

# CİGERGAH

FRANCHISE HANDBOOK



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[www.cigergah.com](http://www.cigergah.com)



/cigergah



Ali Koçak

WELCOME MESSAGE

Welcome to the Ciğergah family! We are delighted to welcome you to this special world where flavor and quality come together. At Ciğergah, we take great pleasure in hosting you. We are here to share our years-long flavor legacy and to co-write this success story with you.

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# We are who we are?

## Our Vision

As Ciğergah, our vision is to be not just a meal but a meeting point where flavor and warmth come together to create an experience. We aim to provide our guests with the highest quality and memorable flavors while simultaneously creating unforgettable moments in a warm atmosphere.

## Our Mision

Collaborating with our business partners, we envision Ciğergah not just as a dining destination but also as a meeting point. We strive to establish genuine connections with our guests, understanding their preferences and working towards offering a menu that caters to every taste. Our mission is to ensure that everyone who walks through the doors of Ciğergah experiences not only a flavorful meal but also a warm and inviting atmosphere.

## Our Goals

- Aiming for Excellence in Flavor Experience.
- Prioritizing Customer Satisfaction.
- Open to Innovation and Creativity.
- Commitment to Sustainable and Ethical Business Practices.
- Supporting the Success of Our Business Partners.
- Commitment to High-Quality Standards.

# CİGERGAH





# Why Kebab?



## 1. Traditional Flavor

Kebab is a traditional flavor in many cultures. Many people recognize and love such flavors since childhood.

## 3. Differentiation and Distinctive Feature

Kebab is a distinctive feature that sets a restaurant apart from others. Customers prefer Ciğergah due to this differentiating characteristic.

## 4. Customer Preferences and Requests

Market research and customer feedback indicate that kebab is a popular demand.

## 5. Diverse Presentations and Recipes

We offer our customers unique experiences with our incredible liver recipe and various appetizers.

## 6. Brand Identity and Story

Whether it's Ali Usta or the brand behind Ciğergah, there is a story or a unique approach in the flavor of kebab.

## 2. Expertise of Master Ali

If Master Ali's brand value is synonymous with kebab, he is known as an expert in this flavor, offering customers a unique experience.



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# Why Ciğergah?

What are the Advantages of the Franchise System?

## 1. Brand Strength and Recognition

Taking on a franchise provides the opportunity to leverage the strong brand power and recognition of the business. Ciğergah, being a successful brand, can quickly gain recognition in a new location.

## 2. Business Model and Guidance

The franchise system provides support to new business partners in terms of the business model, operational processes, and operational guidance. Ciğergah offers the necessary tools for success to its business partners.

## 3. Marketing and Advertising Support

Acquiring a franchise allows for rapid awareness creation in local markets with central marketing and advertising support. Ciğergah provides franchise owners with support in effective marketing strategies.

## 4. Risk Mitigation

Franchising means following a successful business model. This can reduce business risks and increase the chances of success. Ciğergah guides its business partners in this regard.

## 5. Risk Reduction

The franchise system creates a community of business partners. Ciğergah partners can share their experiences and support each other, enhancing collective success.



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# CIĞERGAH MENU

## KEBABS



CHICKEN SKEWERS



LIVER SKEWERS



MEAT SKEWERS



ADANA KEBAB



URFA KEBAB



TOMATO KEBAB



PATLICAN KEBAB



VALİ KEBAB



CIĞERGAH KEBAB



HEART SKEWERS



FULL MIX



WING PORTION

# CIĞERGAH

# ÇİĞERGAH MENU

## APPETIZERS



ÇİĞ KÖFTE



SHEPHERD'S SALAD



SOUP



GRILLED EGGPLANT



FRENCH FRIES



HUMMUS

## WRAPS

- LIVER WRAP
- ADANA KEBAB WRAP
- URFA KEBAB WRAP
- MEAT WRAP
- HEART WRAP
- CHICKEN WRAP

# ÇİĞERGAH

# OWN A CİĞERGAH FRANCHISE

*Expand Your Business with Flavor!*

Take a step into Cığergah and open the doors to being your own boss and achieving high earnings. The Cığergah Franchise System offers you the opportunity to establish your own business with the power and flavor of a renowned brand.

## Franchise Fee: Add Value to Your Investment

Owning a Cığergah Franchise is the key to not only benefiting from the advantages of a strong brand but also having the resources needed to establish and manage your business. The franchise fee is considered a means of accessing these privileges and provides significant support to initiate your business. The Cığergah Franchise fee includes the brand power that adds value to your investment and operational support.

**Franchise Fee: \$100,000**

This fee provides you with a range of advantages, including the use of the Cığergah brand, access to the business model, and marketing and advertising support. The franchise fee enables you to access the brand power and business knowledge necessary to start your business.

**Construction Cost: Determined According to Your Area and Concept**

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# FRANCHISE PROCESS



- ✓ The first step is for franchise candidates to submit their applications, typically done online. Following application reviews, interviews are conducted with eligible candidates. This stage allows both parties to get to know each other better and assess the potential for a business partnership.
- ✓ The location proposed or chosen by the franchise candidate undergoes analysis. During this process, the demands and potential of the regional market are assessed. Feasibility analysis aims to determine whether the selected location is suitable for the business operation.
- ✓ After the location analysis, the franchise company conducts a feasibility study. Detailed assessments of cost estimates, return calculations, and business plans are carried out. Project approval is obtained at this stage.
- ✓ After obtaining project approval, the construction and renovation process begins. A restaurant design suitable for the chosen location is created, and once necessary permits are obtained, physical construction processes commence.
- ✓ After the completion of construction, the interior layout and decoration of the restaurant are arranged. The atmosphere of the restaurant is created in accordance with the concept determined by Ciğergah.
- ✓ The training process begins for franchise owners and employees. Detailed training is provided on operational processes, customer service standards, and other business-related topics.



# CİGERGAH

# OUR BRANCHES



## ÖZLÜCE BRANCH

📍 Ahmet Taner Kışlalı Bulvarı  
No:25C/3 Nilüfer Bursa/Türkiye

☎ +90 (224) 414 00 63



## ATABULVARI BRANCH

📍 Ataevler Mah. 230. Cadde  
No:10C/C Nilüfer Bursa/Türkiye

☎ +90 (224) 502 83 58



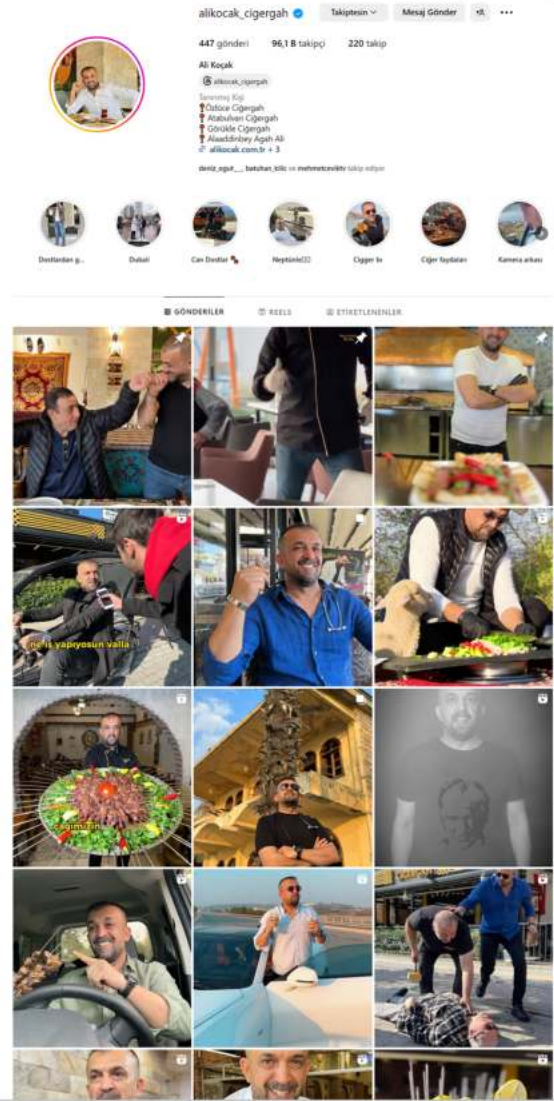
## GÖRÜKLE BRANCH

📍 Dumlupınar Mah. Kader Sokak  
No:15 Nilüfer Bursa/Türkiye

☎ +90 (224) 483 38 38

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# ON SOCIAL MEDIA, WE ARE



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ARE YOU READY TO  
**WIN AS OUR**  
BUSINESS PARTNER ON THE  
*journey of flavour?*

☎ 0224 414 00 63



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