

Empowerment & Governance

Management Consulting Services



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Franchise Gate

Empowerment & Governance

1. Company Overview

"**Franchise Gate**" was established and operated in 2019, as a management consulting office focusing on franchise services, and licensed as a **franchise broker** from the Commercial Franchise Center - Ministry of Commerce. The office has been developed and transformed into a limited liability company under the name of "**Empowerment & Governance Management Consulting Company**" as a professional company working in the fields of management and financial consulting according to scientific and practical methodologies that are homogeneous and harmonious with the culture and specificities of our society.

The methodology and performance of Empowerment & Governance Co. is characterized by a high degree of professionalism and perfection. Our company is distinguished by focusing on the actual needs of our clients.

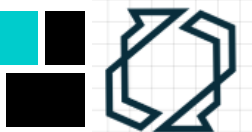
Franchise Gate

We rely on our team's long in-depth practical experiences, and as deemed necessary, we can mobilize additional specialized expertise in order to enrich and support the quality of our services.

We are keen to provide our services in accordance with scientific and professional quality standards, and we work closely and continuously consult with our clients in order to accurately identify their actual needs that they can benefit from in practice.

Empowerment & Governance

Franchise Gate remains a trademark owned by Empowerment & Governance Company, and we provide our distinguished services in the areas of franchising inside and outside the Kingdom of Saudi Arabia.



2. Mission, Vision & Values



Mission

To provide our customers with what is useful to them practically according to scientific and professional standards and in light of their actual needs to ensure continuous improvement in:

- ❖ Efficient and effective performance
- ❖ Rationalization of decision-making and decision-taking
- ❖ Rationalization of resource uses



Vision

We always strive to be the distinguished professional choice by providing comprehensive solutions for business growth and value enhancement for our client brands.



Values

- Integrity and act confidently and honestly in all circumstances.
- Innovation and excellence.
- Strong teamwork.





3. Strategic Directions

- Effective contribution in achieving the objectives of the Kingdom's Vision 2030.
- Consistency and harmony with the culture and ambition of our society.
- Use the latest research and applied methods and techniques.
- The use of entities with renewed creativity.
- Absorbing experiences and lessons learned and adapting them to serve our customers.





4. Our Methodology

- We carefully study in details the needs of our clients for consulting and franchise services according to the nature of their activity, the stage of brand growth, and the level of readiness to enter into franchise agreements, and submit recommendations and proposals that provide them smooth and steady work in the strategy and plan for granting franchising and achieving their targeted growth.
- We provide our customers
 - a clear priority plan that suits them and includes the necessary services for the current stage, and the schedule for the following services.
 - with the technical and financial offer of the services that are agreed upon, and then contract to start providing services.
 - with after-sales services and provide them with confidence in the continuity of their directions and continue to build a realistic success story.





5. Activities & Services

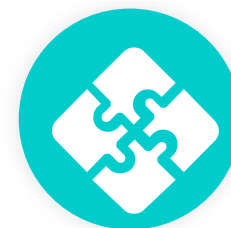
5.1 Commercial Franchise

Franchising provides an effective route to build a national and regional network of branches to expand without the need for administrative infrastructure and significant investments in time and capital.

Franchising is one of the most successful ways to expand and grow a business with less risk and without additional investments. Commercial franchise means investing the previous accumulated experience of the franchisor by granting the right to benefit from them to a franchisee in exchange for concession fees and agreed returns.

Investing in the franchise of the brand owner achieves several gains, including:

- Quick penetration of a larger market without significant investment.
- Achieve fixed revenues from franchise fees and returns.
- Adding a source of revenue from the sale of his products to the grantee.
- Maximize the market value of the brand.



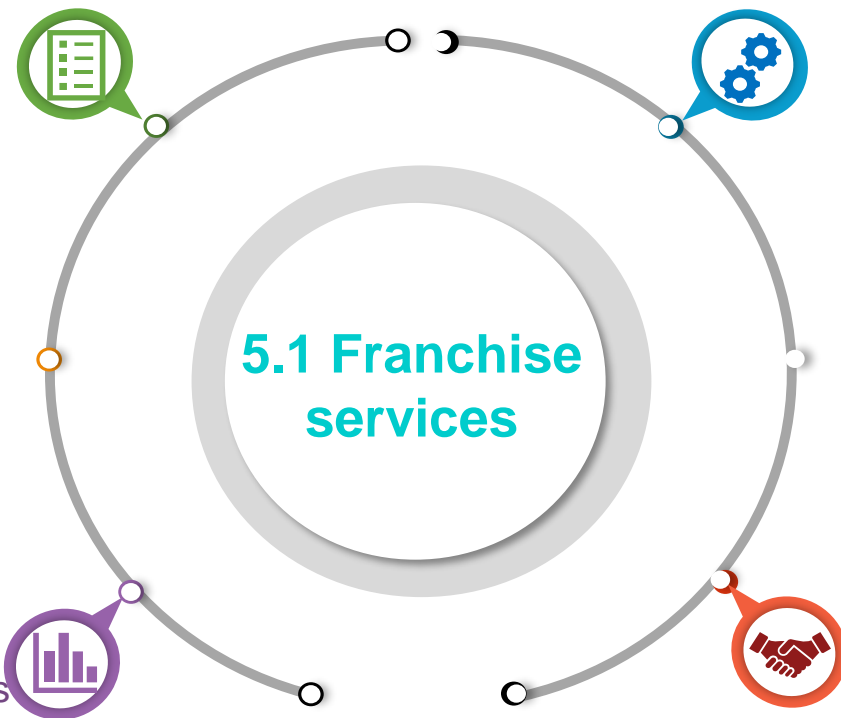


Financial services

- Financial studies
- Estimation of franchise fees
- Cost report of establishing a franchise branch
- financial study for the franchise branch

Marketing Services

- Brand Marketing
- Market studies for target sectors
- marketing plan for the brand
- Coordination to participate in conferences and trade exhibitions



Developing a franchise system

- Studying the brand that enter into franchise agreements
- operational manuals preparation
- Prepare a disclosure document

Statutory Services

- Matching the company's activity with the official system of commercial franchise
- concession contract and side agreements
- Registration and updating of franchise agreements
- Trademark registration locally and globally
- confidentiality & non-disclosure agreement
- Trademark Intellectual Property Rights Agreements



5.2 management consulting services

Strategic Planning

- Strategic Marketing and Business Development Planning
- Strategic planning for the development of financial and administrative performance
- Develop strategies and plans for the management and operation of business units
- Developing ideas and projects and crystallizing their dimensions and strategic directions
- Analyze and evaluate the performance and effectiveness of strategies and develop or correct their course



Administrative Development

- Developing administrative, financial, operational systems and organizational structures.
- Process Analysis and Evaluation, and prepare Business Process Re-Engineering - BPR
- Develop regulations and manuals of policies and procedures
- Job analysis, job descriptions and job competencies reference
- Develop supporting solutions for the uses of information systems
- Develop and supervise the implementation of TQM solutions
- Measure, evaluate and develop individual and group performance
- Institutional analysis and legislative needs



Economic and Financial Studies

- Systems economics analysis and feasibility studies
- Market and marketing studies and research
- Investment opportunity studies
- Capital restructuring, financing studies and plans
- Mergers and acquisitions studies for business establishments
- Sectoral analysis of regional activities, industries and development strategies



Human Resources Development

- Developing mechanisms and controls to improve productivity and raise the level of workforce performance
- Development of manpower information systems
- Identify training needs and develop training reference
- Preparation of the reference for career path and progression
- Designing the salary scale, benefits and employee incentive policies





6. Franchise Pre- qualification

franchise development, acting as an internal catalyst leading company to achieve business goals and driving brands for expansion locally and internationally.

The following are examples of the company's previous experiences and team.

Bright Dream Company for Cosmetics Trading, Amman, Jordan

- Prepare the disclosure document for two of the company's trademarks.
- Review and audit the franchise agreement.
- Registration of the franchise agreement in the Franchise Center in Saudi Arabia.

THBAT Company

- Total development of 8 Brands in restaurant business & central kitchen.

Taraa Consults

- Upgrading the franchise consultancy division and to be a part of Monshaat Franchise Center as an external Franchise Consultant, operating as the main contact points in an assigned market responsible for:
- Supporting the franchise system of various organizations and brands
- Ensuring that all franchises are operating as per total compliance to requirements and standards.
- Performing brands assessment sessions to identify their conformity with the government franchise legislation and operations requirements.
- Conducting training and coaching sessions to develop franchise managers for selected brands.

Mezaj Coffee Chain (235 branches)

- Developed implementation plans and KPI's for all Franchise Operations: Marketing, Training, Quality, HR, Warehouse, Roastery.
- Design and develop franchise kit including: 6 operation manuals, franchise agreements, disclosure document, ...

DELTA United

- Built up a comprehensive Franchise manual for promoting the two brands. "Le Mashou - fine Dining Restaurant" & "Cheminee Cafe"
- Built up a comprehensive training curriculum and conduct training for branch managers and front-line team members.



7. Pre-qualification on Management & financial Consulting

We rely on in-depth and long-term practical experiences of the company's teams, and we attract professional and scientific expertise specialized in various aspects of administrative and financial consulting from collaborating entities or individuals, in order to enrich and support the quality of our services.

The following are examples of the company's previous experiences and team.

NGK Re. Ltd., Dubai, UAE

- Prepare feasibility study for the establishment and operation of a reinsurance brokerage company in Saudi Arabia.
- Developing and preparing the organizational structure of the reinsurance brokerage company.
- Developing and preparing the business plan of the reinsurance brokerage company for five years in Saudi Arabia.

Haif Holding Company

- Developing and preparing investment strategy in the healthcare sectors in Saudi Arabia.
- Feasibility study for the establishment and operation of Al-Rabwa Hospital, 300 beds in Riyadh.
- Feasibility study and action plan for a 300-bed hospital in Riyadh, Cairo Square.

Bin Shihon Group of Companies

- A financial and management study for the valuation of Tahawur Maintenance Co. for the purpose of financial restructuring and acquisition.
- Reorganization of Bin Shihon Group of Companies and Supervision of the Implementation of the New Regulation.
- Preparing the market study and financial study of Salah Bin Shehoun Furniture and Furnishings Establishment in the fields of home furniture and children's furniture in Saudi Arabia.

King Khalid University in Abha

- Developing and preparing the investment strategy for the master landscape plan of the new campus site in Abha.

General Directorate of Civil Defense

- Developing and activating the mechanisms of strategic planning for the Civil Defense and preparing the strategy of the General Directorate 2019-2023.

8. Contact Us



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Thank You

The background features abstract geometric shapes. A large black parallelogram is positioned in the lower-left quadrant. A teal parallelogram is placed diagonally across the center, overlapping the black one. In the bottom-right corner, there is a smaller black parallelogram with a teal parallelogram overlapping its top edge.