



home of globally popular desserts

we'd simply love to help you



# Overview

- Success Breed Success
- A world class production factory and distribution facility
- Icestone Gelato
- The product range
- The opportunity
- Projected profits
- Estimate of business worth (PKR)
- Success is a matter of choice
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- Our partner- In Pakistan
- Franchisee obligations
- What next
- Success is a matter of choice

# Success Breeds Success

- Icestones Gelatos is a huge success story in the UK
- Number of high profile, high revenue generating outlets throughout the country
- Success based on:
  - Positive Brand Recognition
  - Positive Dining Experience
  - Premium Products
  - Contemporary Outlet Designs
  - First Class Customer Care





# Success Breeds Success continued

Icestone Gelatos ensure Franchisee Success through:

- Use of its Intellectual Property
- Guidance in Business Management
- Provision of comprehensive in-restaurant training
- Provision of on-going training and support
- Marketing Guidance
- Guidance in restaurant development and machinery acquisition
- Supply of original recipes and raw materials
- Media Support





# A World Class Production Factory and Distribution Facility

Icestone Gelato in Pakistan will support franchisees through:

- Establishment of a World Class Factory Unit in Mangla where all the first class products and food preparation will take place.
- From this factory, franchisees' will receive their deliveries in chiller vans.
- World Class means – quality promised is quality delivered as per the promise of the brand through investment in human resources, machinery and processes.





# Ice Stone Gelatos

Home of Gelatos where:

- Ice creams become Luxury Gelatos
- And where the Customer is the KING
- Where everyone lives the good life



# The Product Range

We can justifiably claim – Desserts **Я US** as we do all these premium yummys:

- Gelatos – our signature range of Ice Cream, though we never call them Ice creams
- Healthy frozen Yogurts, Fruit Ices and Fruit Cocktails
- Mochtails, Gelato Milkshakes, Smoothies, Frozen Yogurt and Cake Shakes
- Drinks



# The Product Range

- Belgian Hot Waffles and Hot Cookie Dough Desserts
- Sundaes – aplenty in choice
  - Desi Treats
  - Crepes, Chocolate Fondue, Profitroles, Macrarons Cheese Cake



# The Opportunity

Icestone Gelato in Pakistan exist to turn a modest upfront investment into a thriving business that yields high net profits for the franchisee.

We do this by:

Providing premium class products to enhance pleasure eating to a different level.



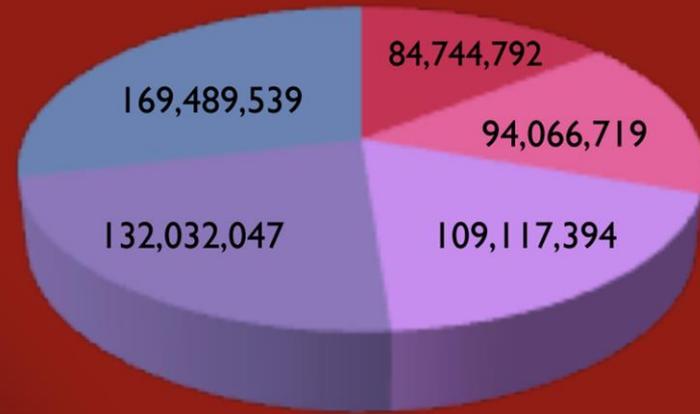
# Projected Profits

Unit Size	Gross Annual Sales	Cost of Sales	Annual NPBT (Pak Rs)	Monthly NPBT (Pak Rs)
Medium	98,550,000.00	68,985,000.00	29,565,000.00	2,463,750.00

Figures are for illustrative purposes only and have been taken from Icestone Gelato Business Plan.



# Estimate of Business Worth (Pkr)



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# Success is a matter of choice

To succeed you need:

- Quality Product – which we have based on quality ingredients
- A world class production and supply chain
- World class processes that turn out consistent quality
- A well trained staff and well appointed restaurant
- Franchisee commitment to excellence
- We can help you with all of the success factor  
can you provide the commitment?



# Seating Capacity

- Icestone Gelato provide the following options:
- A Small Restaurant Franchise – this is limited to a 75 seater restaurant
- A Medium Restaurant – this is an up to 150 seater restaurant
- A Large Restaurant – this is a 150 plus seater restaurant facility

## You choose:

- You choose the size and scope of your franchise
- We are here to help!



# What Else does Franchising Fees Cover

- Legal fees for the initial contracting are covered within the franchising fee
- Guidance and information on the restaurant design, colour schemes
- Guidance on what machines are needed
- Guidance on who can fit the restaurant and supply furniture at competitive rates
- You will have access to our marketing material samples to promote your restaurant
  - printing and its cost is left to you
- We can provide initial business plan guidance
- More advanced business management can be contracted through our partners





## Our Partner – In Pakistan



Ahmed and Ahmed Management Consultants: they are our partners in contracting the franchising agreements between Icestone and you, arrange all the documentation and manage the relationship. Ahmed and Ahmed cannot take any monies for franchising fees as those have to be paid directly to Icestone account.

Dawood Associates  
Law Firm

Dawood Associates: they are legal partners who will ensure that the agreement between the franchisee and Icestone protects both parties. Dawood Associates will not charge the franchisee for this initial agreement. Additional legal work is a matter between the franchisee and Dawood Associates.



Jamal Shah: Is our partner in providing design and fitting services. Any work under taken by Jamal Shah is a private contract between the franchisee and Jamal Shah. We have faith in Jamal Shah to be a reliable partner in serving franchisee interests.

# Franchisee Obligations

To ensure quality and success of the franchise operation:

- Sell only Icestone Gelato product lines
- Accept marketing responsibilities as per Icestone advice and guidance
- Ensure Employees are trained in product production and customer care and motivated by humane treatment and fair payment scheme
- Keep supplier relationship cordial and robust through timely payments and transparency
- Keep the operation clean, transparent and compliant with the laws of the land



# Success is a matter of choice

- Icestone provide the best choice
- Do you want to take it up?



# What Next

## Critical Steps

- Decide on the size of the franchise – pay the fee to Icestone
- Get the agreement in place
- Choose the location of the restaurant
- Contract with Jamal Shah or some other company to develop it as per our brand requirements viz machines, furniture and deco
- Plan the launch – Jamal Shah can help with marketing
- We supply all the training and food items required (at cost) you need for the

