



Frequently Asked Questions

Q. What is The Slider Corner Franchise?

A. The Slider Corner was founded by Claudio Leenders, a Nicaraguan born, German raised passionate young entrepreneur and restaurateur. With his vision to own his own restaurants, Claudio started his journey traditionally in 1997 with a German apprenticeship in hotel management. Prior to building and operating several successful F&B Dubai based concepts, Claudio worked in management for the Kempinski Hotel Group, The Ritz Carlton, Palazzo Versace, and the Burj Al Arab Hotel. A firm believer of “knowledge is power”, Claudio completed his MBA In 2010 ESCP Europe Paris/Bond University Australia.

The Slider Corner started as a fun project which has now turned into a profitable and successful franchise model built on the principles of passion and dedication. The Slider Corner’s start was not easy however. Claudio took over an existing 40sqm unprofitable corner food outlet, along Jumeirah Beach Road with a plan to add value to Dubai fast food industry. Claudio developed and executed the slider corner from concept design to a full operating successful food and beverage operation all within 30 days, due to rent continuity, location and time pressure. The first Slider Corner operation opened on December 2nd, 2015, followed by the opening of a further location on Kite Beach within four months, with The Slider Corner brand becoming the synonym for Dubai’s best gourmet mini burger.

Our Motto: “The Mini Burger Just Got Better”

“Our Sliders” are loved by everyone, convenient for take away or dine in, with an easy “pick and choose” menu, The Slider Corner is easy to understand. We pride ourselves



using quality produce, offering a creative and lifestyle adaptable menu with distinguish gourmet sliders that differentiate us in the market, creating loyalty with our communities visit after visit.

Mission Statement:

The Slider Corner is the melting point where fast food meets gourmet by creating and serving **gourmet mini burgers**, fries and shakes made with care and passion. We focus on making every single mini burger the best burger of the day by developing enjoyable memories guest by guest visit after visit, day by day.

Vision

At The Slider corner we want to build a strong global presence by adapting and creating the right slider for the right customer, in the right country. We focus on sourcing the freshest produce, quality ingredients that support us to create a better slider today not tomorrow for YOU and build strong relationships with our internal and external family and partners.

The size of a typical THE SLIDER CORNER outlet is between 40 sq. meters and 120 sq. meters. THE SLIDER CORNER serves multicultural middle to high-end income customers with a flow of 120 to 160 customers per day.

Q. How much does the Franchise Cost?

A. The initial investment for an individual unit ranges from AED 1,240,000 to AED 1,850,000 (AED 1,545,000 on average) this includes Franchise Fee, Training, 6 Months Rental, Working Capital and Others.

Q. How much does the Franchise Fee Cost?



- A. The initial franchise fee for an Individual franchise unit is **AED 110,000**.

The Area Development franchise fee payment schedule in table below:

Event	Franchise Fee	Remarks
Upon signing	AED 264,000	Includes Franchise Fee for the 1 st unit & 50% of next 4 units
Upon opening 2 nd unit	AED 44,000	50% balance of the Franchise Fee
Upon opening 3 rd unit	AED 44,000	50% balance of the Franchise Fee
Upon opening 4 th unit	AED 44,000	50% balance of the Franchise Fee
Upon opening 5 th unit	AED 44,000	50% balance of the Franchise Fee
TOTAL	AED 440,000	

- Q. How much is the Fee for Continuing Support Services “Royalty Fee”?**

- A. The continuing services, or “royalty fee,” is 6% of your gross sales and is paid monthly. This fee entitles you to use The Slider Corner service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a The Slider Corner franchisee.

- Q. Will I have an Exclusive Territory?**

- A. The Slider Corner grants an exclusive territory for a minimum of 5 units and agreed upon on a case-by-case basis.



Q. What about Advertising?

A. The Slider Corner name and reputation is an important part of our business. You will spend at least 2% of your gross sales per month on local advertising. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions of up to 1.5% of your monthly gross sales.

Q. How much Training is provided in The Slider Corner Franchise System?

A. Initial assistance provided by The Slider Corner will include the following franchisee training programs:

Phase I -- Training provided at a location designated by franchisor: The Slider Corner's management will provide franchisees with approximately 10 to 21 days of initial training at headquarters or at a location designated by the The Slider Corner's management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and One (1) to Three (3) designated attendees.

Phase II -- Training provided at the franchisee's location: - On-site training typically takes place when the franchisee commences operations. Experienced trainers from The Slider Corner will provide on-site training for a period of 10 to 20 days to assist the franchisee in the commencement of operations.



Q. What is the term of the The Slider Corner Franchise Agreement?

A. The initial term of the Franchise Agreement is 5 years from the date the Franchise Agreement is signed. The franchise is renewable for 4 additional terms of 5 years each, for a total of 25 years providing you have complied with the provisions of the Franchise Agreement.

Q. What are the Support Programs provided by The Slider Corner Franchise?

A. In addition to field support, members of The Slider Corner's organization should provide the services listed below:

Operational Support – The Slider Corner Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.

Site Selection -- Prior to approving a site for The Slider Corner outlet, the Management will provide franchisees with clear guidelines for a suitable location. The Slider Corner requires franchisees to follow these instructions to ensure that an appropriate site is located.

Marketing Support – The Slider Corner coordinates development of advertising materials and strategies for the benefit of all members of the franchise network. It also provides franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.

Purchasing – The Slider Corner Management or its affiliate will negotiate quantity discounts on behalf of all of its members, passing some or all of these savings on to the franchisees.



Accounting/Audit/Legal -- Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

Internal Support -- The functional areas of training, purchasing, franchisee communications, and research and development are typically included in such a department.

Ongoing Research and Development – The Slider Corner continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.

Overall Program Oversight – The Slider Corner Management will provide the overall coordination and planning for the entire franchise system.

Q. What is my next Step?

A. Simply complete the Franchise Application Form and return it to us. Upon receiving the form we will contact you.