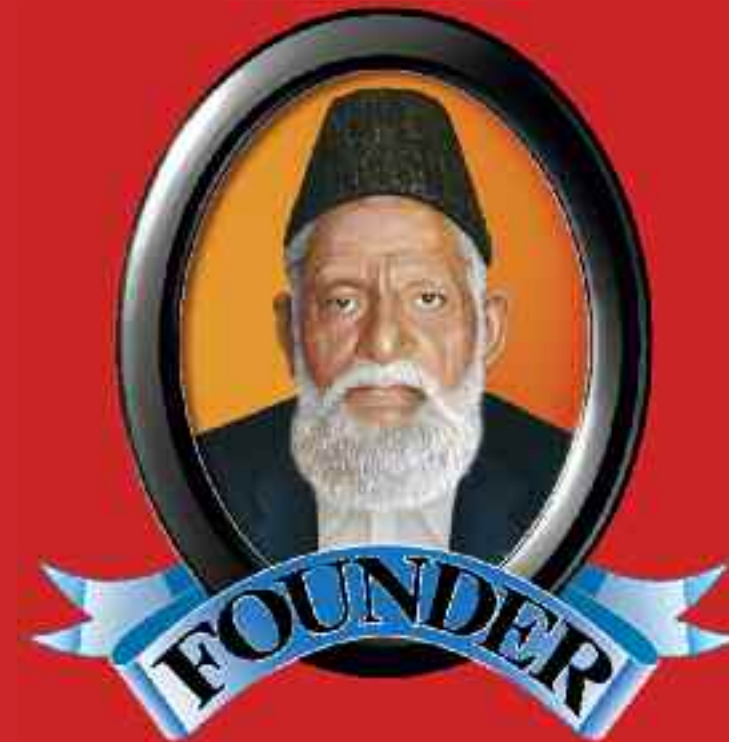


**Your Opportunity
for a Successful
Business**

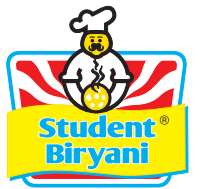
STUDENT BIRYANI FRANCHISE



On a sunny October afternoon in 1969, Haji Mohammad Ali, a 40-year-old man, stood behind a sign. The sign read Cafe' Student. Students returning home from their schools noticed him on the Katrak Road pavement with a few plates and a bucket full of aromatic, flavoursome rice that he called Biryani. Passersby could not resist trying this unique food item. This was the beginning of Cafe' Student. From a humble start to becoming a brand from a brand to a trend and from a trend to an icon, Cafe' Student has come a long way. This has of course been possible through extreme hard work, a clear vision and unfailing customer loyalty.



Our History



On a sunny October afternoon in 1969, Haji Muhammad Ali, a 40-year-old man, stood behind a sign with the passion of serving the best to the community. The sign read Student Biryani. Students returning home from their schools noticed him on the Katrak Road pavement with a few plates and a bucketful of aromatic, flavorsome rice that he called Biryani. Passersby could not resist trying this unique food item. This was the beginning of the most renowned local food chain Café Student.



Haji Muhammad Ali, migrated to Karachi from Dhampur, Uttar Pradesh, India in 1938. Initially he worked at various places as a daily wage earner. He gained experience in different small-scale restaurants. Being intelligent and hardworking, he also picked up the art of restaurant operations, management, supplies procurement, and store management. This experience made him venture out and open his own little 'dhaba' in Saddar, Karachi – the humble start of the now successful Café Student (Student Biryani®) outlets.





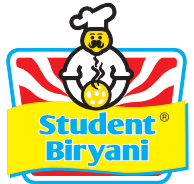
Our Vision

Student Biryani® is one of the most popular local brands of Pakistan and offers the best franchise opportunities. Our vision is to grow rapidly by establishing a national and international network of franchises and for this purpose we have converted over 40 years of experience of managing a successful restaurant business operations into a world class training and support program that will ensure the transfer of a complete Business System to our franchisees / partners.

A brief overview of our business is presented through this brochure.



Student Biryani Franchise



Our Team / Our Asset

We have a professional and experienced team of managers comprising of functional experts. Kitchen and Procurement (Food Raw Material), being the back bone of our operations, is directly looked after by a senior Director who is supported by the respective department in-charges.

Administration, human resources, sales & marketing, finance & accounts, product development, quality assurance, business development, procurement & inventory control departments are headed by a competent and experienced management team having vast experience in their fields.



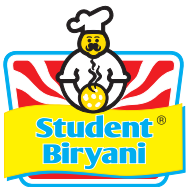
We value our human resources and appreciate their long-term commitments with us. Besides our employees, all our vendors, suppliers and service providers also form a part of our team, hence making Student Biryani® a more competitive and strong business system. All who work with us are proud of their association with our organization.



Our Brand Identity

Student Biryani® has come a long way from a humble start to becoming a brand, from a brand to a trend and from a trend to an icon. This has of course been possible through extreme hard work, a clear vision and unfailing customer loyalty.

The brand is identified through an ethnic pot on a bright red background with the name on shiny yellow. It is an eye-catching logo easily distinguishable as to what it represents. It stands out not only on the signage but on all the packaging, food containers, paper napkins and stationery.



Our Marketing

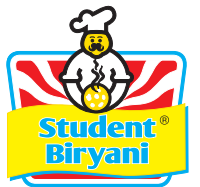
We release campaigns on all the special occasions, whether religious or national, throughout the year targeting all ages. Our special deals and offers aim at promoting the products and the business as well as offer world class services.





Our Products

Student Biryani® specializes in preparing the most sumptuous Biryani, famous for its unique taste and aroma. It also offers a range of popular ethnic food items, which include delicious varieties of chicken, beef, fish and vegetables along with sweet delicacies. However, as a result of our internal research and based on our experience, we have carefully designed a special menu for our franchise operations, which will be in line with popular customer demands. Our menu selection will ensure success for the franchise outlets. It will comprise of a variety of main courses, special desserts, ice creams, drinks, as individual items as well as in combos suitable for various configurations of guests.



Our Menu

- **Chicken Biryani**
- **Beef Biryani**
- **Chicken/Mutton Karahi**
- **Chicken/Mutton Qorma**
- **Nehari**
- **Haleem**
- **Fried Fish**
- **Churgha**
- **Crispy Fried Chicken**
- **Shami Kabab**

OUR CANNED FOOD PRODUCTS

- **Biryani**
- **Qorma**
- **Karahi**
- **Haleem**
- **Nehari**

OUR DESSERTS

- **Zarda**
- **Special Zarda**
- **Kheer**





Our Services

Our customers are our priority. We have adopted a number of approaches to serve our customers in the most efficient and appropriate manner and to expand our customer base. For this purpose we have endeavored our operations in the following business forms:

1. DINE-IN RESTAURANTS

We have ensured our presence in almost all the main residential, commercial, and business areas all across Karachi through our own and franchised restaurants. All these restaurants offer a comparable dining experience of international standards and service quality.

2. TAKE-AWAY COUNTER SERVICE

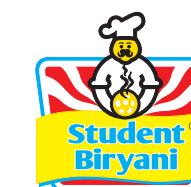
Take-away counter service is available in all our restaurants. This service is cherished by customers due to its high level of efficiency.

3. HOME/OFFICE DELIVERY

This dedicated motorbike service delivers our food at your doorstep with the highest level of efficiency. Customers can order their choice of meal through a modern centralized Call Center System.

4. PICNIC POINT DELIVERY / REMOTE RESORT BULK DELIVERY

We are pioneers in this unique and daring service adding spice to the joys of picnickers. We deliver our delicious hot food at picnic points of your choice, within or around the city. We have a fleet of Suzuki pickups, and Shahzor Trucks for bulk deliveries having a wireless communication system and experienced staff.



5. COMPLETE CATERING SERVICES FOR FESTIVALS, WEDDINGS / SPECIAL EVENTS AND EXPO FOOD COURTS

We have a big kitchen facility run by our experienced chefs. We also cater to the needs of bulk supplies for all kinds of parties, birthdays, wedding and valima receptions, religious festivals and all social and cultural gatherings. We have an incredible backup of vendors and suppliers for quality ingredients and food accessories to cater to the urgent and voluminous need of the customers all the year round.

6. DELCO UNITS

These small setups concentrate more on delivery operation and serve a few dine-ins. Through this operation, a small contingent of motor bikers reaches customers of those areas where a full-fledged restaurant is less viable.

7. CORPORATE SALES/INSTITUTIONAL CATERING

We have the capacity of catering to big orders of any volume keeping consistent taste and service standard. We provide food to various commercial and business organizations for their daily employee consumption.

In addition, we offer Prepaid Meal Vouchers for our corporate customers, which may be co-branded as per their requirement.



Our Future Plans

Our brand is a very popular customer choice and we enjoy the major share of the Biryani lover's market. We envisage expanding our operations in all the major urban business centers of Pakistan and abroad. We also plan to explore international ethnic food markets in the Gulf region, United Kingdom, United States of America and Saudi Arabia to take this flavor to our huge customer base of expatriate Pakistanis.



Our Strategic Objectives



To bring this dream to reality, we are working towards creating a kitchen infrastructure in line with internationally recognized kitchen standards. Along with this, a careful and objective strategy has been adopted and the following strategic initiatives taken up.



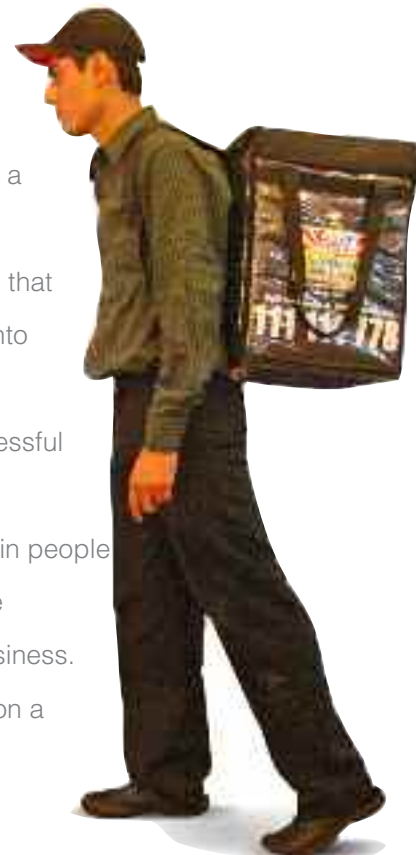
- Adoption of modern management practices
- Use of Management Information Systems
- ERP based integrated internal systems
- Centralized Call Center for Home Deliveries
- Building of modern kitchen & systems
- Wireless technology communication system for vehicles
- Human resource initiatives for employees
- OD through Training & Development
- Business expansion through Franchising



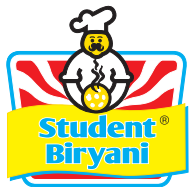
Our Requirements of Franchise

As a potential Student Biryani's franchisee, you should have the following qualifications:

- A proven track record of successfully operating and/or managing a business unit, preferably in the food industry, with hands-on exposure to various management functions and the capability to grow rapidly with the Student Biryani Franchise system.
- An entrepreneurial spirit and a passion to succeed. Managing a food business requires total commitment – you must be ready to devote full time and best efforts to the day-to-day operations of the restaurant.
- Financial Strength – able to meet the financial requirements of the Student Biryani franchise.
- The ability to develop and execute a Business Plan, able to grasp and understand the requirements of running a restaurant business, be able to develop a business plan that outlines that allows you to convert market potential into sales / revenues and the management expertise and leadership skills for successful execution of your plans.
- The ability to motivate, manage, and train people – leadership and management skills are important aspects of success in our business. You should be able to motivate people on a continuous basis and be part of a winning team.



Our Way Forward - The Application Process



We are looking forward to meeting people who combine aggressiveness and the ability to take risks with a willingness to work together and grow with the system. We're looking for franchisees, who will seize the opportunity, so if you feel you have the potential, do not hesitate to fill-out our Franchise Applicant Information Form included with this brochure.

We would be pleased to answer any queries that you may have at the time of submitting the application. The screening process will be as follows:

We will review and evaluate all applications. Student Biryani representatives may contact you for any clarifications at this stage.

An initial interview will be arranged for all candidates who, in our opinion, have the potential of becoming a Student Biryani Franchisee. All short-listed candidates will be notified of the interview dates in advance. The interviews will generally cover the candidate's background, goals, business experience, financial status, and interest in Café Student as well as his/her suitability for owning and operating a Student Biryani restaurant.

The detailed forms will be screened and candidates, who make the final shortlist, will be asked to submit a Business Plan (an outline of the Business Plan and some basic industry data will be provided to the candidate). At this stage the candidate and Student Biryani will sign a Memorandum of Understanding (MoU)



Our Way Forward - The Application Process

stating the nature of the selection process, the requirements of the business plan and an understanding that the two parties will be working towards entering into a business relationship.

The candidate will be given a reasonable time frame to submit the Business Plan during which he/she may also visit and gain a first-hand experience and understanding of the Café Students Restaurant Operations. The two parties will also sign a Non Disclosure Agreement (NDA) to protect any confidential information that is shared during the whole process.

A thorough evaluation of the Business Plan will be done and additional meetings scheduled with the candidate to discuss operational details.

Candidates with viable Business Plans will be asked to come to the negotiating table for drafting the Franchise Agreement.

Please note that the signing of the MoU does not confer any obligation in any way on either the candidate or Student Biryani to enter into a business relationship or for the execution of the Business Plan.



Your Financial Responsibilities

You are expected to be financially sound. However, acquiring a Student Biryani franchise involves very reasonable financial commitments. There are three dimensions of financial obligations on the part of any franchisee. They include:

One time	Upfront Franchise Fee
Monthly	Royalty Percentage of total Sales
	Marketing & Promotional Contribution Percentage of total Revenue
Periodic	Renewal Fee





Your Franchise Arrangement with STUDENT BIRYANI

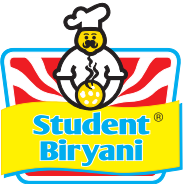
Student Biryani Franchise System is the result of four decades of successfully managing a restaurant business. We have developed business systems and standards that ensure smooth and efficient business operations. As a franchisee, you agree to work within the Café Student's Franchise System.

Only parties willing to devote full time and commitment will be considered for the Franchise. There are no shortcuts to success in our business.

As a Franchisee, you will be responsible for:

- The investment in setting-up and operating the restaurant(s). The restaurant location, design and layout, kitchen equipment, décor and ambiance, signage etc. must meet Student Biryani's specifications.
- Maintaining consistency in our brand. Franchisees must use Student Biryani's:
- Recipes and specifications for menu items
- Methods of operation, inventory control, book keeping, accounting, and marketing

- Trademarks and service marks
- Concepts for restaurant design, signage, and equipment layout.
- Adhering to Student Biryani standards of Quality & Customer Services and comply with all the requirements of Safety, Health & Environment (SHE).
- Undergoing our Orientation Program and on-the-job training designed to cover all aspects of restaurant operations.
- Operating Student Biryani's restaurants in your designated territory,



Your Franchise Arrangement with STUDENT BIRYANI

according to Student Biryani's standards, for a period of 10 years, which may be renewed with mutual consent .

- The Financial Arrangement – At the time of award of franchise, you will be required to pay a one-time fee (Franchise Fee) for the franchise rights of the designated territory for a period of 10 years. During the term of the franchise, you will be required to pay Student Biryani the following fees:
 - Royalty: a monthly fee based upon the restaurant's sales revenue
 - Restaurant Opening Fees: a one-time fee payable at the time of opening of each outlet
 - A Local Store Marketing fund of a certain percentage of sales to be maintained in a separate account to be used for the promotional activities of your restaurant.





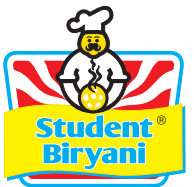
Your Benefits as a STUDENT BIRYANI Franchisee

Student Biryani Franchise System offers you a unique opportunity to join us as a Franchisee, a Strategic Partner with the capability to grow rapidly with a world-class brand. We're looking for franchisees who will seize the opportunity to build their personal and business success while they help the Student Biryani system to grow as well.

By becoming a Student Biryani Franchisee you receive the following:

- The rights to use a proven Brand Name that gives you the opportunity to establish a successful Restaurant Business of your own.
- The tools to help you succeed – You will receive hands-on support and guidance in areas of Restaurant operations, training, human resource, marketing, restaurant design and construction, and purchasing and logistics.
- Professional growth and business knowledge from our extensive training program and from your experience as a Franchisee, managing your own business in your own designated territory.

Candidates with more extensive business experience, significant budget/profit responsibility, experience of managing multiple profit centers, responsibility for hiring and supervising management personnel, and substantial available funds will be better prepared for future growth opportunities as a Student Biryani Franchisee.



Your Questions

About acquiring a Student Biryani Franchise

Which Territories are available for the STUDENT BIRYANI Franchise?

The Franchise opportunity is open for the whole of Pakistan. We plan to award franchises on a city-to-city basis i.e. one franchisee for every city. However, depending on the size of the market we may decide to award multiple franchises within the same city or award a single franchise for an area covering a number of cities.

How much investment will I need to put up to be eligible for the Franchise?

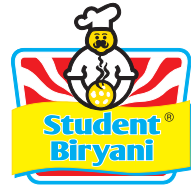
The amount of investment required to become a Student Biryani's Franchisee may vary from city to city and would therefore be evaluated on a case-to-case basis. However, we envisage a minimum investment requirement of Rs. 15 million for each medium-sized outlet.

May I obtain the funds from other sources to purchase a franchise?

As a policy matter, we will not award franchises on the basis of funds borrowed from third parties / other sources. However, in special cases, the applicant may cover a shortfall in funds by borrowing the required funds from a financial institution at its own personal risk and responsibility provided that the same does not put at risk its own financial standing or its ability to manage the Franchise operations. This will, off-course, be subject to a thorough evaluation and approval by the Café Students Franchise Management Committee.

Will a piece of property that I own be considered as a part of the total investment requirement?

Yes. Provided it is approved by Student Biryani as a viable location for opening a restaurant.



Your Questions

How will the restaurant sites be selected?

Locating a restaurant site and all related activities for building and construction will be the responsibility of the Franchisee. The Franchisee will be required to identify the site(s) at the time of submitting the business plan. All sites must conform to the Student Biryani selection criteria. The final approval in all cases would be given by the Student Biryani Franchise Management Committee.

Will I be eligible for a franchise if I am already operating a food business?

Yes. Parties currently managing a non-competing food business will be preferred i.e. if you are not a direct competitor of Student Biryani, you are eligible. In case a direct competitor wishes to apply for the Franchise, he/she may do so with an undertaking that he/she will stop that business if he/she is awarded the franchise. A single party will not have permission to operate two competing businesses at the same time.

Where do I send my completed application?

Please return your original application for a franchise to the following address:

Al Nafay (Pvt) Limited
101 Masha-allah Building
Shahrah-e-Iraq, Saddar
Karachi-74400, Pakistan.
Phone: +92 21-111-111-778
+92 21 32788578
Fax: +92 21-32785456
Email: info@studentbiryani.com.pk
Web Site: www.studentbiryani.com.pk



Applicant Information Form

