

barn's
SINCE 1992





LET'S GROW TOGETHER



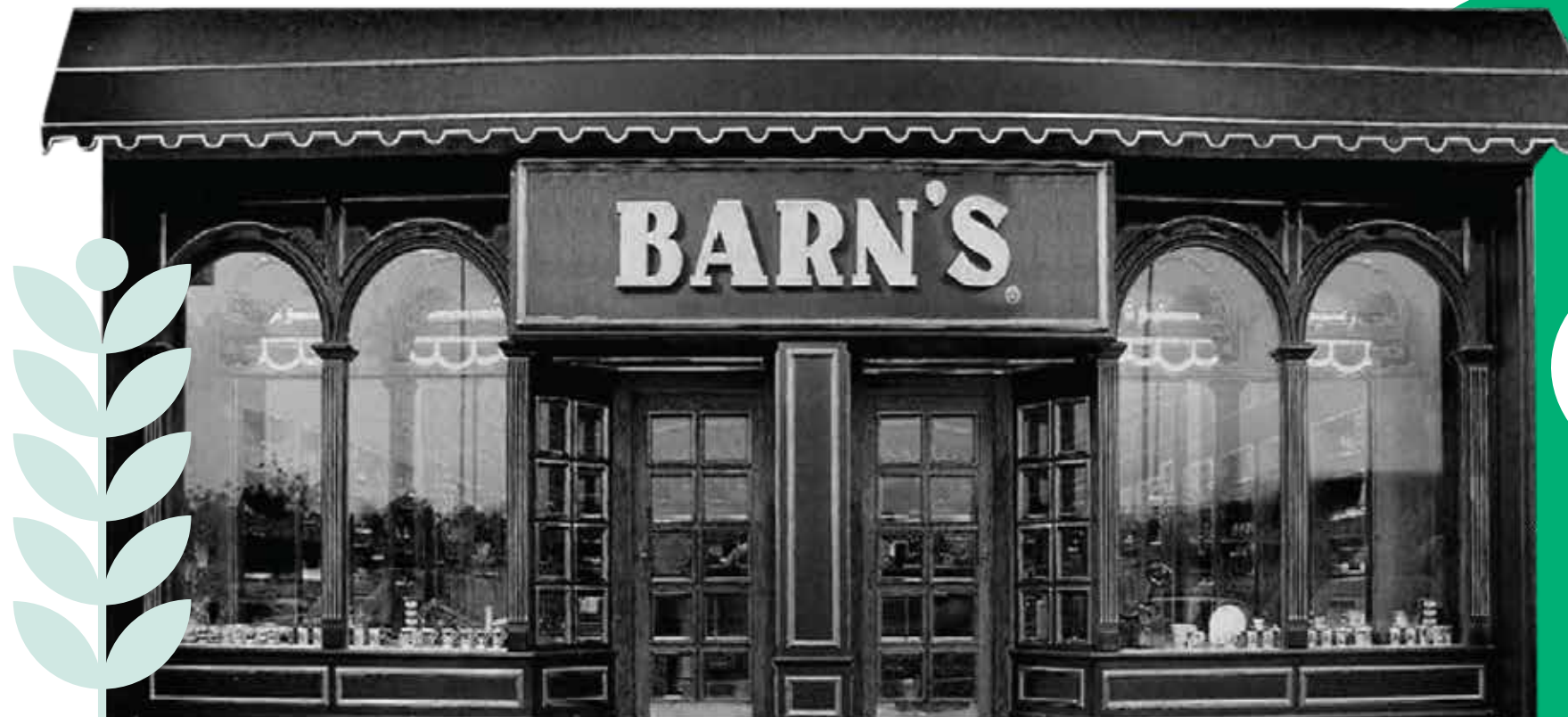
Our Story

A TALE OF TIMELESS TASTE SINCE 1992

Every cup holds a story, and Barn's is no exception. Since 1992, we have stood strong through thick and thin, witnessing the progressive era within the Kingdom. As pioneers of the coffee industry, We proudly established ourselves as the first coffee shop with a drive-thru and one of the inaugural local coffee brands. With every cup, we strive to make the serving deliciously lovable. Through constant market exploration and time investment in expanding our product range, our focus is on crafting a worthy cup.

Vision

To be the premier coffee brand that sparks the senses with innovative and authentic experiences.



Why Barn's?

A Journey From Local to Global

As part of the Barn's family, you'll have the opportunity to be part of an exciting growth story. We aim to expand our reach, from thriving local cafes to a globally recognized brand.

Join an Industry Leader

Barn's has been a pioneer in the coffee shop franchise industry for over 32 years. As an experienced leader, we've perfected the recipe for creating thriving, community focused cafes.

Building a Legacy

Joining the Barn's family means becoming part of an established brand with an excellent reputation. This well-recognized name and brand power make attracting a loyal customerbase easier and set you up for long-term success.

Sharable Flavor

Quality and taste are at the heart of Barn's experience. From our carefully sourced, locally inspired ingredients to our unwavering commitment to exceptional customer service, we never compromise when it comes to delivering the best possible experience.



Pathway to Success

Minimum CAPEX + Minimum OPEX = Maximum Return!

Barn's stores require minimal startup costs, making it faster and easier to open a new location. Additionally, our streamlined operations translate to low ongoing expenses, resulting in the potential for maximum returns on your investment.

World-Class Training & Support System

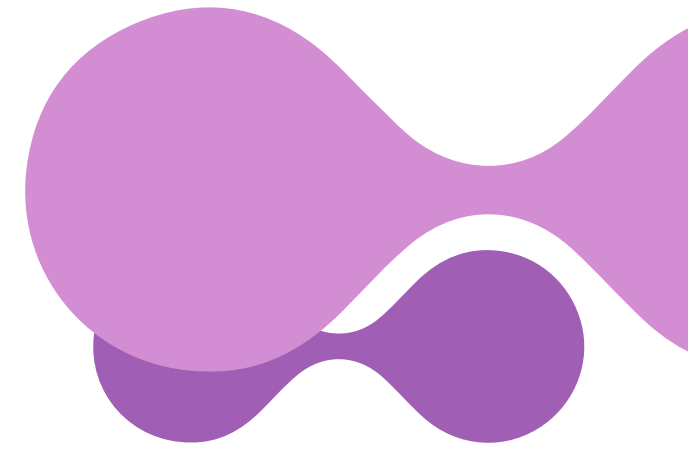
When you partner with Barn's, you're not in it alone. Our dedicated corporate team provides comprehensive support in marketing, supply chain, IT, R&D, and more, ensuring you have the tools and resources to build a thriving business.

Proven System

By the end of 2024, Barn's is expected to have over 800 stores in its portfolio, with around 600 franchise locations. 75% of our network based on franchise structure. Which is a testament to the strength and effectiveness of our proven franchise system.

Barn's is All About Possibility

Barn's success has come from flexibility and possibility. Our concept can be fit in a variety of sizes, shapes, and location types to fit your business model. From 15 Sqm to 150 Sqm you can have barn's café to meet customer needs. This flexibility also creates Multi-unit opportunities that create ways to maximize investment.





Corporate Social Responsibility

Giving Back to the Community

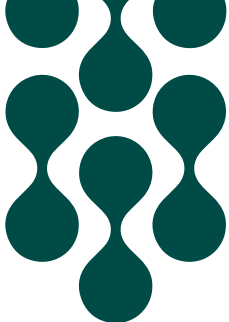
At the heart of Barn's is a deep commitment to the communities we serve. Our franchises are encouraged to get involved with local organizations and initiatives, driving customer loyalty and making a positive impact.

Sustainability & Environment

Barn's is dedicated to sustainable practices and protecting the environment. From our eco-friendly operations to our commitment to ethical sourcing, we strive to be a responsible corporate citizen.

Focused on Innovation

At Barn's, we're committed to staying at the forefront of the industry. Our dedication to innovation ensures that we continually evolve to meet our customers' changing needs and preferences.



Franchise Model

Franchise model for prospective partners

Master Franchise (MF)

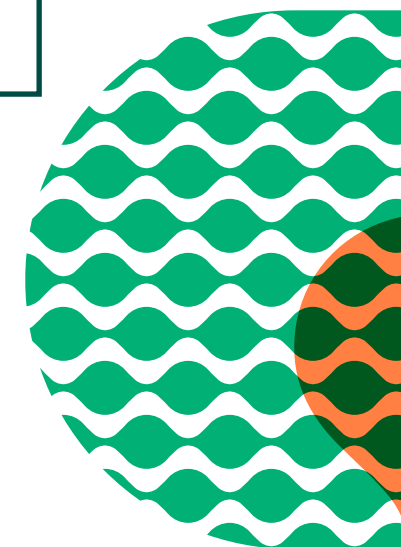
Develop the franchise system within a specific territory for a master franchisee, who will then sub-franchise locations to individual franchisees within the territory.

Area Development (AD)

Franchisee committed to opening a specified number of units within a given geographical area to secure exclusive rights to the city/area.

Stores Franchise (SF)

Barn licenses multiple stores, and franchisees often choose to expand three or more locations within the approved area.





Best
Seller

What does it take?

Is Barn's the Right Franchise for You?

Barn's is seeking franchise partners to help expand their portfolio. To own a Barn's franchise, each partner must meet specific requirements. Before considering Barn's, you'll need to take a good look at whether it's the right fit for you.

Key things to think about:

Experience: Do you have prior experience in the food and beverage industry or running a successful business? This can give you a big head start.

Leadership Team: It is crucial to ensure that you have the right team to handle the business's operational, financial, and customer-facing aspects.

Shared Values: Do your personal and professional values align with Barn's commitment to quality, community, and innovation? This shared vision is essential.

Financial Capacity: You must have the financial backing to move forward. We're looking for financially healthy, well-capitalized candidates who can operate multiple units and have the liquidity to get them up and running effectively.



800 + OUTLETS IN KSA

75% are franchise stores



What You Bring To The Table?

If you're ready to bring your passion and commitment to the Barn's system, it can provide a fantastic opportunity to realize substantial personal rewards. You'll contribute your talent and enthusiasm for building a team that focuses on delivering the best possible customer experience – and we'll help you start, sustain, and grow a successful business.



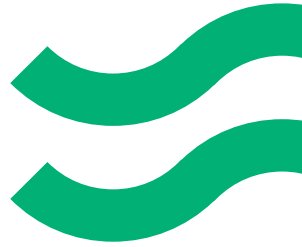
Do you share the qualities that our most successful franchises have?

- Impeccable interpersonal skills to connect with customers and employees.
- Ability to run all the operational aspects of a business.
- Skill in recruiting, training, and managing teams in a fast-paced, high-volume setting.
- Genuine desire to learn and follow a proven operating system.
- Unwavering commitment to making the customer experience the best it can be.
- Strong business acumen to create compelling short- and long-term plans.
- Ability to consistently produce solid financial results.
 - Aspiration to give back to your local community.
 - Adaptability to navigate various cultures and values.

If you possess these qualities and are ready to embark on an exciting journey with Barn's, we'd love to connect and explore the possibilities. Take the first step and reach out to us today!



Own a Franchise



1

Apply Online

Submit your application
via the link below
["barnsfranchise.com"](https://barnsfranchise.com)

2

Introductory Call

Discuss your
background and
insights on the target
market with our team.

3

Due Diligence

Meet with our Global
Development team to
discuss the investment
opportunity as we
proceed with the
background check.

4

Discovery day

Connect with Barn's
senior leaders, learn
about the brand, and
join us for restaurant
visits and product
tastings.

5

Ready to GO !

Final documents are
signed, any regulatory
items are completed,
and process begins to
launch the first Barn's
store in the territory.

FAQ

Q:Is restaurant, business, or franchising experience required to become a Barn's Franchisee?

Ans: Yes. You or a partner with an equity stake must have restaurant, business, or franchising experience.

Q:Does barn's have different franchise opportunities?

Ans: Yes, we do. But based on market to market. We prefer seeking qualified candidates to open multiple café.

Q:What is the average length of time to develop a Barn's cafe location?

Ans: It typically takes about 6 to 12 months. This is an estimate that depends on whether the location is a new build or acquisition or a remodel. Location type, site, permit, and construction considerations can also impact on the estimated time to develop a franchise.

Q:Does Barn's café have a required training program?

Ans: Yes! Barn's offers a comprehensive 3-week training program. Training includes virtual training and in-person training at certified cafe.

Q:What buildout options are available for Barn's franchises?

Ans: Barn's cafe formats include Freestanding, Inline, pop up, Endcap, Drive-Thru, and various Non-Traditional options.

Q:Does Barn's provide guidance on purchasing equipment and supplies?

Ans: Yes. Barn's has preferred vendors for every aspect of opening your cafe.

Q:What is the Franchise agreement term?

Ans: The Barn's cafe franchise term is 10 years.



CONTACT US

www.barns.com.sa

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