



Let's Japengo



Fusion • Style • Cuisine



Japengo
Café



Company History & Philosophy:

Mr. BinHendi's passion for creativity and new concepts has resulted in the BinHendi Group hospitality division expanding into more than a dozen restaurants and coffee shops, each uniquely positioned and extremely successful. BinHendi Hospitality offers an exciting selection of dining options available throughout Dubai. Fashionable, relaxed and timeless, BinHendi Hospitality prides itself in presenting various cuisines from sushi to sandwich specialties, from the favorite pastas to succulent seafood and steaks with unique sauces and accompaniments.

Japengo Cafe is a highly successful cafe concept from BinHendi Hospitality based on an eclectic mix of international cuisines with a strong Asian influence. The menu offers high quality cuisine ranging from salads and steaks to sushi, pizza and Pan Asian specialties, all freshly prepared by a team of expert chefs. The chic yet casual decor is heavy in oriental design, and offers an unwinding ambience for all diners.

Japengo Café displays a warm and friendly ambience along with the finest casual, chic interior of oriental design to complement the look. Whether one is entertaining a business guest or having a night out with the family or friends, the setting, ambience and the international cuisine encompassing the high food quality ranging from salads, pastas, steaks, sushi, pizza, pan fried Asian, more and more specialties, all freshly prepared by a team of expert chefs, and served within a high standard of casual service by our greatest servers.

The restaurant best described in three words: Style, Fusion, and Multi-cuisine. Japengo serves the finest casual dining in a trendy look and style from the restaurant atmosphere, staff look, and food presentation. Take away and home delivery services are available too.

Franchisee Qualifications:

A number of franchisee candidates will be selected to obtain a Japengo Café franchise. In order to be considered, you must possess some relative knowledge and a strong desire to succeed. You should be hard working, have good people skills, able to work within a system and have a good financial banking. Maturity, stability, and high personal standards of honesty, integrity and excellence are also required. We are also targeting individuals or former managers with F&B and retail businesses background in general.

Our Mission and Vision:

To be the first choice for the customers, to be the first choice for the employee, and to be the first choice for the investors. We would like to provide the community we live in more than just the basic service.





Franchise Operational Models:

A typical Japengo outlet is between 4,500 sq.ft. and 6,000 sq.ft. with a customer service area decorated in a chic interior of oriental design, look, feel and colors.

Franchise Support System:

In addition to field support, members of Japengo organization will provide the services listed below.

Operational Support Japengo Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.

Site Selection Prior to approving a site for Japengo outlet, Japengo Management will provide franchisees with clear guidelines for a suitable location. Japengo will require franchisees to follow these instructions to ensure that an appropriate site is located.

Marketing Support Japengo Management will coordinate development of advertising materials and strategies for the benefit of all members of the franchise network. It will also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.

Purchasing Japengo Management or its affiliate will negotiate quantity discounts on behalf of all of its members, passing some or all of these savings on to the franchisees.

Accounting/Audit/Legal Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

Internal Support The functional areas of training, purchasing, franchisee communications and research and development are typically included in such a department.

Ongoing Research and Development Japengo Management will continue to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.

Overall Program Oversight Japengo Management will provide the overall coordination and planning for the Japengo franchise system.

Franchise Sales Although franchise sales is not a support function, the expense involved for the franchise sales department needs to be considered with all other personnel expenses. A separate department should be responsible for the qualification, follow-up, and sale of franchises. A good franchise salesperson can be expected to close between one and two franchise sales per month, assuming that an adequate lead flow is maintained.

List of Franchisee Services:

- Exclusive license to use the Japengo Café trademarks and trade dress in the franchised territory
- Exclusive license to use the Japengo Café marketing and operational systems
- Assistance in the location selection
- Construction specifications
- Assistance in the construction of the franchised unit
- Supply equipment and furniture for the franchise unit
- Assistance in the pre-operational stage
- Training to the franchisee's staff
- Preparation of the marketing campaign to launch the franchise unit in its territory
- Permanent marketing assistance and support
- Operations and Management Manuals
- Management of the supply of all raw materials necessary to serve the Japengo Café menu
- Management of the supply packaging materials and other accessories
- Integration of the franchisees to advisory committees in the key areas of the business

Training:

Initial assistance provided by Japengo will include the following franchisee training programs:

Initial Training at Franchisor's Location:

It is expected that Japengo Management will provide franchisees with approximately 21 to 30 days of initial training at Japengo's headquarters or at a location designated by the Japengo Management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I instruction 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 up to three (3) designated attendees.

Training provided at the franchisee's location:

On-site training typically takes place when the franchisee commences operations. An experienced trainer from Japengo will provide on-site training for a period of 3 to 6 days to assist the franchisee in the commencement of operations.





Investment:

The initial investment for an individual Japengo Café outlet ranges from AED 4,452,250 to AED 7,786,250 (AED 6,119,250 on average).

Franchise Fee:

Japengo Management will charge a franchise fee of \$75,000 or approximately AED 275,423 for an individual unit.

Royalty:

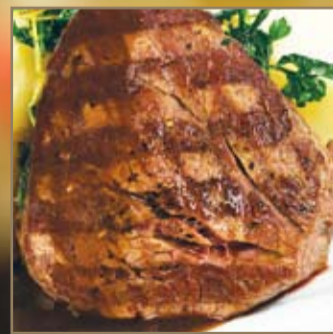
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Marketing Programs:

Japengo Management will provide guidelines for undertaking local promotional activities. The required local advertising expenditure will be two (2) percent of gross sales. At Japengo Management's discretion, franchisees will also be required to contribute up to one (1) percent of gross sales to a corporate marketing fund. These contributions should be paid concurrently with the royalty payments.

Duration:

Japengo Management will have an initial ten-year term for the Franchise Agreement, with two renewal options of five years each (for a total of 20 years).





Japengo Outlets

UAE

Dubai Festival City
Wafi City
Palm Strip Mall
Souk Madinat Jumeirah
Ibn Battuta Mall
Burjuman Centre
Mall of the Emirates
BinHendi Avenue, Deira City Center
Oasis Tower, Sheikh Zayed Rd.
Dubai Mall
Dubai Airport, Terminal 3

INTERNATIONAL

Muscat, Oman
Mumbai, India

Japengo International

Are you ready to become the owner or operator of a Japengo Café?

Call us today, or complete and send the enclosed Franchise Evaluation form!

This is an opportunity that you shouldn't miss.

Contact Us

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