



FREQUENTLY ASKED QUESTIONS

What does KEY CAFE stand for ?

Key Café trade name falls under the Golden Side Company established in 2014, which includes a group of international restaurants and brands.

All Key venues, whilst catering locally for their crowds, share the true Key spirit and, with privilege and pride, invite you all to be part of it. The spirit and motivation remain the same, individual and authentic. So, set the wheels in motion and take a journey through the unique Key experience!

Key's vision is to lead the hospitality industry in the kingdom of Saudi Arabia by providing excellent food, service quality and value. Key serves happiness to customers through delicious, quality meals and extraordinary cafe experience while working toward the greater good for employees, community, and environment.

Key values include providing fair wages for workers, giving back to the communities we work with, and serving great products. Key seeks to combine a scientific outlook to hospitality management with a commitment to innovation, teamwork and customer-driven excellence while providing employees and business partners opportunities for development and growth.

What is a typical size of a KEY CAFE unit?

The size of a typical KEY CAFE unit is between 100 sq. mt. and 300 sq. mt.
KEY CAFE serves multicultural low-middle to high-end income customers.

What's the initial investment cost for an individual unit?

The initial investment for an individual unit ranges from **SAR 1,095,000** to **SAR 2,764,000** (**SAR 1,929,500** on average) this includes Capex and Franchise Fee, Training, 6 Months Rental, 3 Months Working Capital, and Others. The initial investment estimates are based on KSA units estimates.



How much is the Fee for Continuing Support Services “Royalty Fee”?

The continuing services, or “royalty fee,” is 6.00% of your gross sales (excluding taxes before discounts) and is paid monthly. This fee entitles you to use KEY CAFE service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a KEY CAFE franchisee.

Will I have an Exclusive Territory?

KEY CAFE grants an exclusive territory for a minimum of 3 units and agreed upon on a case-by-case basis. In the case of an Individual agreement, there will be a minimum radius to prevent cannibalization between units.

What about Advertising?

KEY CAFE name and reputation is an important part of our business. Franchisee will spend at least 2% of your gross sales per month on local advertising. In addition, Franchisee will be required to contribute 1% of their gross sales to international marketing funds.

How much Training is provided in KEY CAFE Franchise System?

Initial assistance provided by KEY CAFE will include the following franchisee training programs:

Phase I -- Training provided at a location designated by franchisor: KEY CAFE’s management will provide franchisees with approximately Five (5) to Seven (7) days of initial training at headquarters or at a location designated by the KEY CAFE’s management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and One (1) attendee.

Phase II -- Training provided at the franchisee's location: - On-site training typically takes place when the franchisee commences operations. Experienced trainers from KEY CAFE will provide on-site training for a period of Ten (10) to Fourteen (14) days to assist the franchisee in the commencement of operations.

What is the term of the KEY CAFE Franchise Agreement?

The initial term of the Franchise Agreement is 5 years from the date the Franchise Agreement is signed. The franchise is renewable for 4 additional terms of 5 years each, for a total of 25 years providing you have complied with the provisions of the Franchise Agreement.



What are the Support Programs provided by KEY CAFE Franchise?

Operational Support – KEY CAFE Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, food safety, quality standards and administrative procedures.

Site Selection -- Prior to approving a site for KEY CAFE unit, the Management will provide franchisees with clear guidelines for a suitable location. KEY CAFE requires franchisees to follow these instructions to ensure that an appropriate site is located.

Marketing Support – KEY CAFE coordinates development of advertising materials and strategies for the benefit of all members of the franchise network. It also provides franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.

Purchasing – KEY CAFE Management or its affiliate will negotiate quantity discounts on behalf of all its members, passing some or all of these savings on to the franchisees.

Accounting/Audit/Legal – Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

Internal Support – The functional areas of training, purchasing, franchisee communications, and research and development are typically included in such a department.

Ongoing Research and Development – KEY CAFE continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.

Overall Program Oversight – KEY CAFE Management will provide the overall coordination and planning for the entire franchise system.

What is my Next Step?

Simply complete the Franchise Application Form and return it to us. Upon receiving the form, we will contact you.