



## International Markets

Tegtat is a Göçmen Bakery brand.



## About Us

The Göçmen Bakery was founded in 2004 in Turkey. The bakery began with a small shop of 150 m<sup>2</sup> and rapidly grew within Turkey, to a total of 77 cafes and shops in Saudi Arabia.

The products are produced in a modern factory in Körfez district of Kocaeli province. They are distributed from there to all over Turkey and Abroad.

**The Göçmen Bakery is growing very rapidly and has been placed as the 20th fastest growing company within Turkey.**

Currently the Göçmen Bakery has a daily average production of 4000 Kg from a factory of 3500 m<sup>2</sup>, which employs 170 trained and skilled personnel.

The Göçmen Bakery factory has ISO 22000-2005 accreditation for food hygiene.

Going forward the Göçmen Bakery plans to increase to 200 plus cafes, across ten countries over the next five years.

## Strategic Vision

The Göçmen Bakery aims to move from being a trusted brand in Turkey to a trusted and valued brand globally.

## Mission

To grow franchise network globally, whilst enriching the quality of life of its employees without compromising customer satisfaction, reliability, hygiene and taste.



## Key Management Personnel

### İlker Can DÖNMEZ - *Founding Partner and Chairman of the Executive Board*



Göçmen Bakery is his passion. İlker has been successfully managing Göçmen Bakery since 2004.



### Tanju Taner DÖNMEZ - *General Manager*



Tanju has been managing the General Directorate since 2010.



### Mehmet Mustafa SAĞLAM - *Factory Manager*



Mehmet has been managing the factory since 2015. He is a mechanical engineer and has over 16 years management experience in international companies such as Pepsi Co, Glaxo Smith Kline, Nexans and Nestle.



### Şafak AKIN - *Finance Manager - CFO*



Safak has been working with Göçmen Bakery as CFO since 2017. Before he began his present position in Göçmen, he worked with Reysaş Holding and Audio Electronics as respectively CFO and Deputy Directorate General. A graduate from Uludağ University Computer Technologies Department and Marmara University Department of Economics. Şafak has also completed his postgraduate in Yeditepe University on Accounting and Auditing.





## Rights and Memberships

- ISO 9001 – 2008 Quality Certificate
- ISO 22000 – 2005 – Food Security Certificate
- T.R. Turkish Patent Institute Brand Registration Certificate (Göçmen Börek, TEGTAT)
- TOBB Global Standards Centre Certificate of Incorporation
- Membership of Gebze Chamber of Commerce
- UFRAD National Franchising Association Membership
- Kocaeli Chamber of Industry Membership
- Kocaeli Chamber of Commerce Membership
- Exporters' Association Membership
- Körfez Chamber of Commerce Membership

## Awards and Achievements

The Göçmen Bakery has successfully entered the list of the 100 fastest growing corporations in Turkey on two occasions. The award is organized in collaboration with TOBB, TEPAV and All World Network.

İlker Can Dönmez, Chairman of Executive Board, has received a plaque in the name of Company in the award ceremony that has been made in Çırağan Palace.

In addition the Göçmen Bakery was honoured by Körfez Chamber of Commerce and received a plaque of thanks.

The Göçmen Bakery has also received 'mark of the year' in the contest of Kocaeli Newspaper in 2015.

### ● Fastest Growing in Turkey – **2014 / 2016** – TOBB

The Göçmen Bakery was placed in the list of the top 100 Companies that are growing the fastest in Turkey.

### ● Thanks Plaque – **2015** – Körfez Chamber of Commerce

In the ranking that is made according to 2011-2013 period sales revenue rate of increase it received a thank you plaque for entering the 100 companies.

### ● Contest of Those Are on the Summit – **2015** – Körfez Newspaper

Göçmen Bakery received the award of the Mark of Year in this contest.

### ● Thanks Plaque – **2016** – Körfez Governorship

Göçmen Bakery received a thanks plaque.

### ● Thanks Plaque – **2016 - 2017** – İzmit Municipality

Göçmen Bakery received two plaques due to its sensitivity to female employment.

### ● Thanks Plaque – **2016** – Eastern Marmara Development Agency

Göçmen Bakery received a thanks plaque due to its contribution to the International Women's Day

### ● Above-the-line Sectorial Performance Assessment Award – **2016** – Kocaeli Chamber of Industry

Göçmen Bakery won the award due to its contribution to women's employment and its achievements and performances in food industry sector.

### ● Young Businessmen of the Year – **2016** – TV 262 Kocaeli

In the open vote that was made throughout Kocaeli, Göçmen Bakery won the 2016 Young Businessmen of the Year award.





## Production



The production process demands skill, attention to detail and effort. This is achieved through the close supervision of food engineers.

Taste, product quality, hygiene and freshness are the important priorities of the company. To reach this goal the personnel who are employed are trained to a high level.

Quality control is enforced by the food engineers within a framework of standards that are determined by the independent inspectors.

The pastries should be consumed within 1.5 hours after they have been baked in order to protect the taste. For this reason, pastries are frozen at  $-18^{\circ}\text{C}$  and transferred daily to the dealers ready to cook on-site.

Daily production capacity of the factory is about 10,000 kg.

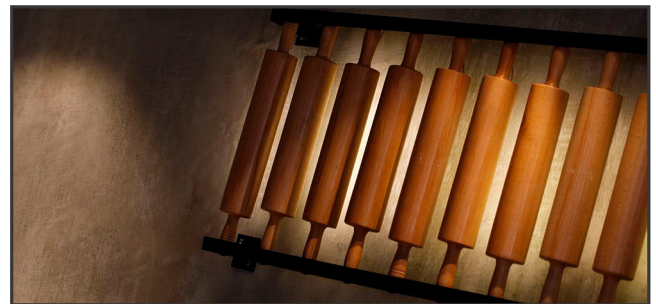




## Franchise Concept

In 2008 the Göçmen Bakery increased its capacity very rapidly and began offering franchise opportunities in Turkey.

In 2014 the bakery redesigned its outlets to ensure that customers felt they were entering a premium cafe. The shops are designed to be aesthetically pleasing and welcoming.



- A decked outer space
- Stone walls giving warmth to surrounding
- Natural lighting
- Cosy sitting areas





## Range of Products

The company's area of specialization is a range of pastries. The Göçmen Bakery has the sector's largest product range. All the products are handmade at the factory.



Göçmen Pastry



Water Pastry



Küt Pastry



Rolled Pastry



Stuffed Grape Leaves



Rose Pastry



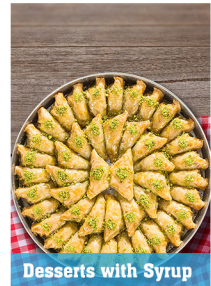
Pastry with Pastrami



Pastry



Pasha Pastry



Desserts with Syrup



Bun



Bagel



Unleavened Pastry



Bosnian Ravioli



Cakes

### Products Produced by the Company

- Göçmen Pastry (Minced Meat, Cheese, Potato, Spinach)
- Rolled Pastry (Minced, Cheese, Potato, Spinach)
- Water Pastry (Minced, Cheese, Spinach)
- Pastry with Pastrami (Cheese, Potato)
- Küt Pastry • Bosnian Ravioli • Pasha Pastry • Bun • Stuffed Grape Leaves
- Bagel • Unleavened Home Pastry • Palace Pastry • Vegetable Pastry
- Pastry (Cheese, Potato, Plain, Olive, Kashar, Minced Meat, Dill)

### Products Presented to Dealers after Supplying

- Baklava • Dilber Dudağı • Cimcik • Fıstıklı Şöbiyet • Home Baklava
- Sweet Cookies • Salty Cookies • Cakes • Tea • Lemonade
- Every kind of consumable materials used by dealers

**Note:** The range of products to be presented to the market shall be formed according to the request of the local clients.





# Sub Franchise Conditions and Expectations

## Ideal Shop Conditions

The list below states the features that the ideal Göçmen Bakery shop should have.

- An internal space of 60-120m<sup>2</sup>
- An external space of 20-60m<sup>2</sup>
- Use of shopfront is important. Outdoor space should be organized to allow at least 3 tables and 9 chairs. Outdoor space should be covered with awning, if available.
- A shop façade of at least 5 m<sup>2</sup> is important in terms of customer perception
- A single floor at ground level
- Corner shops are preferred
- Streets and main roads with heavy pedestrian and vehicle flow are preferred
- Located in areas with a local population of over 50,000 people
- First five shops should be approved by the Tegtat Turkey management.

## Our Expectations

- **Master Franchise Fee:** €15.000
- **Franchise Fee:** €10.000
- **Investment:** €50.000 – €100.000
- Master Franchise rights are exclusively valid for 10 years.
- Entry fee of €10,000 to be received from each sub-franchise will be shared as  $\frac{3}{4}$  Master Franchise and  $\frac{1}{4}$  Franchisor.
- As Master Franchise, managing franchising operation with hands on approach is of value at least as much as investment commitment.

## Growth Plan for 5 Years

Our goal is to reach 20 plus shops by the end of the year 5 in every local market.



# Pre-launching Process of Tegtat Bakery

## Renovation Process

- Renovation process starts upon concluding the agreement and approval of retail point.
- 3-D blueprints are created within a week by taking into account dimensions of the shop.
- After 3-D blueprints are created, the payment shall be made for products supplied from Baker A.Ş. design and architectural company. The products shall be transported with a special container to the shop. Transportation and customs fees are covered by the Buyer. Necessary products for retail design are delivered in the following month after the payment.
- The shop shall be constructed by the Franchiser. All movable equipment will be dispatched from Headquarters. The assembly shall be made in the shop. Duration of renovation is 30-45 days.
- The procedures such as license, tax registration, cash register of the shop shall be carried out by Master Franchise/Franchise. Establishment procedures should be finalized within renovation period. If any special case emerges relating to the shop, it should be identified beforehand and resolved.



## Tegtat Bakery Operation Training Process

- Master Franchise or the person/persons considered suitable by Master Franchise are trained as customer/training officer by a specialist whom will be sent from Turkey. Sub-Franchises are trained and supported by Master Franchise customer/training officer. Team from Headquarters shall execute periodical inspections.
- The team of Master Franchise shall be in continuous contact with Tegtat Turkey.
- Master Franchise should authorize 1 or 2 personnel for training and support for a period of two weeks.



## Investments That Must Be Made by Master Franchise

- Master Franchise will rent a depot office between 750 – 1000 m<sup>2</sup>. This will have a large cold storage facility and will act as the logistic centre so will be located close to good transport links. The logistic and storage services may be outsourced to a competent company.
- Managerial, accounting and sales activities will be provided from this logistic centre.
- A fleet of -18 °C degree trucks will be provided to distribute the products to the dealers.
- A car for customer representatives.

## Expectations

- To give delivery service for all dealers

Since every dealer should have a small cold storage facility with several day capacities, it will not be necessary to provide daily deliveries.

- A Customer Representative will be employed

One authorized personnel will manage relations with dealers. He/she will be in touch with the centre and will provide technical service to the new franchises.

- The targeted dealer number by the end of 2021 is 24.



**We are aiming to open 24 sale points from the Master Franchise from 2017 - 2021.**

- Master franchise may set up Tegtat Bakery others with its own investments or it may secure growth by using sub-franchise method. If it fails to realize the growth the agreement may be terminated.
- Master Franchise should sell the products to the other dealers as cash or credit card.
- Master Franchise will be selling the products that are taken from Göçmen Bakery Centre by adding a profit margin of 15% to the cost.
- The Investment return (ROI) of the shops is planned between 18 - 36 months.

