

# *memos tantuni*

— MERSİN 1964 —

*Unchanging Flavor  
From Father to Son*

**FRANCHISE**  
HANDBOOK

**memoř tantuni**

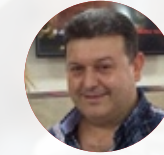
— MERSİN 1964 —

Dear Prospective Investor,

First of all, we would like to thank you very much for your kind interest in Memoř Tantuni franchising system. Starting off in Mersin, where we have been active since 1964, we have completed our institutionalization and franchise infrastructure to introduce this taste to entire Turkey and the world,

With this system, which is profitable and allowing investment return at an optimum level, we would like to introduce this flavour to you as Turkish Fast Food and make you a part of our family.

Thank you very much for your valuable contribution.



Cengiz Yelkenaç  
Company Shareholder  
Founder of the Brand



Mehmet Can Yelkenaç  
Company Shareholder  
Founder of the Brand



## Why Franchising?

Founding a new enterprise and successfully operating it is a challenge for new investors. According to the information from Turkish Franchising Association (UFRAD), 6-year statistics indicate that 62% of the small enterprises are those that are closing down. Whereas, franchise enterprises are not closing down and the handover ratio of 14% is remarkable.

Small enterprises are finding it easier to solve this problem as a result of the possibilities provided to them by the large enterprises.

By taking common action, the risks and operational problems encountered by the small enterprises are eliminated and the most significant problem of the sector is solved by training services and quality personnel assistance.

In addition, advertising and promotion costs can be saved and the brand owner can receive support from the legal and financial consultants.

In short; by way of franchising you can become a partner to a progressing system with a small amount of capital, earn high profits with a small capital and own your own business.

## OUR STORY

All started when Hasan Tahsin Yelkenaç transformed a small shed situated on Büyük Hamam Street into a modest Kebap restaurant. Learning meat processing from his father who was a butcher, Master Hasan Tahsin has become an irreplaceable address, in a short period of time, for the other tradesmen in the surroundings.v



The number of our stores has increased as a result of institutionalization and the formation of a franchising system.



1964

1979

It was a turning point when Cengiz and Mehmet Can joined their father in 1979, which has enabled this story to continue until today. Despite being young, Mehmet Can's business and human relationship skills led customers to give him the the nickname "Memoş".

2018





## WHY INVEST IN MEMOŞ TANTUNİ?

- ✓ Memoş Tantuni, a tantuni legend for more than 50 years, is a partnership between Mehmet and Cengiz Yelkenaç
- ✓ 54-Years of experience is the assurance of the quality and brand's power.
- ✓ The success proven business system which mitigates investment risk is available.
- ✓ It is directed by experienced staff.
- ✓ It provides tasty and quality products which are suitable for Turkish palate in fast-food logic.
- ✓ It delivers high and satisfactory profit margin.
- ✓ It ensures investment return in an optimum period of time.
- ✓ It can be opened with less personnel and costs compared to similar enterprises.
- ✓ Training support to the staff is available.
- ✓ It provides international investment opportunities thanks to tasty and quality products.

## NEW CRITERIA FOR THE EVALUATION OF ENTERPRISES

- ✓ Population density and demographics of the territory.
- ✓ Income level and social structure of the territory
- ✓ Vehicle traffic and car park availability
- ✓ Intensity and characteristics of the pedestrian traffic
- ✓ Convenience for delivery service
- ✓ Visibility
- ✓ Accessibility
- ✓ Seasonal factors





## MAIN COST ITEMS FOR INVESTORS

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Architectural project costs  
Decoration and project implementation\*  
Equipment  
Sitting area  
Cash Register and Stock Monitoring System  
Advertising and signboard visuals  
Personnel training and unpredictable costs

(\* ) Being the biggest cost item, decoration and project implementation may be carried out by the investor, if requested.

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### SHOPPING MALL OR MINI BRANCHES (30-40 m<sup>2</sup>)

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Designed for shopping malls and corner points.

They may be located on streets where there are a lot of people.

On condition of take-away

These points are intended for delivery service.

Managed by 4-6 personnel.

## *mmemos tantuni* — MERSİN 1964 —

### COMPACT BRANCHES (50-70 m<sup>2</sup>)

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Designed for large streets and big shopping malls.

Locations where lunch service is busy.

These points are intended for delivery service.

Managed by 6-8 personnel.

## *mmmemos tantuni* — MERSİN 1964 —

### BIG BRANCHES (125m<sup>2</sup>+)

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Designed for large streets.

Locations where there are a lot of work-places and the lunch service is busy.

These points are intended for delivery service.

Managed by 10-15 personnel.



# What are the Primary Objectives for Opening a Store?

Districts in which A, B and C socio-economic level groups exist,

Popular shopping malls,

Areas where plazas and work places exist,

Holiday regions,

Locations which are suitable for delivery service,

And in fact, every place with movement, crowds and consumption.

# A Glance of Memoş Tantuni Marketing and Communication Plan

Carrying out activities in the stores and shopping malls by making use of visuals.

Participating in competitions and parties in major shopping malls.

Getting coverage in powerful local magazines and national gourmet magazines and participating in activities.

Organizing special event at the openings.

Getting coverage in media with news about Memoş Tantuni that involve reputable faces from tabloid press and publicly accepted sports people, gourmets, bloggers and business men.

Ensuring recognition and brand reliability by way of media appearances through news interviews in the sectoral magazines, gourmet magazines, women magazines and economy magazines as well as economy pages of newspapers.

Making use of social media in an active and assertive manner and increasing the number of followers.

Increasing brand awareness and facilitating accessibility by means of the web site. Providing instant and accurate information to the target audience about the actual developments.

Participating in the relevant sectoral trade shows.





# OUR GUESTS







## FREQUENTLY ASKED QUESTIONS

### **Do you charge any franchising and royalty fee?**

We charge a one-time franchising fee and a monthly royalty fee over the gross turnover in order to share our approximately 50 years of experience and brand with you. You can receive more detailed information by contacting us.

### **Can I perform the construction and project operations myself?**

Yes, if you desire, you can do so under the supervision of our architects and provided our concepts are complied with.

### **What is the process for procuring training and personnel?**

The master is essential in tantuni business, a training starting 1 month prior to the opening and continuing for up to 1 month thereafter is provided by us to the masters who are hired by yourselves. If desired, the masters can be recruited by us and included in your staff.

### **Who will supply the products?**

The main products such as meat, lavash bread and beverages are supplied by our contracted national suppliers.

### **Is there a Memos Tantuni management manual?**

We share a manual which includes the steps to be taken for a smooth branch opening and operation upon signature of the contract.

FRANCHISE APPLICATION LINE

**0 507 244 04 37**

[info@memostantuni.com](mailto:info@memostantuni.com)

Barbaros Mahallesi Ortabahar Sokak No: 35-C Ataşehir / İSTANBUL

MERSİN / MERKEZ

MERSİN / FORUM

MERSİN / MEZİTLİ

MERSİN / ERDEMLİ

MERSİN / ÜNİVERSİTE CAD.

MERSİN / SAHİL

MERSİN / AYAŞ

İSTANBUL / ATAŞEHİR

İSTANBUL / ÜMRANIYE

We have 23 sub-franchises in various regions of our country.

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Memoř Tantuni is member of Ufrad ve Kosgeb.

