

nakhati نکھتی

A BRAND BY

KERTEN
HOSPITALITY

Franchise
With
Nakhati

Own your scoop of artisanal
gelato heaven

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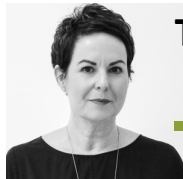
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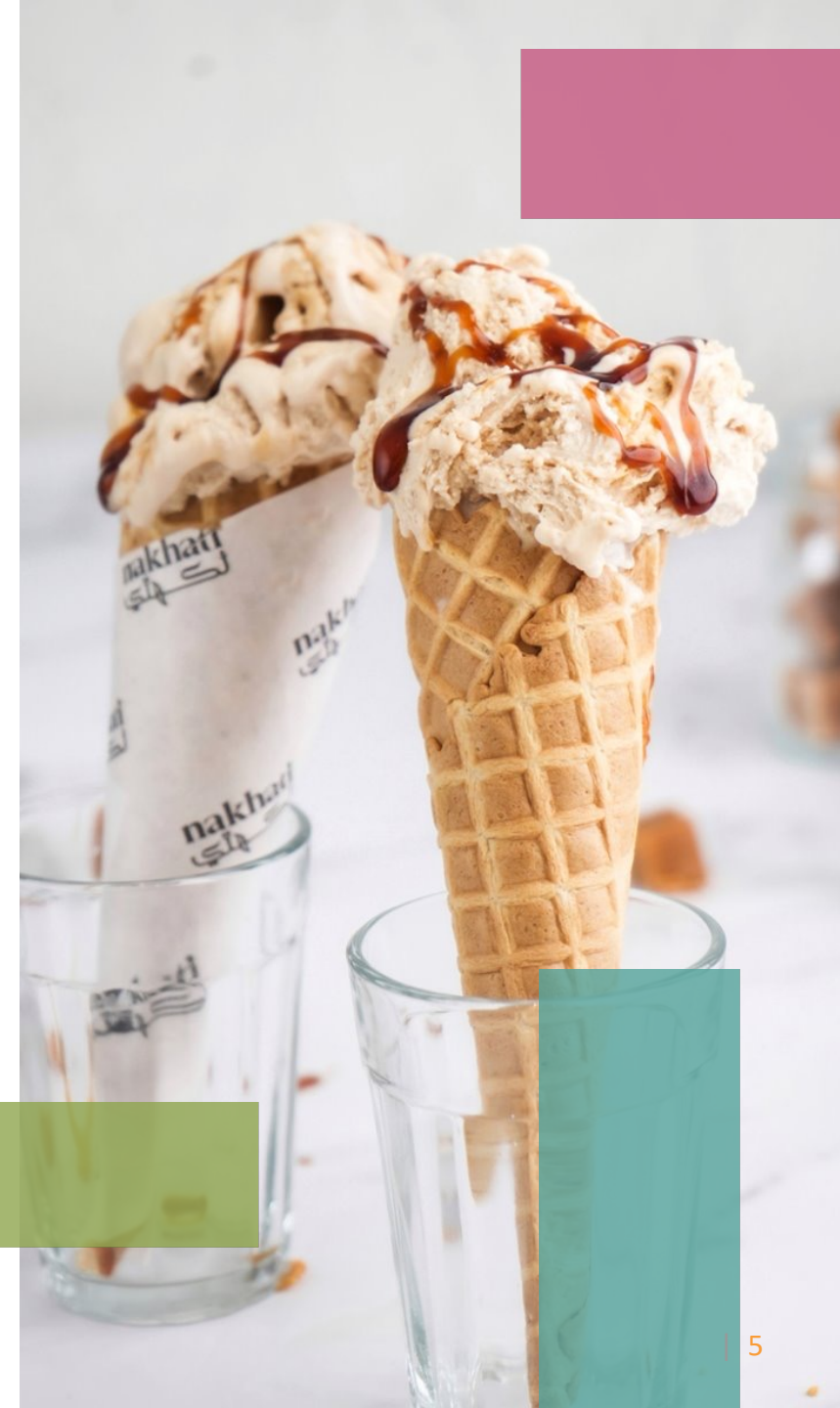


WHAT IS nakhati نکھتی

What is nakhati نکھتی

General overview

- For Gelato lovers, Nakhati is an authentic, homegrown 'Gelato Sweetery', providing **premium, handcrafted flavors, Gelato hotbuns, and Gelato drinks that are to die for.**
- The gelato is made with high-quality components that combine the finest Italian ingredients.
- The brand offers a high-margin product that results in a very attractive investment opportunity for franchisees.



What is nakhati

Vision

To become the reference **handcrafted Premium Gelato** brand, offering local, unexpected, and surprising flavours, while serving the **purpose** to promote **female empowerment**.



What is nakhati نكهاتي

Story

Nakhati was launched in Riyadh in 2022 by the lifestyle hospitality operator Kerten Hospitality.

The concept quickly became the reference premium gelato brand in Saudi Arabia and has been awarded as **2022 Franchise Restaurant of the Year** by franchise specialist Dentons.



What is nakhati نکھتی

Purpose



Born to **support the local communities** of women wherever Nakhati opens it enables entrepreneurship through a great concept.

The concept focuses on combining the highest quality Italian ingredients with local flavours to create a truly authentic gelato experience.





Leadership

What is nakhati نکھتی

Saudi foodpreneur Eman is the driver of Nakhati's growth in the Kingdom of Saudi Arabia. She immensely impacted the development of the brand by:




Empowering the local community and creating new gelato flavours inspired by local ingredients



Mentoring young entrepreneurial women



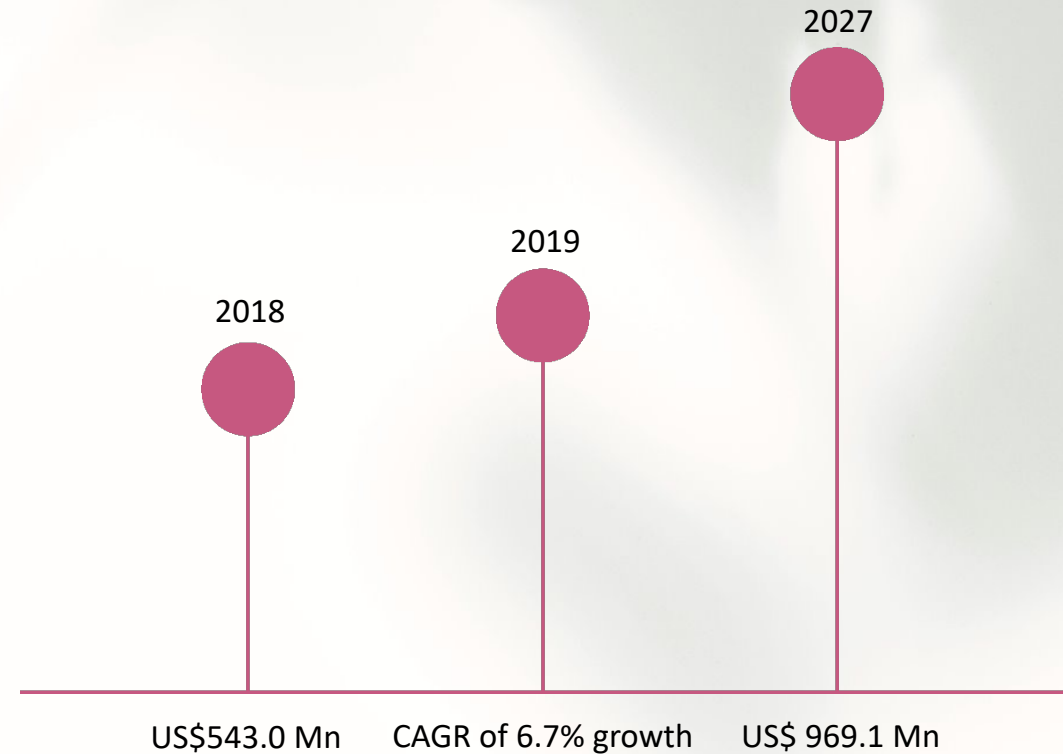
Supporting the launch and growth of the concept



FRANCHISE OPPORTUNITY

Franchise Opportunity

Strong Market Demand



- Consumer growth of more ethical, sustainable and health-conscious choices
- Empowering female entrepreneurs to grow relevant, profitable and sustainable businesses

Franchise Opportunity

Franchise Benefits

A highly efficient operation requiring low staffing levels



Up to date with new trends and demand

Minimal technical and MEP requirements for key formats



Constant support and step-by-step guidance, from the pre-opening phase to operations and roll-out of multiple units



Local Gelato production adapted to local tastes



Multiple store formats adaptable to size, location & sales potential

Franchise Opportunity

Franchise Tools



The Nakhati brand book



Operating manual



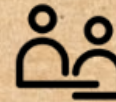
A Talented team of professionals supporting from the start



Designs



Training materials online and live in the store



Entry to the mentorship program



Access to the community of other female franchisees



Marketing & sales support



Approved supplier and products list to procure from during the opening and operations



Regular quality checks

Franchise Opportunity

Franchise Models

The franchisee can choose between 3 types of Nakhati Models: Store, Kiosk or Cart. The flexibility allows franchisees with different budget sizes to invest in Nakhati.



STORE

- Approximately 80 sqm
- Gelato produced and sold on site



KIOSK

- Approximately 25 sqm
- Selected Gelato flavours produced on site, the others locally produced and delivered



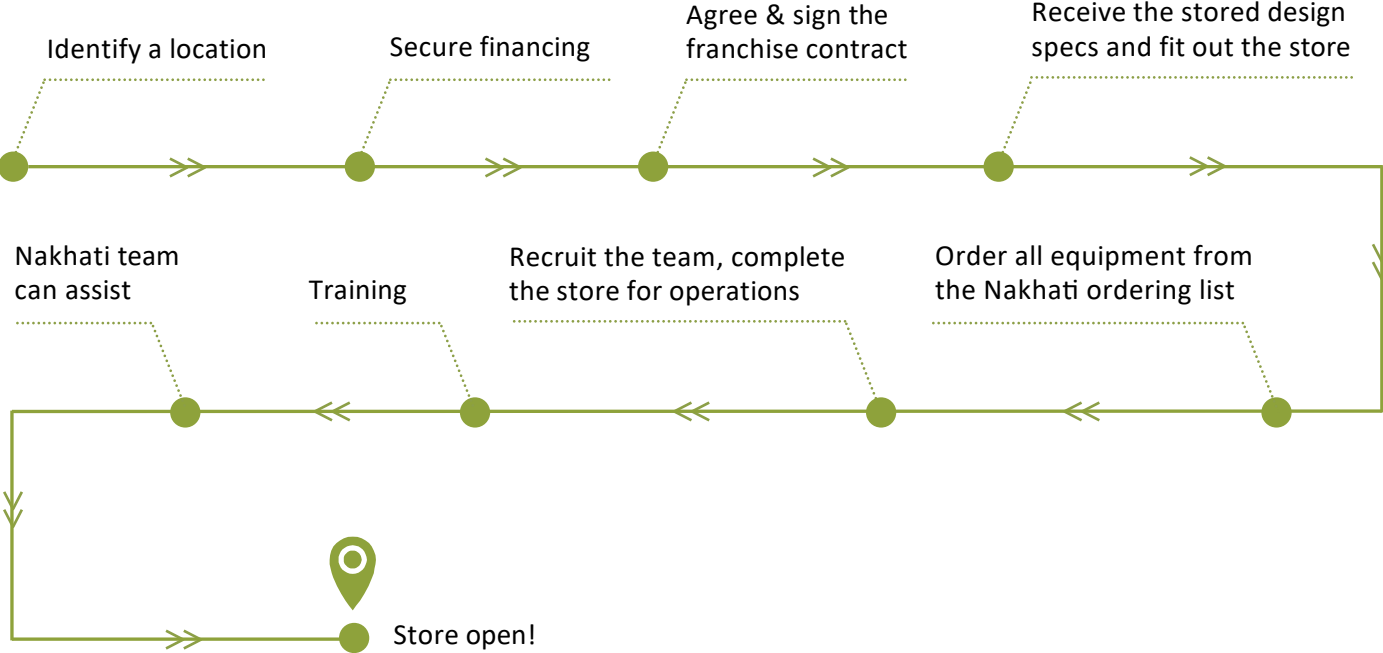
MOBILE CART

- Approximately 8 sqm – Mobile unit
- No production on-site, gelato produced locally and delivered

FRANCHISE EXECUTION

Franchise Execution

How Does It Work?



Franchise Execution

How Much Does It Cost?

One-Off Franchise Fee:
25,000 USD

Training

Initial training provided in our store is included in the franchise fee

Initial Inventory:

15k for approximately three months

Capital Expenditure - 222k

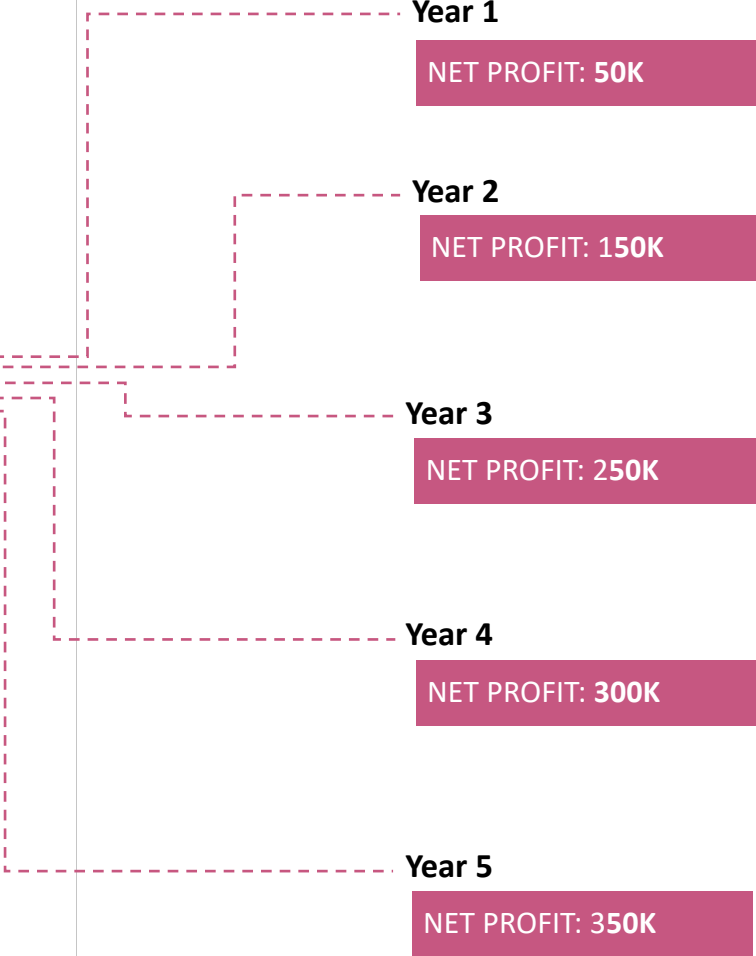
STORE	KIOSK	MOBILE CART
150k	60k	12k
TOTAL INVESTEMENT FOR A STORE – 190,000 USD		




Franchise Execution

What Return to Expect*

* The assumptions are based on calculations made for a store located in a prime/premium location.





FRANCHISE EXECUTION

Thank You!

 KERTEN
HOSPITALITY

www.kertenhospitality.com

Please get in touch if you would like to discuss further

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