



A HISTORY IN  
*Chocolate Making*

FRANCHISE KIT

# OUR HISTORY IN CHOCOLATE MAKING

Dandy was established in 1948 by its founder, Mr. Moustapha Saade. At the age of sixteen, Mr. Saade began his career as a salesman at the first chocolate outlet in Lebanon where he worked for six years. Then he travelled to Switzerland for technical formation in chocolate, confectionery, and ice cream production. Coming back with Mr. Mario Fontana (Swiss chef), founded a 300sqm factory in "Chanay" and the Dandy family business was established with its:

- First branch in 1948 located at Souk Al Jamil in the Downtown shopping district of Beirut
- Second branch opened in 1975 at Verdun, the most prestigious shopping avenue where one can find all the famous brand names and
- Third branch opened in 1998 at Surati Street Hamra district, 2 minutes walk from the American University Hospital.
- Dandy's first single Franchise opened in 2002 at the city of Tyre in the south of Lebanon
- Dandy's second Franchise opened in 2004 at Kaslik –Jounieh a prestigious city north of Beirut
- Dandy's first international branch opened in Riyadh in 2010.

Our flagship store remains at Verdun Module B, which we hope to duplicate for all franchises and we encourage you to visit during your next trip to Beirut.

## PRODUCTION

In 1948, Dandy's first factory was founded in at "Chanay" the 300 sqm, a village in Mount Lebanon near "Bhamdoun". Following the advice of Mr. Mario Fontana (Swiss chef), the location being 1100 meters above sea level which is ideal for chocolate production.

In 1983 Dandy moved its factory to Talet al-Khayat, Beirut with an area of 650 sqm where it continued until 2008. Today the premises remain part of Dandy's and are used for warehousing and craftsmanship workshop for decorated items

In 2008 newly equipped factory was established at Bshamoun covering an area of 1,300 sqm. The factory includes the highest standards of quality control, the latest technological machines and strict measures concerning food safety to satisfy the arising demand on all Dandy high-quality products like premium chocolate candies, Fresh ice cream and other confectionery products.



## RESEARCH AND PRODUCT DEVELOPMENT:

In 1998 Dandy introduced its own line of decorated handmade chocolates, special occasion favors, table tops and exquisite gift items for all occasions which has been growing at a rapid pace as clients recognize the personal attention to detail and the creative touch of our display department. Occasions included weddings, newborn babies, graduation ceremonies and special events and represent a considerable percentage of our overall sales.

In 2002 a new product line of chocolate spread Chocky was introduced, complete with its brand identity as a product of Dandy, Chocky is available in most supermarkets and it has gained a considerable market share and extensive demand. Other similar products are under development.

### Dandy's products offered to the public in our stores are:

- 1. Chocolate:** Our line consists of Classic Chocolates, Deluxe Chocolate, Mini Milk Chocolate filled with Orange, Strawberry, Caramel, Bitter cream & biscuits, Toffee praline, Mint, Cardamom, Hazelnut, Mocha, and Macadamia. Sugar Free Milk Chocolate, Chocolate Spread, Chocolate Bars, and Special shape chocolate (Square – Rectangle – circle – bar - Triangle...).
- 2. Ice Cream:** Our line consists of regular ice cream, Cassata, Bonbon Glace, Cornet, Ice Cream Cakes, and Bulk. In addition to a Sugar free and fat free ice cream collection. Flavors of ice cream: Chocolate, Vanilla, Strawberry, Pistachio, Almond Praline, Caramel, Mocha, Mango, Berries, Sahlab, Kiwi, and Pineapple.
- 3. Confectionary:** Our line consists of Loukoum, Nougat, Man wa salwa, Turkish Delights (Malban), Moulouki, Armouch, Marzipan, Candies, Petit four, Macarons, Chocolate Dragees (Chocolate coated nuts, fruits and coffee) / Sugar Coated Dragees (Chocolate, fruits and nuts)
- 4. Gift Items:** A Variety of materials zllike Silver, Glass, Leather, Crystal, Wood, Porcelain, Ceramics, Resin Bronze, Plexiglass, Murano, Stainless Steel, Opaleen, Rattan...

Items like Trays , Plates , Candles , table lamp, Vases , Boxes , Tea boxes , centerpieces , tabletops , bouquets & Flowers , Baskets , Trolleys , Bowls, Special Orders ...

5. Special Events: We are experienced in customizing products to fit different special events, occasions and holydays.

6. Weddings: Our skills in wedding displays over the past ten years all over the Arab world, has enable us to tailor made all weddings to suit the taste of our clients for there very special day based, on the theme and mood of their choice. Our decorated Chocolate & Confectionery, Decorated Trays and Stands, Souvenirs, Table Favors, Bouquets and Flowers all complement each other delivering a unique wedding's arrangement.

7. Other lines consists of: Corporate Gifts to suit all budgets and all occasions including the Grand Openings of new shops and establishments ; our line includes Trays , Boxes, Plates,... and VIP Items like Sterling Silver, Limoges, Sèvre , Capo De Monte , Wedgewood... We always abide by our clients budget and deliver the best value for money by offering an extensive collection of unique items along with a wide range of affordable prices.

## DANDY CHOCOLATIER BECOMES A FRANCHISOR AND GOES INTERNATIONAL

Our modest success has been due to a clear vision based on strategic planning, timely execution and determination to perform our best at all times in all areas.

Today we eagerly continue pursuing the Franchising concept because this is the best way for expansion allowing others to join our network, thus becoming the business formula of the new century.

Our company goals are clear and shared by all of our staff considered to be team members. Our staff represents our biggest asset and is trained to meet our standards of customer satisfaction at all times.

At Dandy, we believe in providing the highest quality of chocolate, confectionery, Ice Cream, gift items and accessories. Our secret is in the way we choose our raw materials, our extensive Dandy craftsmanship and exclusive designs, that lead us to special collections, and a unique display presentation.

Our commitment to quality has generated our customer's loyalty from generation to generation.

Dandy... a history in chocolate making

## DANDY CHOCOLATIER BUSINESS PREMISES

Locations: Prime standalone or in parade of shops

Average investments: To be discussed

Main Components: Showroom

Royalties: 5 to 7.5 % of the Gross sales turnover

Advertising contribution fee: 2% of the gross sales turnover

Franchise Joining fee: To be discussed

Franchise term: 10 to 15 years renewable

Franchising Module Concepts: A, B and C

Modules A, B, C, Stand alone, varies per country module

**Module A:** between 130 and 200 square meters or more

Components: Showroom

Location: Stands alone or in a parade of shops

**Module B:** 75 to 125 square meters

Components: Showroom

Location: Stands alone or in a parade of shops

**Module C:** between 45 and 70 square meters



# DANDY CHOCOLATIER FRANCHISE NETWORK SYSTEM

And What It Has To Offer As Support

## **Pre - Opening support :**

- 1-Dandy Chocolatier works with you "hand in hand" to determine the scope and size and potential of our Dandy Chocolatier concept in your country as you conduct your feasibility study. And how our concept will be of great value. The result will help us determine the scope, size, and potential for the Dandy Chocolatier business in your country.
- 2-Dandy Chocolatier helps you with " Site Selection" to identify key prime locations to fit the Dandy Chocolatier module, concepts and coordinates with your local contractor during the implementation process.
- 3-Dandy Chocolatier helps you with entire Dandy Chocolatier Outlet Design, which includes the Showroom, and coordinates work with our interior designers and your national contractors to implement the design for the selected location.
- 4-Dandy Chocolatier assists you to select the best Human Resources team qualified personnel and train them to be up to the required standards as per our Training Manuals.
- 5-Dandy Chocolatier will provide you with the most up to date comprehensive Operations and Training Manuals which are in both Arabic and English languages. This will be the core of the business, and we help you monitor and manage the day-to-day operations and quality control systems .
- 6-Dandy Chocolatier provides orientation Training sessions by our experienced team in our headquarters in Lebanon and on-site training at your own premises for all key personnel. .
- 7-Dandy Chocolatier provides you with a comprehensive Brand Identity package which includes the design and packaging of all the initial printing materials ranging from packaging, print collaterals, signs, in-house advertising uniforms etc..
- 8-Dandy Chocolatier will assist you with the selection of specified Equipment for all three components , showroom, kitchen and bakery as well as a list of approved suppliers. .
- 9-Dandy Chocolatier provide you with the Technical Training, software to implement our P.O.S system linked to our Headquarters in Lebanon which is essential to monitor the sales, expenses, costs and other relevant figures to ensure the success of your franchise branch.

## **Post Opening Support during and after the GRAND OPENING**

- 1-Dandy online support will provide Franchise support through a link between your offices and our offices to ensure that we are constantly online and if needed, we will be just a phone call away.
- 2-Dandy will provide you with onsite and job support : our project coordinator will be onsite during the implementation of the Dandy Chocolatier branch and will remain with you for 20 days after the Grand Opening to ensure a smooth start up for your franchise.
- 3-Dandy will provide periodic visits by our quality control auditors to ensure the standards are met and will provide essential evaluations.
- 4-Dandy will provide you with the marketing guidance for your benefit from our in-house promotions and regional marketing plans.
- 5-Dandy will provide additional periodic training sessions for new products or services to be added to our enriched menu.
- 6- Dandy will assist you with Future Expansions and will update you with our expansion plans for the future.
7. Dandy will assist you all through the period of the franchise agreement and will always ensure that you are treated as a family member of our Dandy Chocolatier Franchise worldwide network.