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# Franchising from Emarat

Why choose Emarat?

Circle and Emarat

April 2009



# Agenda



Emarat

Quick and the Dead

Brand value

Retail is detail

Emarat development

Franchising

# About Emarat



Federal Government

Established in 1980

Operate retail, gas, aviation, bunkering

170 Stations in 6 Emirates

Full non-fuel facilities

90 convenience shops

31 Bakeria / Café Arabicca

5 standalone shops established from 2001

## Dubai, when Emarat was formed



Dubai in early 80's



BurjDubaiSkyscraper.com



# Formerly EGPC



# Dubai airport





# Quick and the Dead!

Why not?



Most companies choose not to act:

- Culture
- Lack of information
- Don't work in this market
- Rarely is money the issue
- Step into the unknown

Or start and do not complete!



# Quick and the Dead!

Why act?



Build the Brand = sales

Valuable real estate

Utilize existing assets

Building dry sales increases wet sales

Augment costs

Deter competition

# Quick and the Dead!

The options



COCO, DODO

Stick with fuel only

Rent land

Build and rent facilities to highest bidder

Select partners e.g. Tyre Express

Joint Ventures e.g. Fast track

Franchise

# Fast track

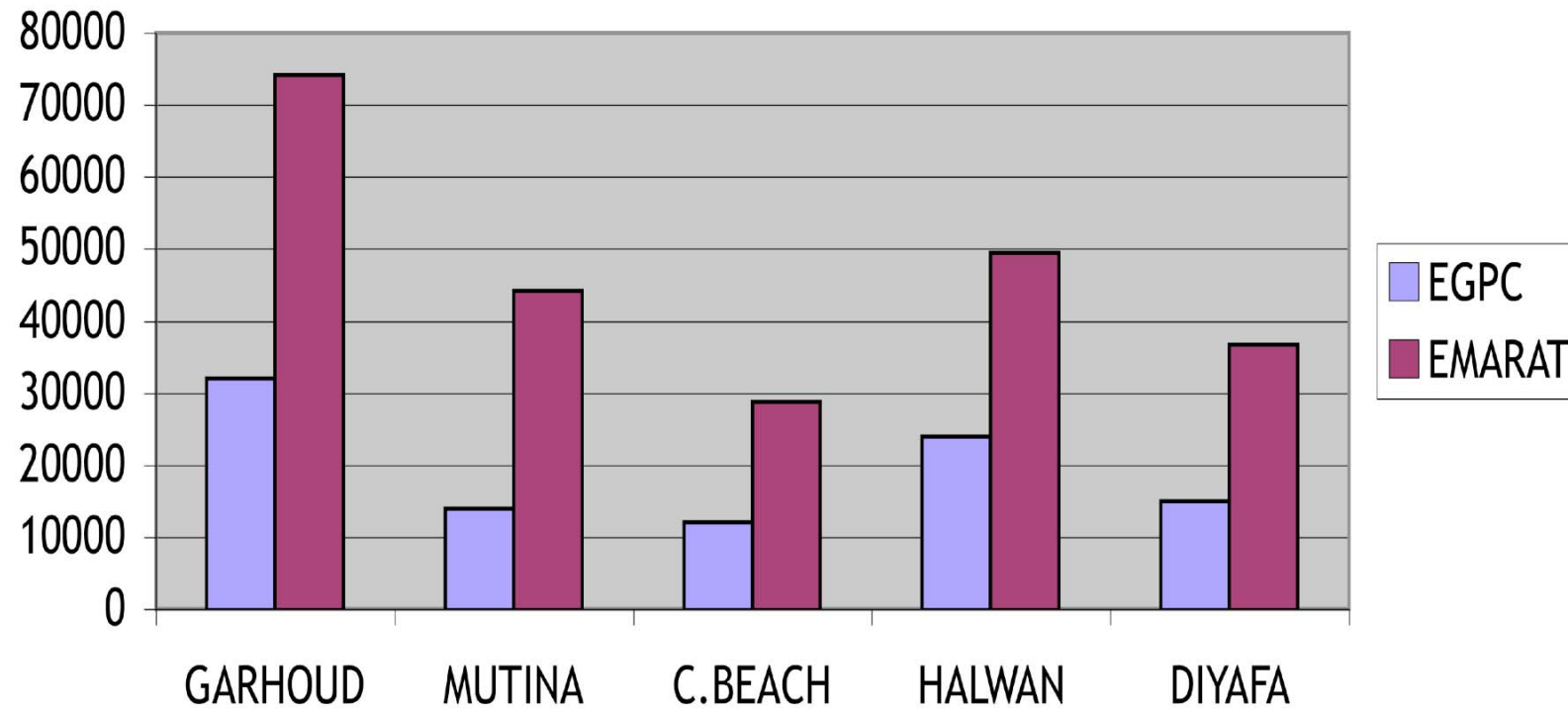


# Brand value

Redevelopment Sales Increase



## SALES COMPARISON BEFORE & AFTER CONVERSION TO EMARAT





# Brand value

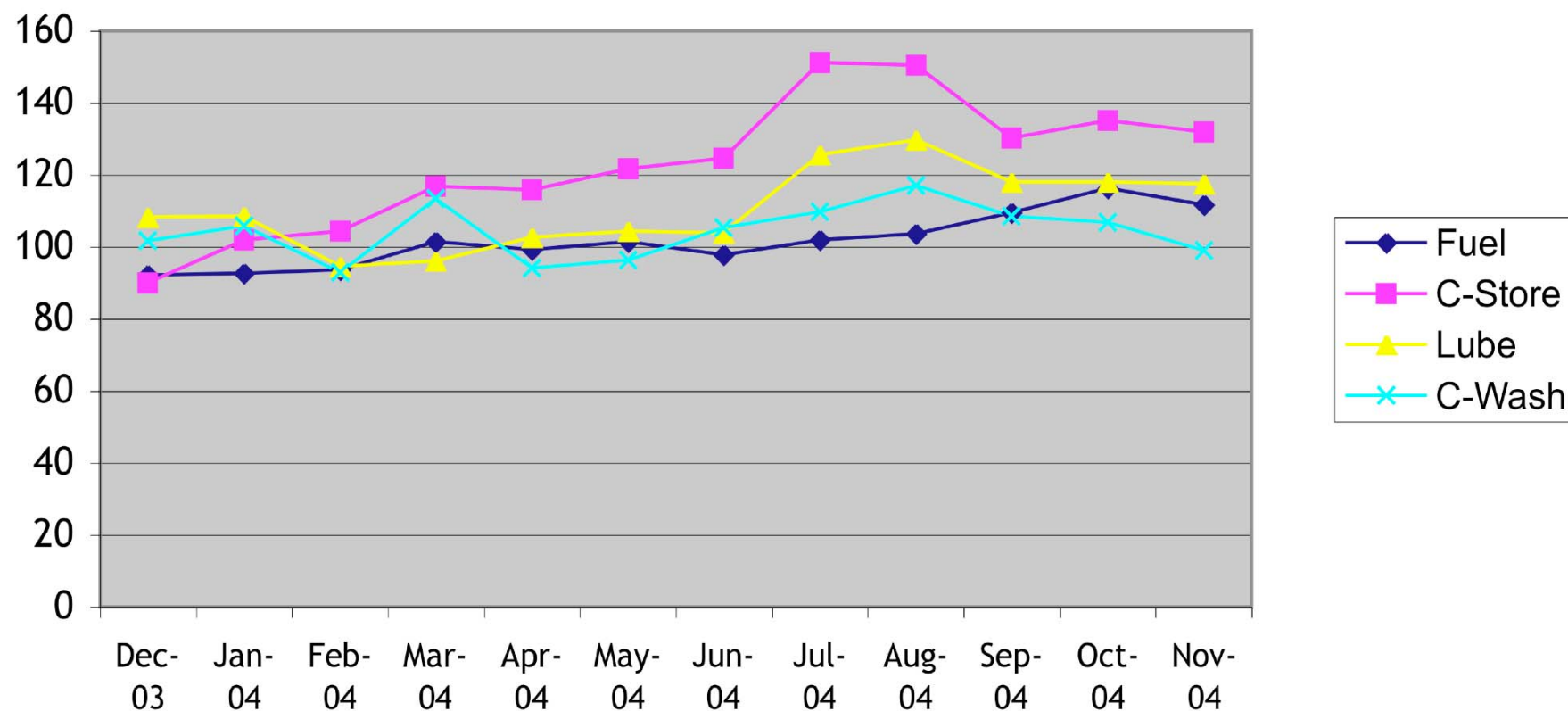
## Redevelopment Sales Increase (ID pole)



DATE	FUEL SALE	C-STORE SALE	BAKERIA SALE
1/2/2009	13806	18373	3701
2/2/2009	13974	15959	3648
3/2/2009	13959	15203	3927
4/2/2009	14342	16498	3937
5/2/2009	13813	19129	3777
6/2/2009	7338	13559	1716
7/2/2009	12712	20857	2637
8/2/2009	14940	18641	3533
9/2/2009	14195	28593	3824
10/2/2009	14327	16074	3391
11/2/2009	14409	17333	3820
12/2/2009	15232	17447	4293
13/2/2009	7215	12788	2080
14/2/2009	12679	20903	2583
15/2/2009	13925	15096	3591
16/2/2009	15546	18911	3829
17/2/2009	17968	22825	4227
18/2/2009	16911	22900	4675



# Promotions in C-Store



# Complement your market!

Differentiate your offer



5 star  
hotel apartments



# Complement your market!

Differentiate your offer





# Complement your market!

Differentiate your offer





# Complement your market!

Differentiate your offer



Training and procedures  
What's missing?



# Complement your market!

Differentiate your offer



# Complement your market!

Differentiate your offer



Stone baked pizza



# Retail is detail



Return on investment

Who is your customer

What does your customer want

How do they shop and how often

How much do they spend

Which categories are your drivers

How do you layout your shop

# What is right for your business?

Country - Circumstances - Budget



Visit to Ireland

7-11 in Thailand

Size, Spend

Product purchase culture e.g. cigarettes

Does it meet the needs of the majority

Are you believable in a category

Do some iconic things

Lay your shop out to ease shopping

# Emarat development

## Emarat shop





# Emarat development

Emarat Plus





# Emarat development

Freshplus



# Emarat development

## Bakeria





# Emarat development

Café Arabicca



Emarat's new coffee brand

Designed to compete with the best names in the coffee business

Created in July 2007

31 Café Arabicca outlets are now operational

# Why is Emarat franchising now?



Brands

Strong systems

Proven training systems

Record of success

Maximize existing assets

Large infrastructure

Maximize ROI from existing investments





thank  
you

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# The role of branding in successful franchising

Circle and Emarat

April 2009

**360° brand  
thinking**

## Franchise brands



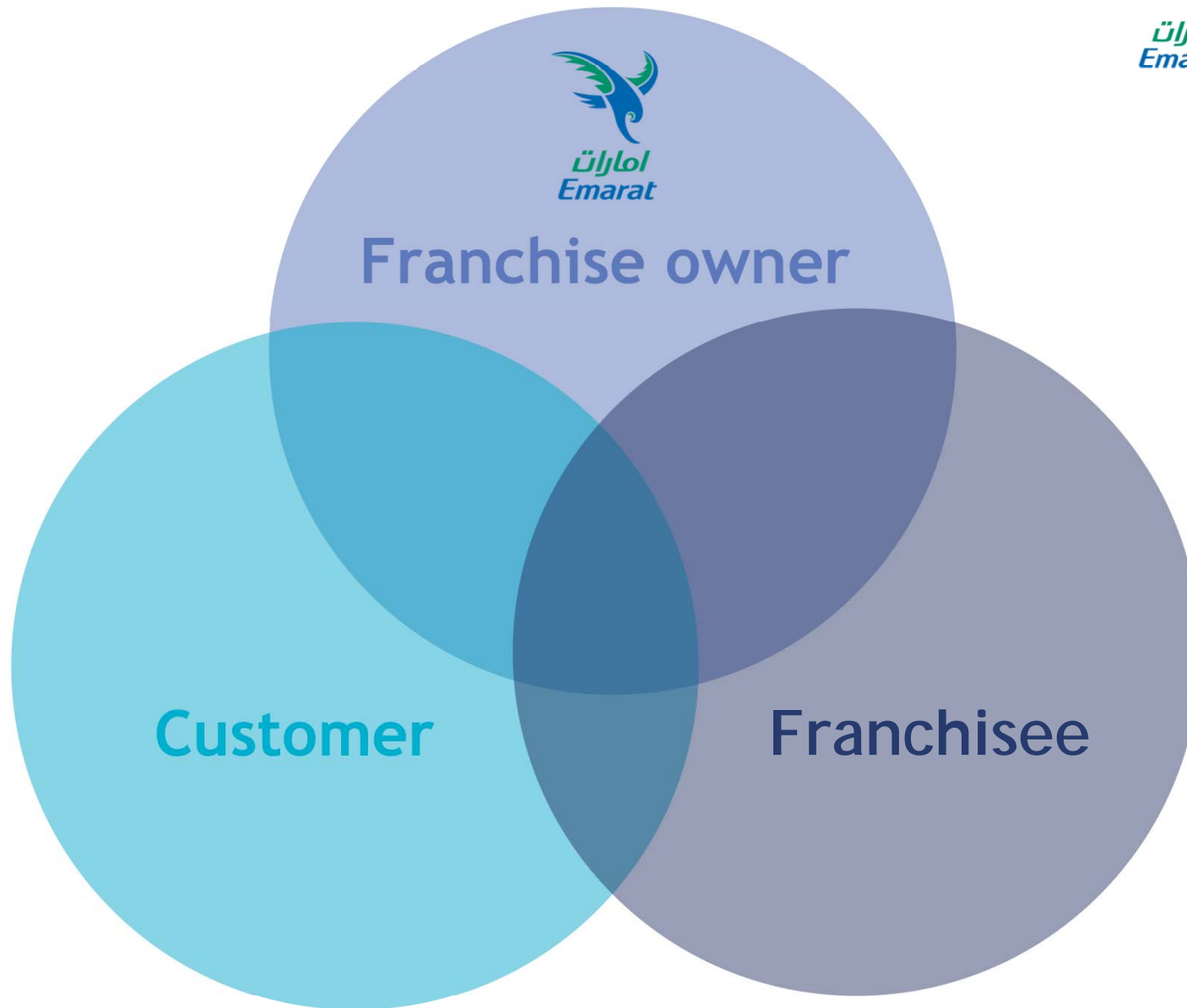
فريش بلس  
freshplus



# What is a brand and why is it important?



# The business case



# Emarat brand architecture





## Emarat franchise brands



فريش بلس  
freshplus

Bakeria



بيكريا



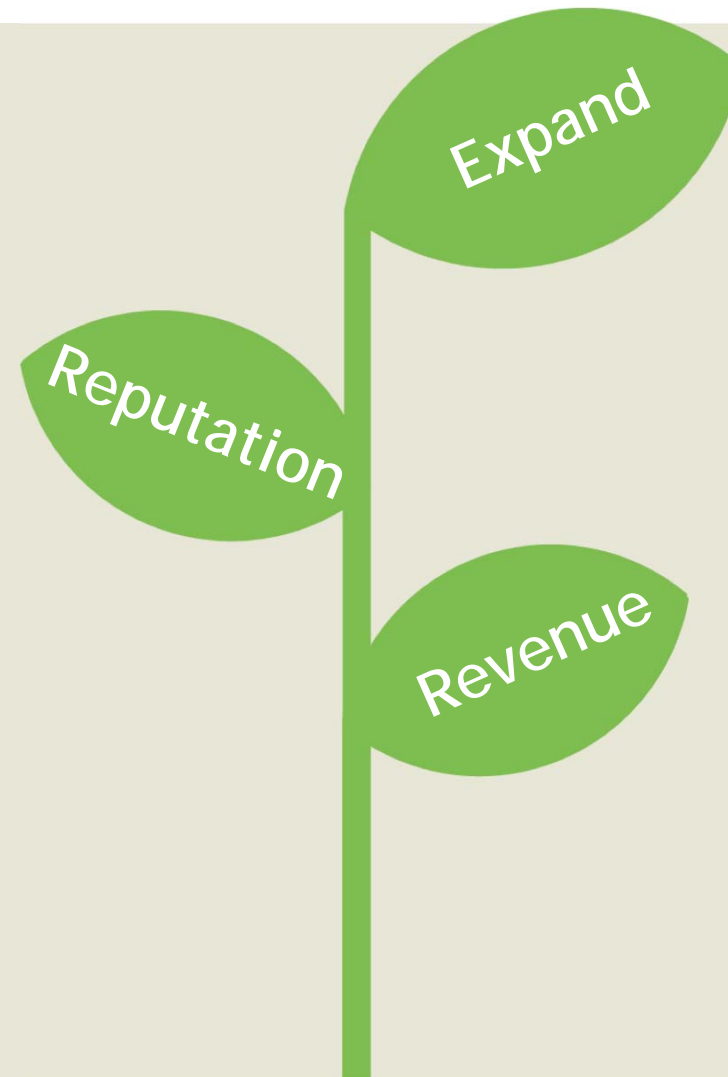
# The Emarat business case



A new revenue stream

Grow reputation

Expand portfolio



# The franchisee business case



A ready-made brand

Caché of working with Emarat

Support: technical, sales,  
training, supply chain

ROI

Caché

ROI

Support

Ready  
-made





# Emarat / Circle Collaboration



# The audience



# Building a franchise brand

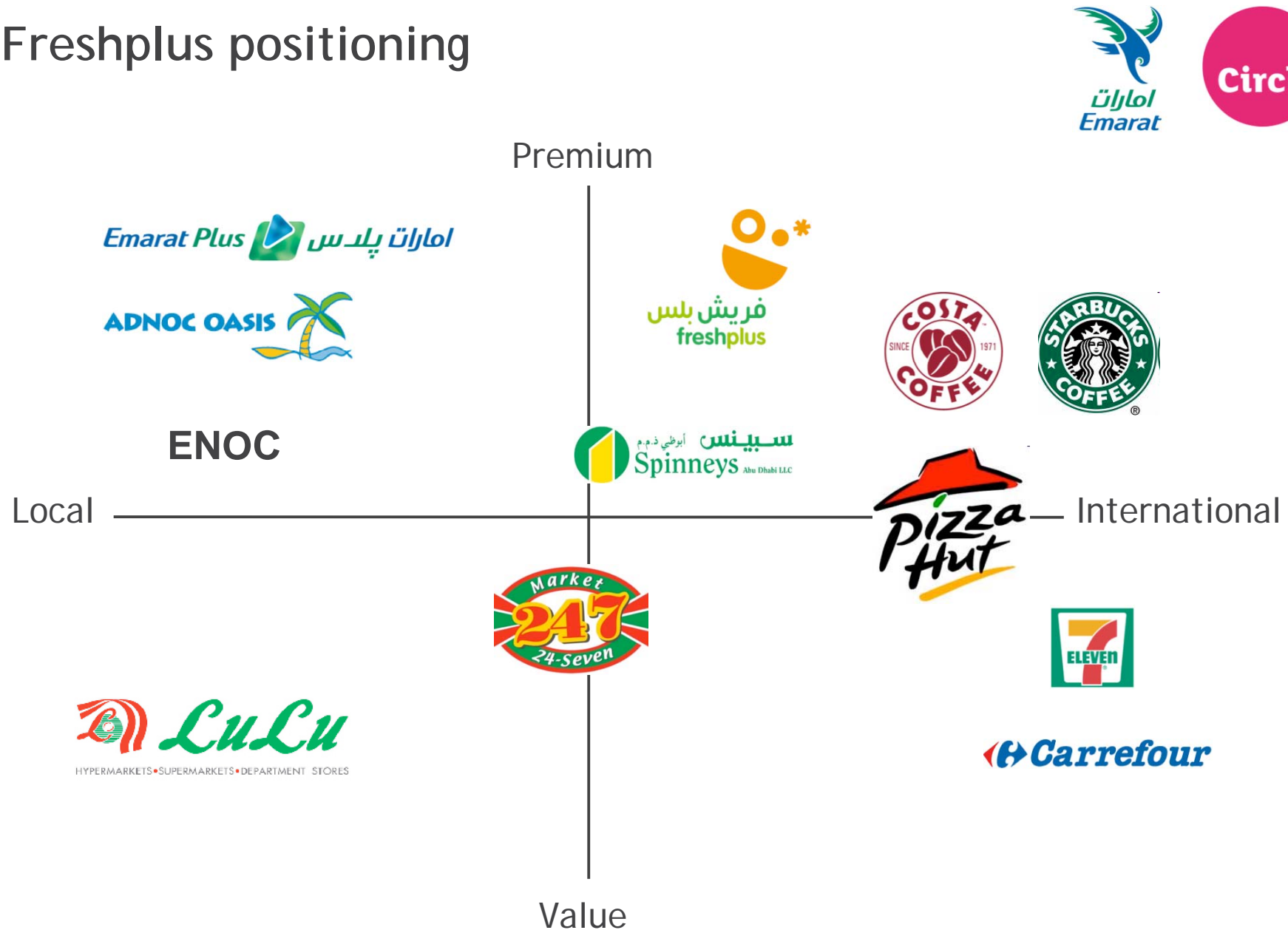




# Freshplus opportunity



# Freshplus positioning



# The customer proposition: Why choose Freshplus?



Relevance

Value

Experience

*it fits  
my  
lifestyle*

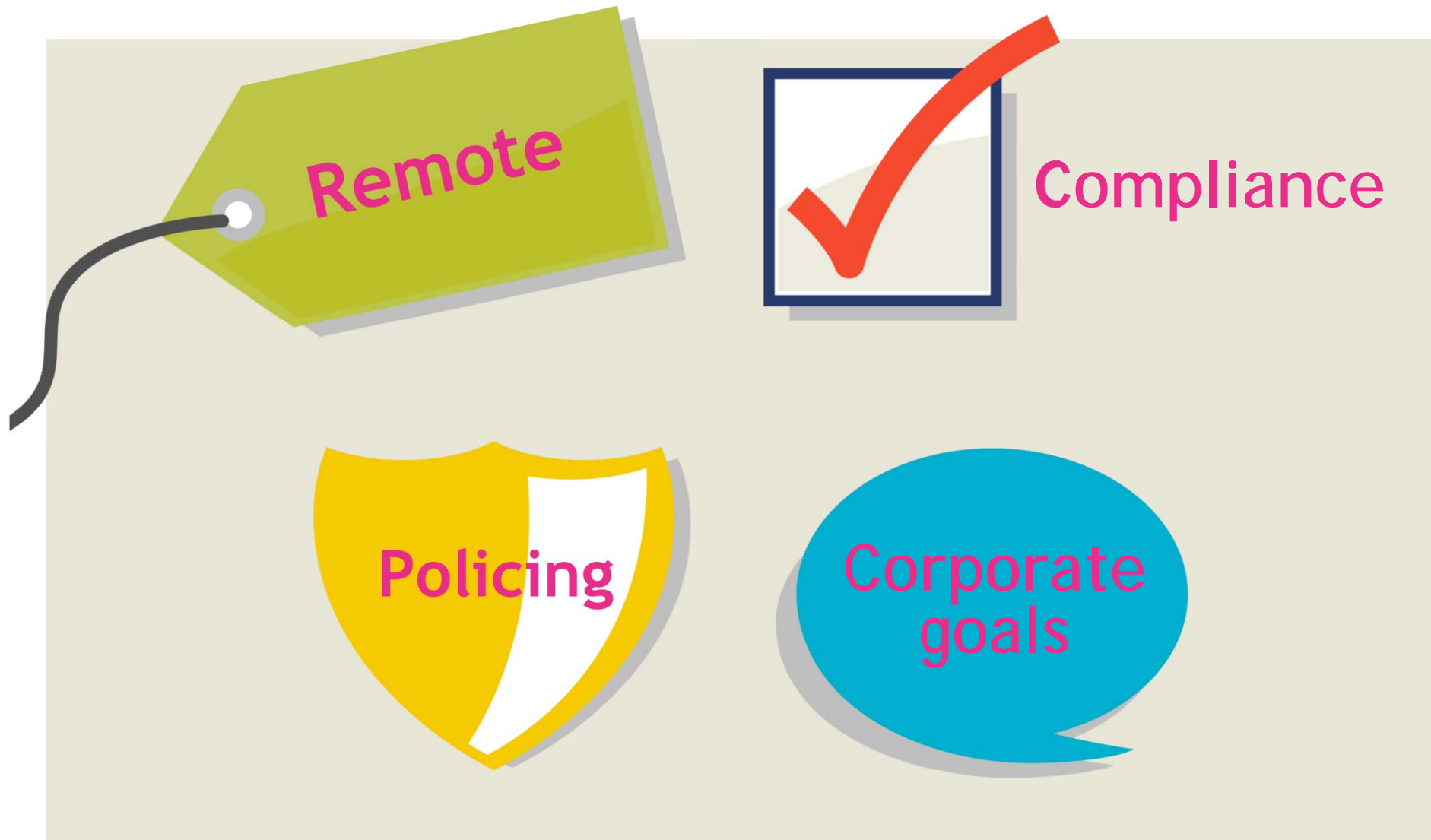
*it fits  
my  
pocket*

*I'll come  
back  
again*





# Brand management issues



# Consistency



Russia



Tokyo



USA



麥當勞



Spain





# Consistency





# Build in flexibility

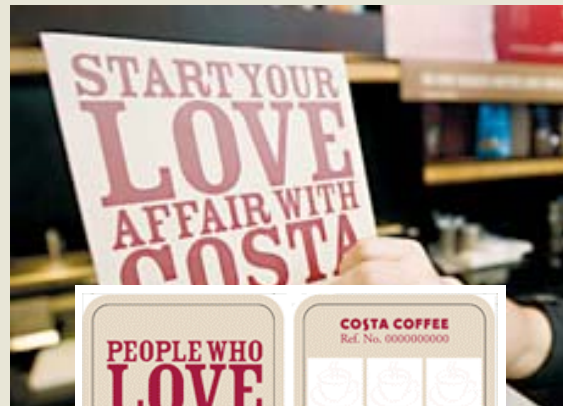


Promotions

Local / cultural festivals

Menus

Create reasons not to deviate



Freshplus brand



فريش بلس  
freshplus

Target customer



time poor

quality expectations

young

family



Freshplus personality

Young

Fresh

Vibrant

Modern

hello

smile

good

Circle

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# Freshplus design world



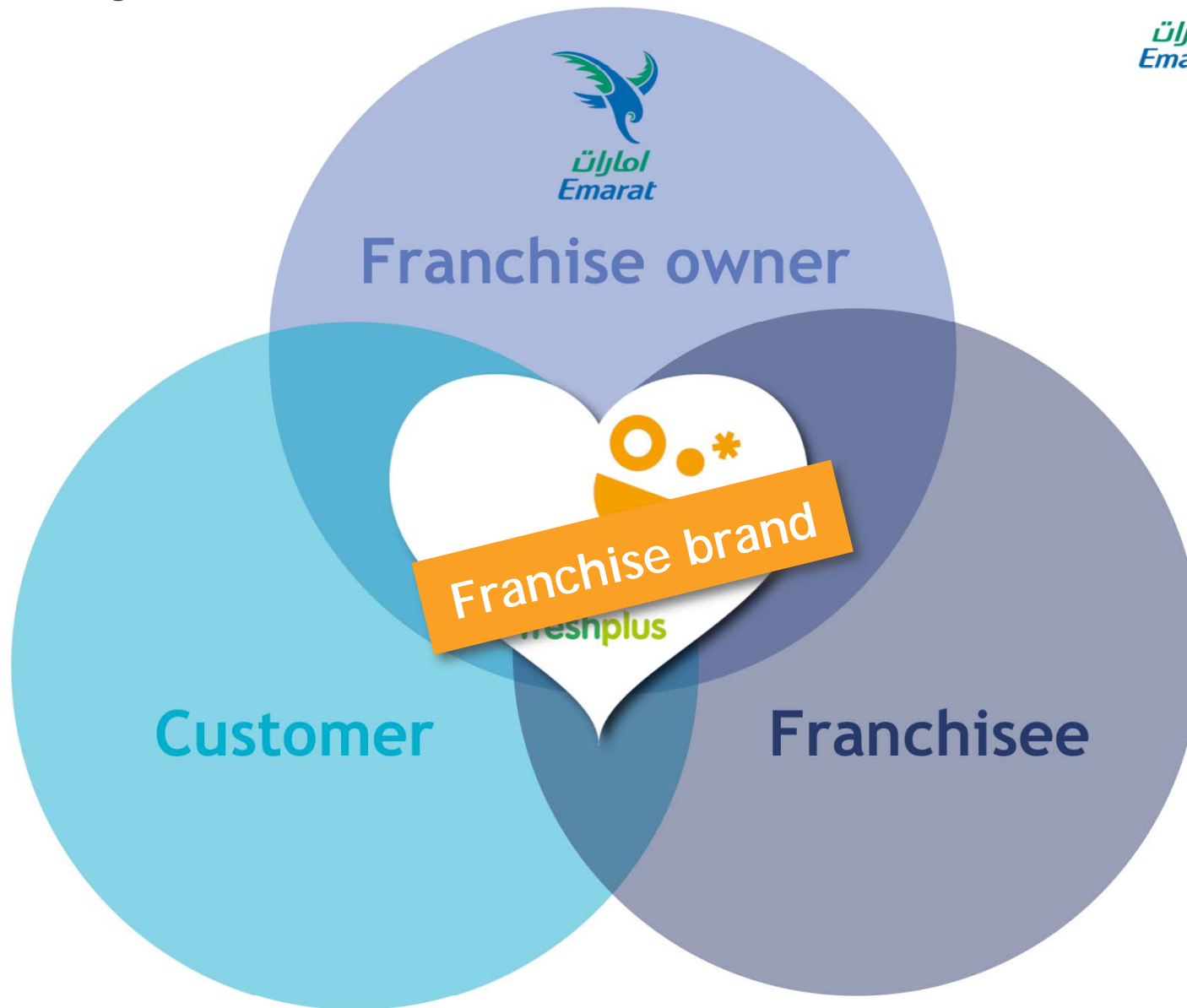


# Freshplus



[www.circlebrands.co.uk](http://www.circlebrands.co.uk)

# Summary







thank  
you