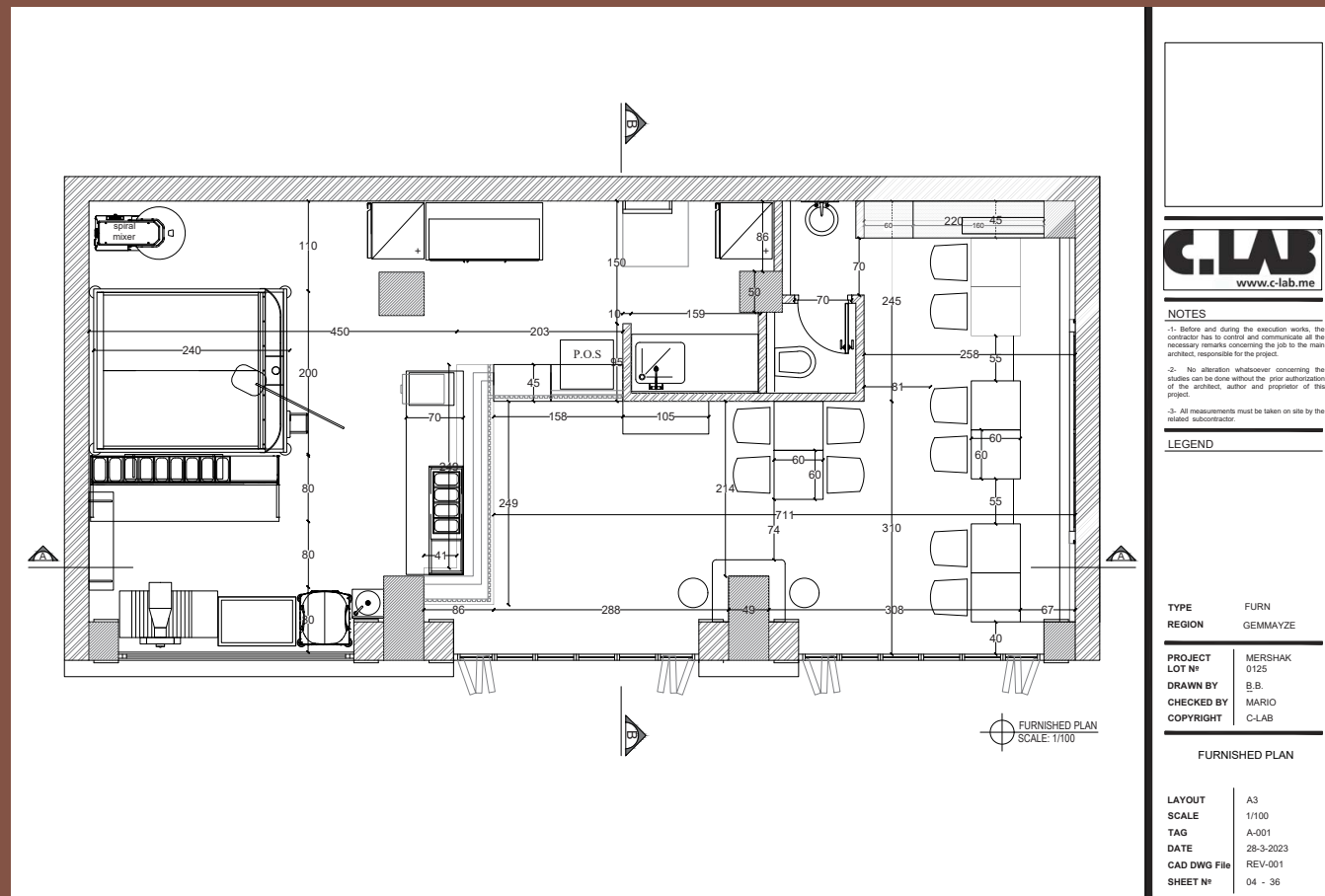


# FURN MERCHAK TYPICAL OUTLET LAYOUT

A Typical Furn Merchak bakery size is 70 to 100 sqm.

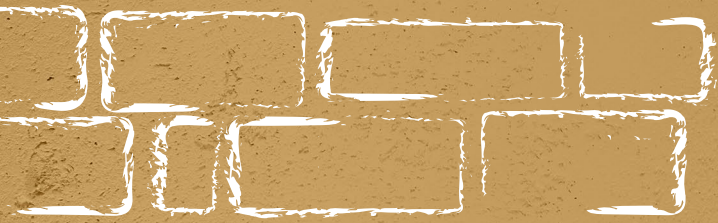
Visible oven as the bakery's main architectural landmark element.

Seating capacity of 15 to 20 seats.



# FURN MERCHAK INTERIOR DESIGN



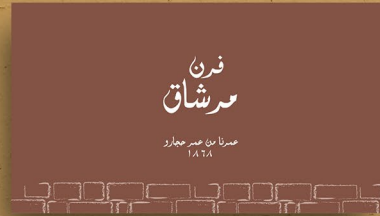


# **FURN MERCHAK BRANDING & COMMUNICATION**



# FURN MERCHAK VISUAL ELEMENTS

## LOGO & COLLATERALS



# FURN MERCHAK VISUAL ELEMENTS

## PACKAGING



# FURN MERCHAK VISUAL ELEMENTS

## PACKAGING



# FURN MERCHAK VISUAL ELEMENTS

UNIFORM



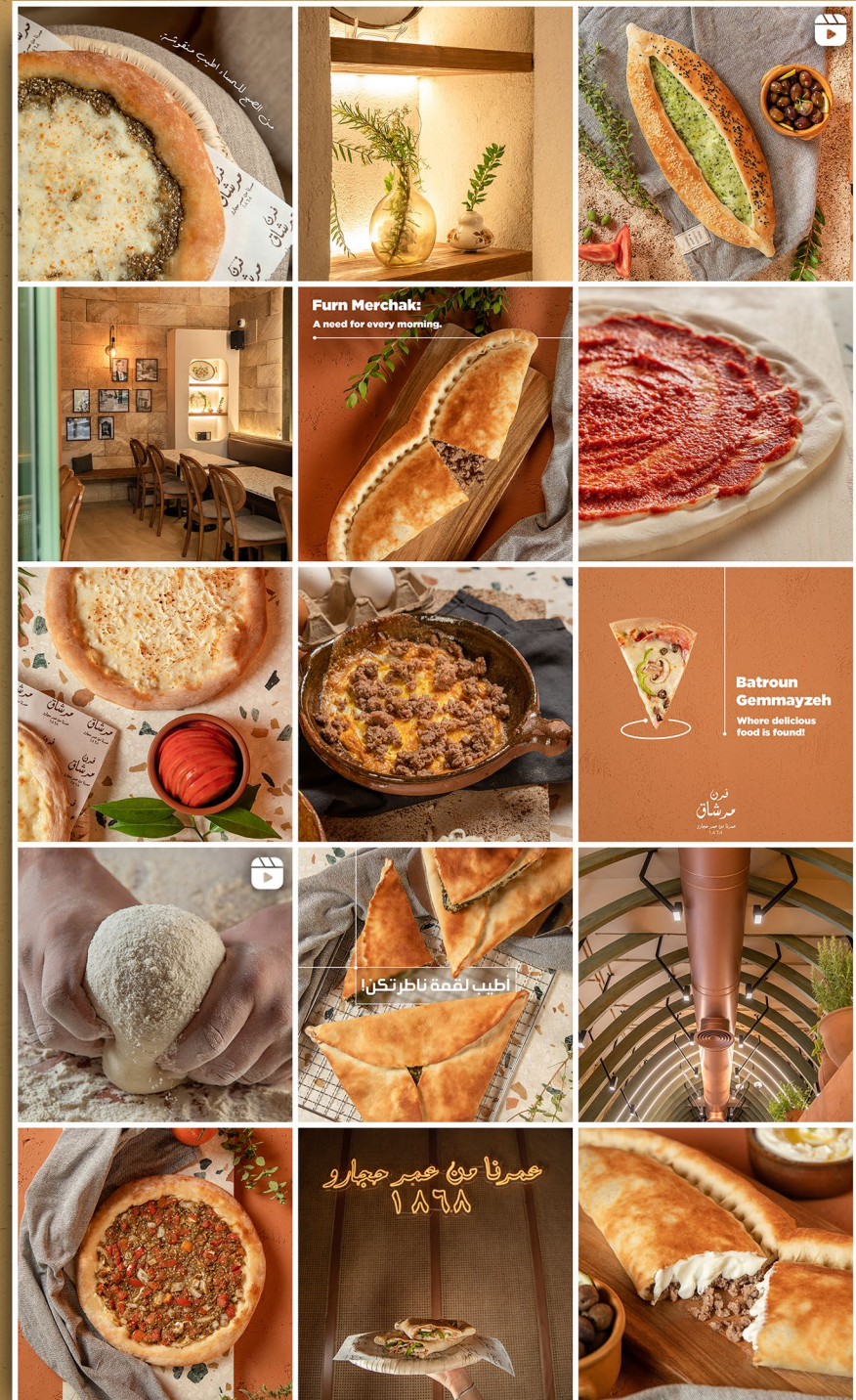
# FURN MERCHAK SOCIAL MEDIA

## ACCOUNTS

Facebook/Instagram: @furnmerchak

**Batroun Gemmayzeh**  
Where delicious food is found!

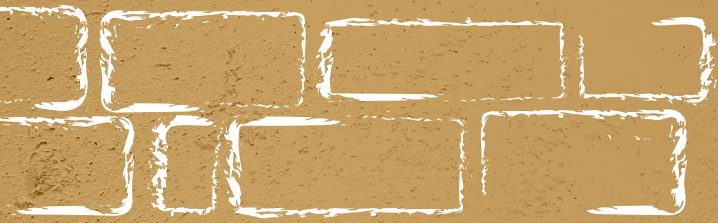
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# FURN MERCHAK SOCIAL MEDIA

BLOGGERS &  
INFLUENCERS





# FURN MERCHAK FRANCHISE OPPORTUNITY



# FURN MERCHAK FRANCHISE STEPS

## STEP 1 – CANDIDATE INFORMATION

Franchise candidate to send a Letter of Intent & a completed application form.

## STEP 2 – COMMERCIAL TERMS

Agree on the commercial terms (fees, period, territory, etc.)

## STEP 3 – HEAD OF TERMS

Sign the Head Of Terms (HOT) detailing the Commercial Terms.

## STEP 4 – FRANCHISE AGREEMENT

Negotiate, revise and sign the franchise agreement.

## STEP 5 – LOCATION

Franchisor to approve on a location selected by the Franchisee.

## STEP 6 – PRE-OPENING

Staff training at Franchisor location and on-site training at the franchisee outlet.

## STEP 7 – OPENING

Opening the outlet, in coordination with the Franchisor & following his approval.

## STEP 8 – POST-OPENING

Continuous support provided by the Franchisor to the Franchisee.



# FURN MERCHAK PRE-OPENING SUPPORT

Franchise documentations provided to the Franchisee upon signature of the franchise agreement include: (1/2)

## **Operations manual**

Addresses FURN MERCHAK's standard procedures related to the day-to-day management of the Bakery for both Front of house and Back of house.

## **Kitchen manual**

Includes recipe cards for all Food and Beverage menu items.

## **Human Resources manual**

Develops FURN MERCHAK standard rules, regulations and relationships with the employees.

## **Finance & Control manual**

Includes information on budgeting, payment of Franchisee fees, reporting of financial statements and Key Performance Indicators, cost control and financial terms.



# FURN MERCHAK PRE-OPENING SUPPORT

Franchise documentations provided to the Franchisee upon signature of the franchise agreement include: (2/2)

## **Sales & Marketing manual**

Details all sales and marketing activities that must be undertaken by the Franchisee as well as the reporting system between the Franchisee and FURN MERCHAK.

## **Branding and corporate identity**

Develops the application of FURN MERCHAK's branding and corporate identity on different material including environmental branding, amenities, press releases, packaging, uniforms, etc.

## **Architecture & Equipment**

Coordination with the architect on the development of the Franchisee's outlets.

Assistance with kitchen equipment selection.



# FURN MERCHAK POST-OPENING SUPPORT

FURN MERCHAK team will assist the Franchisee in post-opening by providing support in various areas including:

## **Training**

- Post opening training.
- Managerial training.
- Specific training upon request.

## **Quality control**

- Mystery visits and audits.
- Controlling and monitoring the implementation of FURN MERCHAK standards in the Franchisee premises.
- Bakery performance assessment.
- Assistance with the operation's financial stability.

## **Brand communication**

Development of the brand awareness through:

- Promotions on regional and international levels.
- Social media interaction.

## **Management system update**

- Continuous support depending on operation's needs.
- Continuous programs of research and development.



**CONTACT US!**

# فرن مرشاق

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