



RESTAURANT & CAFE

مطعم ومقهى

**ASMAHAN**

Partners in Success



HOT STAR LLC

Another concept by Hot Star LLC®

# THE CONCEPT



**ASMAHAN® CAFE & RESTAURANT REPRESENTS A COSMOPOLITAN FLAIR THROUGHOUT THE FOOD AND BEVERAGE MENU DIRECTION IN A RETRO SPIRIT AND ARABIC REPUTED NAME SIGNIFYING THE ERA OF “1940 – 1960”**

in terms of architecture, interior design & mood & its structure as a well centered stand alone villa with its sacramental design.

Inspired by the rustic standalone retro style as the neighborhoods special Restaurant & Cafe, Asmahan is an invitation to a reimagined Cosmopolitan culinary journey rich of tradition and hospitality.

#### **AUTHENTIC FLAVORS**

Using the highest-quality ingredients, our chefs and culinary artists create original delicacies that celebrate the best of International cuisine. The concept prides itself with excellence in the quality of service along with the preparation & presentation of food.

Asmahan builds upon the original recipes and secrets of older and contemporary cuisines. The same respected cuisine is presented while creating a taste that is exclusive to Asmahan, including mezze, salads, sushi, bakeries, sizzling main dishes, specialty pizzas and pastas, in addition to mouth watering desserts, gelato, exotic beverages and juices & seasoned authentic gourmet meals.

## THE FEATURES

#### **Open Seating**

with a variety of comfortable seating options

#### **Exposed Pizza Oven**

with delicious freshly baked breads, pizzas and traditional Kaak

#### **Communal Tables**

for you to meet, share, and enjoy the spirit of Asmahan

#### **Relaxing Terrace**

and Outdoor Area with a street, mountain or Seaview

## THE TRADEMARK

The core of Asmahan trademark lays in its unyielding commitment to food quality and customer services.

# TO GET STARTED

## “A GATEWAY TO INTERNATIONAL CUISINE”

We are looking for energetic motivators to develop and operate a minimum of 1 restaurant depending on the defined territory, and with an unrelenting commitment to customer service, quality, and freshness.

Our Sub-Franchise agreement has an initial term of 5 years, renewable for 1 additional 5-year terms. An initial fee is associated to the development plan.

### THE OPERATION

- Point of sale systems that help you manage your business efficiently and maximize profits.
- Training to achieve consistent operations is provided based on years of proven success.
- Ongoing support to maximize the operation.

### THE SUPPORT

Our team provides assistance with site selection, lease negotiation, design guidelines and brand images, fit out, MEP and construction as a turnkey project, store opening, ongoing marketing and social, kitchen equipment sourcing, interior design, training, and menu engineering.

Additionally, an ongoing support is offered to build and sustain a successful business, by implementing processes and procedures that are leveraged across the franchise family.

### THE MARKET

Asmahan provides an environment that drives repeat customers, encourages a friendly atmosphere, aiming to be the market leader and innovator.

### THE SUB-FRANCHISEE QUALIFICATIONS

The following qualifications are essential for you to be considered as a sub-franchisee for Hot Star concepts:

- A ready flagship-site to operate your sub-franchise
- Existing infrastructure dedicated to the development of our brand
- An existing company and structure (preferably with experience in F&B)
- Local knowledge and expertise in the fields of consumer preferences, real estate government regulations, and distribution
- Ability to maintain the brand's integrity and credibility



## THE SUB-FRANCHISE PROGRAM

As a Hot Star Sub-franchisee you will be provided with the following:

1. Research & Development tools
2. Operation manuals
3. Turnkey for Fit Out, Construction, MEP & Design
4. Branding manual – includes the brand guidelines
5. Standard operating procedures
6. Menu recipes & Menu Engineering assistance
7. Initial & Scheduled trainings
8. Initial & Scheduled site visits

## THE VENUE CRITERIA

**Space** 250 – 300 sqm. in traffic areas with an end cap

**Patio** 40-80 sqm exclusive patio

**Access** Pair of front entry doors, patio exit door, and 2 rear doors for incoming & dispatching ordered goods



# THE KEY PEOPLE



## HOT STAR

Headquartered in Muscat  
partnering in developing and  
managing innovative F&B  
concepts that are  
synonymous with quality and  
outstanding customer  
satisfaction.  
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