

BÖREX

by Yağla

Handmade

PRESENTATION OF FRANCHISE FILE

PREPARED BY

ICW

DESIGN STUDIO





Börexpess was founded with the aim of introducing Börexpess to the world with innovative products and approaches and to make Börexpess a world brand with innovative approaches and growth demonstrated both in Turkey and abroad.

We aim to employ more than 2000 people and accommodate 100,000 customers in all branches of BörexPress.

Börexpess, which aims to employ approximately 2000 people, aims to host approximately 100,000 guests in all its branches. Our goal is to serve all over Germany in 2022 with the number of products and people.

Börexpess guides its investor in the most correct way, taking into account the conditions he is in. The store planned to be opened is examined by the expert architectural staff of Börexpess, and the necessary feasibility studies are carried out. The requirements of the structure envisaged for the selected place are determined and appropriate project planning is made. The operator and Börexpess management agree on the concept and investment costs. Years of experience and brand identity are transferred to the operator in the most accurate way. The operator only opens and operates his store. It is our guarantee that products specific to Börexpess will be provided.



Before and after the opening of the store, training support is provided to the operators by experienced training staff. The training is given by station trainers who are experts in their field and covers both theoretical knowledge and practical applications. In these training programs, which will meet the training needs of team members and managers, trainings to increase managerial and operational skills, as well as equipment and product trainings, occupy an important place.

In order to make the standard service quality of Börexpress permanent, our experienced operation team continues to provide support and consultancy services to our operators both before and after the opening of the store.

Börexpress frequently tests consumer habits and expectations with research by expert research companies, attaches great importance to R&D studies in order to provide quick answers to the ever-changing needs and demands of the market, and allocates serious budgets for these studies.



Great Taste

BÖREX
by Aygla

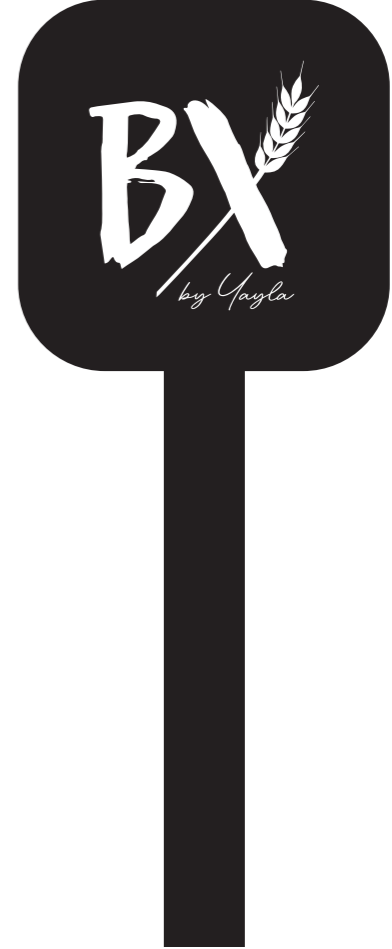
www.borex.de



BÖREX
by Yayla

Börexpress Franchise System is a successful and profitable system. The awareness of the Yayla Group in the food sector ensures the continuity of the system together with the franchisees, by providing continuous support for management and organization. It will continue to exist as a strong brand by bringing its service quality to certain standards.

Börexpress, which constantly renews itself as a system and adds products, offers various advantages to investors who want to do their own business with its franchising system.





With Börexpress Franchising;

- You will be part of a well-organized and well-known system.
- **You will more easily apply the business processes , which require certain experience and knowledge, thanks to the training and audits provided by Börexpress.**
- You do not have to worry about how you will invest, you will find the permanent support of Börexpress.
- **In today's competitive conditions, you will be a part of a strong and powerful chain, instead of being a small company.**



Concept Shop

It is our concept that is generally located at points where pedestrian flow is intense, but where the residential area is limited, such as metro stations, shopping malls, universities, gas stations. Depending on the characteristics of the location and the infrastructure opportunities it provides, the product groups offered may be limited compared to our other concepts.

Physical Criteria:

min. 15-20 m² residential area.

Having at least 3 façades providing service.

Availability of infrastructure needs such as electricity and water.





**Concept
Shop**

Corporate identity
LOGO

BÖREX
by Yayla

BX
by Yayla

BÖREX
Font: Active Regular



Pantone
4625 C



Pantone
10350 C

**Great
Taste**

BÖREX
by Yağlar

Great Taste



BÖREX
by Yaglar

Great Taste



BÖREX
by Yağlar



Su Börek

Hackfleisch
Spinat
Kartoffel
Käse

Beilagen

Börex Baby - Peperoni
Börex Cornichons
Ajoli (Vegan) Dip
Sriracha mayo Dip



Jogurt Drink

Ayran
Mango
Erdbeer
Minze



Vasser

Vio Still
Vio Medium



Nesspresso

Intenso
Origin India
Colomia Organic Bio-Kaffe



BÖREX
by Yağlar



Fettpapier / Yağlı Kağıt

BÖREX
by Aygla



Fähnchen / Bayraklı Kürdan



Serviette / Pecete

BÖREX
by Ayta



Pappbecher / Bardak



Snack Tray

BÖREX

by Yazla



Besteck / Çatal Bıçak



Manschette / Manset

BÖREX
by Aygün



Papiertasche / Kağıt Torba

BÖREX
by Yayla



Menu Box / Menu Kutusu



Architecture

Based on the decoration determined by our architects, the corporate identity of the brand to be decorated will be preserved and the identity standard will be set. Each new franchise will take its place as part of a corporate chain.

Equipment

All equipment will be supplied by our company and delivered to the Franchise. Supply from any place other than our company will not be accepted. From the plate to the cabinet, all the necessities will be placed from the products chosen by our company.

Visuality

The clothes, menu and advertisement images of our brand's employees will be prepared by our company and delivered in this direction.



BÖREX 
by Yağla
Handmade