

***Make yourselves independent with Döner-mobile
A success concept for product in quality***

Your strong partner for your secured existence with DÖNER-mobile.
Where PEPSI-sales-trailer stands, is DÖNER in it!

You could get your prospective investment plan and further important information from

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Independent businessman, not being a self-fighter

A self-fighter will have more difficulties than dynamic enterprisers those who follow its strategy of partnership.

The strategy of DÖNER and PEPSI partnership is a strong community at high quality and good taste level.

A strong partnership between PEPSI and DÖNER will bring you a profit because of the following reasons:

- attractive capital outlays
- joint publicity campaigns
- well known name value
- secured DÖNER taste by patented DÖNER marinade
- trained, simplified preparation and manufacturing process
- cost minimizing by together purchase the DÖNER meats, bread, salad/vegetable, yogurt and many others

These arguments convince:

A secured independent business by a concept already tested over years. The DÖNER-sales-container concept in connection with a strong label "PEPSI" convinces your customer that where PEPSI stands, DÖNER is in it. The innovative organization of roomy sales-can catches all eyes.

Places of work without boundaries:

- Motorway restaurants
- Shopping centers
- Sports centers
- Football stadiums
- Swimming centers
- Open air festivals
- Fairs
- Folk festivals
- Cinema centers
- Entertainment parks
- Skiing resort
- Trade areas
- Downtown
- Pedestrian precinct
- Parking lots
- and, and, and

Make a profit, at wherever the customers are!

Be placed on only 6 m² of professional technique.

Configuration incl.:

- salad container
- DÖNER grill and motor
- fume exhaust
- lights
- basin (cold/warm water)
- Hygiene package
- and everthing belong to preparation

- 1) Sales-can in action – see photo. Unmistakable design by PEPSI – emblem.
- 2) Advantages by the use of the patented DÖNER-marinade :
 - The marinade is more economical than dried spice
 - Over spice is not possible
 - The meat remains juicy for a long time, this is particularly important for poultry meat
 - Health aspect: causing fat/oil is omitted by the use of these DÖNER-marinade
 - Revolving meat is omitted irregularly sprinkle, which meat become evenly coated
 - Special productivity: 10 liter DÖNER-marinade are sufficient for peppering 150 kg of meat
 - Exclusive using of turkey meat – according to the topic of BSE, it is more healthy
 - Saving gastronomic technician as using this DÖNER-marinade
 - The processing step for the preparation of the revolving meat is shortened by using of the DÖNER-marinade
 - Inexperienced person can also easily cook DÖNER with this DÖNER-marinade

Fact is, that this DÖNER franchising system overcome unprofessional and quality gap which is obviously can be found.

To the comparison: A Mc Donald's hamburger in Hamburg tastes exactly same as in Munich. But you will not find two DÖNER with the same taste. Only few DÖNER in the market are sufficiently peppered and mostly they are not correctly prepared.

***Only at Döner-franchising, you are guaranteed to taste high quality of
DÖNER***

Market / DÖNER operation

Market: Market stage, history in the market, growth of competition, innovation possibilities.

- a) Market stage: Momentary status, many are integrated in each city. Everyone runs their own. DÖNER is already being shown in Germany for 15 years.
- b) Innovation possibilities: Introduction of new or improved products and procedures in new ranges of application. Development of new markets for old and new products.
- c) Size of market: about 2000 DÖNER shops only in Berlin. More turnover than Mc Donald's plus Burger King plus Wienerwald. More than 30.000 DÖNER shops in Germany.
- d) Employed: ? – numbers are not countable
- e) Potential: each German ate 1994 2 kg DÖNER – tendency rising
- f) Market appearance: predominantly unprofessional with not proper quality of consultation, hygiene, technical standard and service.
- g) Development chances: basically positive with rising interest of the consumer (target group extension)
- h) Turnkey object (PEPSI-can): Organization of the loading mechanism, calculation, control the work execution, completion dates and accounting, consultation for configuration, object acceptance.
Special target: operation available at, for example, Imbiss, highway restaurants, shopping centers, football stadium, swimming area, open air festivals, fairs, any type of meeting places.

These target groups are to be divided in categories:

- DÖNER integrated building with PEPSI-Logo in connection with DÖNER-mobile
- Sales container in form of can