



FRANPERT

Your Growth is our Profession



Who we are

FranPert is a high-quality business operation enhancement and management consulting firm focused on franchising solutions. FranPert takes organizations toward effectiveness and efficiency for success. At FranPert, we provide our clients the best possible business improvement solutions that address the clients' process, technology, and organizational improvements. At FranPert, our top-notch consultants are methodically selected to guarantee our clients are provided with quality of expertise and extensive experience of industry practices.



Word from the CEO

At FranPert our main goal is to **care** for all our stakeholders. Accordingly, we strive to plant a sense of **belonging** in our stakeholders. FranPert creates a passionate business environment where everyone is esteemed, well-minded, taken care of, and content. Our firm culture is distanced from any temporary or instant relationships and is deeply committed to establishing strong relationships **over the years** with all of its stakeholders.

At FranPert our first and second **priority** are our **clients**. We believe that FranPert can offer the finest combination of **in-depth sector knowledge**, a demonstrated capability to accurately **understand the client's central business** and human capital needs, as well as **punctuality** and **professionalism** in offering top-notch and **fruitful solutions**.

Our team selection process is inspired by the belief that A people hire A+ people. We strongly value and understand how every individual is different; this diversity contributes to building up our wide-ranging and unique identity. Knowledge exchange and delivery are essential to our success.

On behalf of FranPert and our team, we look forward to working with you and addressing your firm's requirements and to aiding your team to pursue their goals.



Mr. Ibrahim Mousa, CEO of FranPert at the launching of a new brand.



FranPert's Culture

FranPert's Vision

To be one of the leading companies in MEA in its field and achieve satisfaction to all its stakeholders.

FranPert's Mission

To provide high-end products and services of world-class quality through adherence to international quality standards and the use of advanced industrial and service technologies that consider the well-being of the environment, team spirit, the optimally efficient investment of available resources, and the satisfaction of our customers, shareholders, and employees.



FranPert's Culture

FranPert's Core Values

Confidentiality: We believe confidentiality helps build trust and evidently permits and augments the flow of information between employees and employers when personal information and the likes are being retained and properly used.

Creativity and Innovation: We are committed to achieve our objectives through creativity and innovation that is augmented in all our operational levels.

Respect and Teamwork: Our most important asset is our human capital, and we believe that human capital can reach its maximum potential through teamwork and respect.

Social Responsibility and Quality: We are committed to providing top-notch quality that takes into consideration the well-being of the society and the environment.



Main Field of Services

We aid our clients to **attain lifelong success in franchising**. Our operation is motivated by a firm understanding of our clients' corporate situation, industry analysis, and market atmosphere.

Following the belief that in order to efficiently address our clients, we must lead in the franchising industry; we precisely analyze franchise movements and potentially successful tactics.



Main Field of Services

Working operational and employment manuals, indicators for measuring and evaluating performance, and setting operational goals.

Establish and manage franchise rights for food and beverage projects for global and local brands.

Establishing, managing and operating restaurants and cafes.

Catering services for cooked and uncooked food.



Consultation, planning, evaluation, restructuring and change management of projects, especially food and beverage projects. Training and development of human resources.

Qualifying companies and entities to obtain ISO certificates

Economic feasibility studies for projects.

Import, export and distribution of wholesale and retail trade of food nonfood items and beverages.

Creating, planning and developing local and international brands, quality control, quality assurance and marketing their commercial franchise.

Other Services We Offer

FranPert, additionally, engages in a number of services directed towards new business startups that guarantee and prove successful on the short and long-run. These services include:

Researching New Product Ideas:

- Early-Stage Research (Surveys and Questionnaires)
- Test-Marketing and Soft Launches.

Researching and Identifying Target Markets:

- Using sophisticated analytical techniques.
- Determining a complex demographic research.
- Addressing niche markets that could be profitable.

Other Services We Offer

Initial Brand Development

- Providing a brandable and marketable domain.
- Creating Social Media Profiles (Facebook, Instagram, Twitter, etc.)
- Designing logo and Website Mood.

Creating Business Plan

- Obtaining Business Licenses.
- Estimating Start-up Costs.
- Estimating Product Costs.

Foundations of Success at FranPert

- The **effective and fruitful use of the best and up-to-date marketing methods.**
- At FranPert, top-notch **public relations** are relied on as the means to endorsing the firm's services and culture.
- High-end and modern **quality standards** evidently distinguish FranPert.
- **Human Capital** is FranPert's most important asset. Therefore, our team is well minded, respected, and taken care of.
- FranPert's strategy involves **creative growth plans** and continuously **innovative development tactics** that guarantee success on the **long run.**
- At FranPert, we believe that **customer satisfaction** is the **cornerstone** of every successful firm. At FranPert, we continuously work on developing up-to-date **customer loyalty, satisfaction, and retention strategies.**

What Makes FranPert Stand Out

The Power of Franchising

Hand in hand with our customers, we create value that is not bounded by limits, mature reliable visions, and invigorate teamwork to guarantee accomplishment. Our hard work sustains our clients to augment the innovativeness value, give them an edge over competitors, suggest and discover unattained capacities, and minimize costs.



What Makes FranPert Stand Out

FranPert offers its clients the opportunity to augment and enhance their overall business operations through guaranteeing:

- High brand value
- Top-notch products and services
- Corporate care system
- Noticeable Development

At FranPert, we do our best to ensure our firm is a **customer-oriented** firm. This refers to our devotion to comprehending each customer's needs and guaranteeing each customer is met with **tailored services** the address what their firm truly needs.

FranPert's Policy and Responsibilities

FranPert's Policy Statement

We believe FranPert is committed to achieving the chief principles of health and safety in our workplace and the environment. Therefore, at FranPert, we thoroughly acknowledge our firm's moral and legal responsibility to offer a safe and healthy work environment to our employees, clients, and visitors. This entitlement also extends further to guarantee that the firm operates safely regarding the community and the environment.

FranPert's Policy and Responsibilities

FranPert's Responsibilities

FranPert, will adopt procedures that guarantee:

Honesty

Honesty is our guide to successful relations with everyone. Transparency will describe all phases of communications

Client Priority

We believe that our clients are our main priority.

VIDEOCOM
ELECTRONICS & SOFTWARE

NESMA
نيسما

شركة ركين السعودية
SAUDI RAKEEN CO.

شركة ركين الامتياز السعودية
Saudi Rakeen Franchise Co.

شركة ركين الغذائية
Rakeen Food Co.

2go
2go
Express

Elegance
Life has to be Accessorized :)

Casho

K
KARMELLO
Chocolater

تمريا
TMREYA

SUBWAY

MONKEY COOKIES

الواحي
EL WAHY

Superano

BRAAVOS
cafe



سلسلة مطاعم وحلويات
الكاملشة



كلك حلا
Kellek Halo

BQC

Business Quality Certification

ISO 22000

SYSTEM CERTIFICATION



مدارس قمم الحياة العالمية
Qimam El-Hayat International Schools

Idea Orbit

QATAR



BEAUTY HAS
AN ADDRESS
EXPERIENCE OMAN.OM

مؤسسة دبي
لتنمية الصادرات
DUBAI EXPORTS



هامات
hamat



المراكز العربية
Arabian Centres



الرياض جاليري
riyadh gallery



حياة مول
HAYAT MALL



الرياض بارك
RIYADH PARK

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Cairo - Egypt



Riyadh - KSA

Our Offices



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Mr. Ahmed Tawfik
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Mr. Ahmed Nada
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Ms. Rana Mousa
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Cairo - Egypt

Our Offices and Team



Padova, Italy

Eng. Nabil Barhoumeh,
Italy Country Manager,

n.barhoumeh@FranPert.com

Eng. Nabil Barhoumeh is a business professional with a career spanning 30 years in Arab and Italian markets. He is a graduate of Venice University, Italy as Urban Planning Engineer. He is an expert in Italian and Arabian Commodities and markets who aided highly distinguished Italian and Arabic companies operating in different business fields. During his career, Nabil has been a considerable asset across several disciplines and at key positions. Besides being a Project Engineer, he served as Export Area Manager, Business Development Manager, Country Area manager, and lately as General Director in Dubai and Saudi Arabia.

Our Offices and Team



Madrid, Spain

Mr. Antonio S. Torrado,
Spain Country Manager,
a.torrado@FranPert.com

Mr. Antonio S. Torrado is a business professional with a career spanning 35 years in Arabian, Spanish, and European and South American markets. He made his major training in IT expanding to Security Systems, IoT, Research & Development, and many other fields. He is an expert in International markets in general and in Arabian, European and Latin American markets in particular. Antonio has been a significant icon of excellence to Commodities and markets he has been engaged in. He aided highly distinguished Spanish and Arabic companies operating in different business fields. During his career, Antonio has been a huge asset across several disciplines and at key positions. Some of his positions are, but not limited to Export Country Manager, Business Development Manager, Country Sales manager, and lately as International Director in over continents. We in FranPert are dignified to have Mr. Torrado as our Spanish Country Manager

Our Offices and Team



New York, USA

Mr. Ahmed Nada,
USA Country Manager,
a.nada@FranPert.com

Mr. Ahmed Nada is a business professional with a career spanning 15 years in Arabian, and American markets. He made his major and training in International Education and Academics expanding to International Accreditation, Curricula Design, Research & Development, and many other fields. He is an expert in International Education and Training markets in general and in Arabian, Asian and American Educational and institutional markets in particular. Ahmed has been a significant icon of excellence to International Education he has been engaged in. He aided highly distinguished Arabic and American Educational companies operating in the field. During his career, Ahmed has been an iconic asset across several disciplines and at key positions. Some of his positions are, but not limited to Academic Director, Business Development Manager, Accreditation Granter, International Institute Principal. We in FranPert are dignified to have Mr. Nada as our USA Country Manager

Our Offices and Team



Riyadh, KSA

Mr. Ahmed Tawfik
KSA Country Manager
a.tawfik@FranPert.com

Experienced Businesses Development Manager with a demonstrated history of working in accounts management, franchise services, leisure & MICE travel & tourism, F&B and trade industries. Skilled in Negotiation, Event Planning, Public Speaking, and Marketing. Strong administration professionalism as well.

Mr. Ahmed is passionate about his role at FranPert. He believes teamwork is vital to achieve the company's goals and reach the maximum level of innovation. Ahmed is confident of delivering FranPert's message of values and culture.

Our Offices and Team



Cairo, Egypt

Mr. Mohamed Ibrahim,
Executive Director,
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How Brand Franchisor Culture matters

For anyone looking to enter the franchise market in 2020 therefore, it's important to take a close look at what the overall company culture is (or should be) before diving headfirst into the franchise pond. "The best company cultures are one-of-a-kind. Unique company cultures tend to feel more authentic and, therefore, are more likely to inspire employees" as Rick Gibb invites. If a franchisor spends time clearly defining their culture at the outset, then that should become a major selling tool as they begin to build the franchise network – as well as a time saving tool! Get the franchise culture ingrained into your franchise business from Day One and that should hopefully cut down on expensive franchise recruitment mistakes and disputes further down the line – having a clearly defined culture that franchisees buy into when they join the team means that franchisees know what is expected, they are more likely to adhere to the franchise model and as a result be happy, engaged and ultimately successful franchisees.



**YOUR GROWTH IS OUR
PROFESSION**

FRANPERT



FRANCHISE

Thank You



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هاتف : ٠٢٠٢٢٣٨٠٣١٧٢
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