

CREATOR

Breathing Life to Ideas

Breathing Life to Ideas

- The core part of every marketing and advertising campaign is the creative design implementation. We provide signature design solution for every client requirement that reflect paradigm in the competitive world of advertising.
- CREATOR will breathe life in every message you wish to communicate captivating the eyes and imagination of every individual. Conveying the message goes with proper positioning and timing that we in CREATOR consider, to reach your market effectively.
- Our mission is simply to artistically communicate your message elevating your brand from traditional presentation yet retentive in timeless boundaries.

Services

Interactive Marketing Campaign

CREATOR takes advantage of the social media bandwagon with the edgy implementation in your network creative arts.

- Web design
- Social Media Marketing

Corporate Brand Identity

CREATOR will take care of your brand from your imagination to an actual manuscript with articulate and bold images to keep your brand competitive and effective.

- Logo
- Manuals / Brochure
- Standard Positioning

Digital Arts

CREATOR applies advance technology that enhances audience impression which facilitates complete immersion in virtual realms. CREATOR is well equipped and professional in the art of multimedia. (a visual example of painting from the computer instead of a canvass)

- 3D animation
- Story Board
- Digital Imaging
- Online Magazine
- Caricature

Print Design

CREATOR takes pride of award winning expertise in print media design from conceptualization to actual pages to the press. Well trained craftsmanship evolved from time and socio demographic affluence CREATOR is confident to deliver effective print visuals for your market.

- Graphic design
- Photography
- Brand positioning in Layout
- Annual Report

To our clients we offer

A professional total marketing system that provides the highest standards of quality and efficiency where service, creativity, reliability, and integrity are the hallmarks and foundation of every aspect of our work.

Our effort is to ensure satisfying the clients needs and providing services that are strategically on implemented as well as having the ability to produce superior results.

Through creative thinking and strategic planning of the whole team we will reach the marketing objectives of our clients.

We expect to be accountable for assisting our clients hand in hand to obtain the highest measurable goals because our client success is our success.

Future

As we build our agency and our relationships with our partners, we will continue to focus on the long-term health of our company through teamwork, innovation, and communication to achieve growth.

Vision

CREATOR Marketing is dedicated to providing our clients with results-oriented advertising, public relations, and total marketing support. We are committed to providing products and services that benefit our clients.

Our goal is to provide the, unique and useful advertising campaign to our clients and to deliver the message to appropriate consumers.

Mission

The mission of CREATOR Marketing is to provide results-oriented advertising, public relations, and marketing designed to meet our client's objectives by providing strong marketing concepts that will reach consumers directly and effectively.

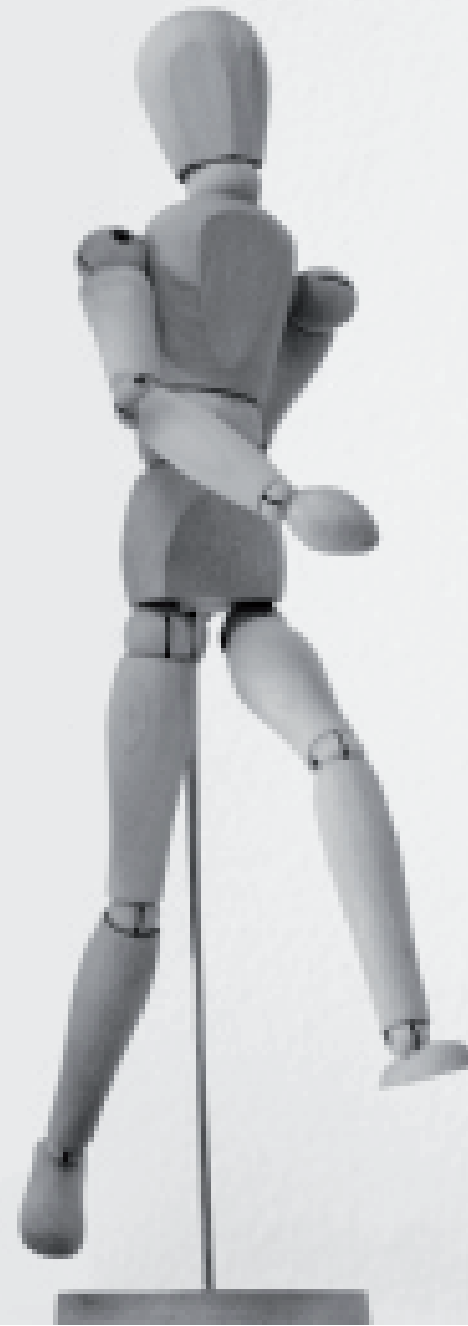
We seek to become a total marketing partner with our clients.

We desire to measure success of our clients through awareness, increased sales, that stands in the market for as long as needed.

We are committed to maintaining a rewarding environment in which we can accomplish our mission.

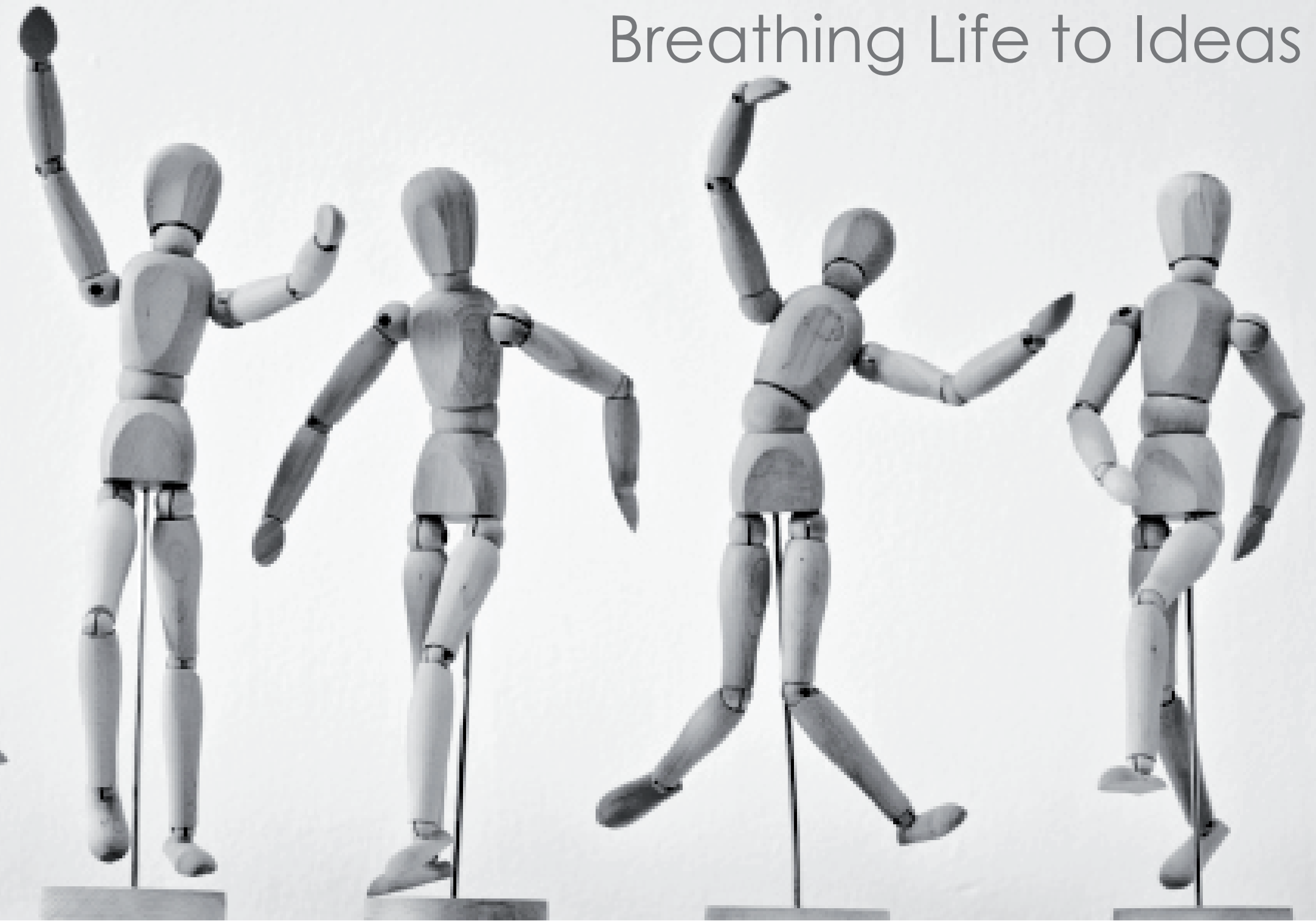
Goal

From the root word "create" – CREATOR will shape any points in your business requirements into loud and bold visuals.





Breathing Life to Ideas



To our employees, our
most important resource,
we offer:

Team

A healthy, enjoyable, exciting, and motivational work atmosphere in which individuals are empowered to take on responsibility, develop and present ideas, educate themselves and others, and use their talents and abilities to their fullest capacity.

We will continually promote teamwork, quality improvement, and excellence in all phases of our company.

This environment is upheld and promoted by open and direct communication, availability of information resources, and an organizational-wide commitment to motivating employees to reach their maximum potential in everything they do.

CREATOR is a combination of unconditional partnership with state of the art technology and artistic human skill that can conceptualize and execute award winning designs.

Business practices taught by experts building a business



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BEFORE



AFTER



This image was used for National Motor Company Anniversary. The original image was shot in a hazy weather. The concept was to have all the cars running in full speed leaving dust behind which is impossible to photograph in action. The raw image was taken to Photoshop for editing and Matt Painting. This was used on their print materials and outdoor advertising. The result was stunning. **The client was surprised and very satisfied.**

Branding

Either enhancing of existing brand logo or over all conceptualizing of a new brand or product. CREATOR has all the tools, talents and experience to emerge innovative and effective marketing.

Outdoor Marketing

CREATOR will design and implement strong and bold messages to your Lamppost and Posters and fix in high traffic trading areas is on top of our priorities.



Full color logo



Full color on black



Single spot color



White on black



Black and white



WORLD HERITAGE CONFERENCE BAHRAIN



WORLD HERITAGE CONFERENCE BAHRAIN



WORLD HERITAGE
CONFERENCE
BAHRAIN



WORLD HERITAGE
CONFERENCE
BAHRAIN



● Full color on black



● Single spot color



● White on black



● Black and white









Red Foil





Silver Foil



BAHRAIN LIFE

PRE- OPENING NEWSLETTER 2011

ARCHITECTURE OF LOCALITY AND MODERNITY
HOTEL RENOVATION

EXPLORE DREAM DISCOVER
NEW FACILITIES

A TASTE OF LIFE
RESTAURANTS



REVEALING THE HIDDEN BRILLIANCE OF A NEW LANDMARK



InterContinental Regency Bahrain ups the ante for affluent travel in the competitive world of Middle Eastern hotels.

Spectacular architecture, dynamic commercial hub and a thriving culture, Manama city now boasts home to a newly reopened InterContinental Regency. After a multi-million dollar renovation, the hotel is once again ready to re-take its position as Bahrain's leading hotel and key city landmark.

With a full refurbishment now behind and

a completely remodeled façade, InterContinental Regency offers an innovative and modern setting which comprises 321 spacious rooms including 3 Club floors and 31 luxurious suites. Each room is designed to meet the needs and expectations of the modern and conversant traveller.

Our guests will be welcomed to experience a variety of new outlets, including all day dining, a modern and innovative Italian restaurant, signature steakhouse, seafood market, a lounge and a bar.

A total of 16 meeting rooms to facilitate

all types of meetings and conferences. Whether its a private boardroom meeting of six, a cocktail reception for 600, or a VIP function, the facilities are state of the art, with wireless broadband available in all public areas and meeting rooms. InterContinental's reputation for hospitality and premium service guarantees the highest level of professionalism for any event.

The hotel's leisure facilities are no less impressive. The Regency Health Club redefines relaxation and rejuvenation in an exclusive and contemporary environment perfected by our signature service.



Guests can take advantage of the many treatments and therapies or unwind at the pool, soaking up the warm rays of the Arabian sun.

For those guests who do have to work late, the hotel's Business Centre is open 24 hours a day and offers all the facilities and assistance our guests may need.

There is a considerable investment in upgrading the technical infrastructure in keeping with the requirements of the sophisticated clientele who frequent the hotel in compliance with fast- changing environmental requirements which will allow us to reduce on energy and water

waste. This is part of the ongoing initiative that both Bahrain and InterContinental Regency are driving forward to protect the environment.

We look forward to welcoming you in a sumptuous hotel setting in the heart of the city where we assure an innovative and exceptional experience.

James P. McDonald
General Manager



EXPLORE DREAM DISCOVER

Explore our new world

The hotel's comfortable and spacious rooms and suites feature elegantly designed furnishings and the latest technology including interactive LCD TV with satellite channels, Wi-Fi and high speed internet connection, working area, electronic safe, individually controlled air conditioning, direct dial phone with voice mail, tea and coffee making facilities, mini bar, hair dryer, standout reading lights and bed side room control.

Dream of perfection

The hotel new meeting facilities offer comfort and flexibility to suit each individual requirements.

Our 16 meeting rooms are able to accommodate business meetings, receptions, gala dinners, weddings and VIP private functions.

Each of the rooms is enhanced by unparalleled technology together with a team of attentive staff ready to assist our guests. The conference and meeting facilities include LCD projector, DVD/ VCD player, simultaneous translation, video conferences, overhead projectors and multi-microphone system.

For a dream wedding, our elegant and sophisticated ballroom together with a dedicated team of professionals are ready to create a memorable and unique event.

Romantic setting splendidly decorated with individually selected flowers, tailor made menus and dedicated events team will create for you and your guests an unforgettable day.

Discover a sanctuary of tranquility

Our Regency Health Club embraces a temperature controlled swimming pool, fully equipped gymnasium, squash court, steam room, sauna, Jacuzzi, group fitness studio and spa treatment rooms. For those wishing to enjoy a few moments of serenity we recommend to choose from our extensive menu of body massages and facial treatments.



BREATHE INTO A NEW LIFE

Awake your spiritual energy

Start the new year as you mean to go on and what better way than to come along to Regency Health Club and meet Rajni, one of the most celebrated yoga experts in the kingdom, who will introduce you to the various techniques and exercises yoga offers.

Rajni has been practicing yoga for the last 22 years. Her vast teaching knowledge and experience has influenced many people to develop flexibility, strength and balance.

Mondays 1 pm to 2 pm
Tuesdays 5 pm to 6 pm
Sundays and Wednesdays 7 pm to 8 pm

BD 5 members/ BD 10 non- members

SPActacular treat (January-February)

At this time of the year, take a well earned break, to rejuvenate body and mind by stepping into a world of relaxation and serenity at the Regency Health Club. Let our highly skilled therapist pamper you while pampering your wallet.

25% discount on all spa treatments.

Sweet relaxation for Valentine's (February)

It's all about chocolate at Regency Health Club this February. Pamper your sweetheart with a full body chocolate massage. Offer her a chance to enjoy a few moments of delectable bliss this Valentine's day. We guarantee she won't feel guilty indulging in chocolate!

BD 50 plus a free gift.

Exclusive open days (February 10th, 11th , 12th)

Membership Discounts
Free Spa Treatments
Free Personal Training
Free Day Pass Vouchers

For bookings and more info please call : +973 17208355



A TASTE OF LIFE

Legendz SteakHouse

Legendz offers a charming and stylish dining experience, featuring an array of premium meat cuts, grills and signature specialties, complemented by a wide collection of international wines together with personalized and professional service.

Lunch 12.30 pm to 3.30 pm

Dinner 7 pm to 11 pm

MEDZO

A contemporary Italian restaurant emphasizing an exquisite menu, traditional Italian recipes and a large selection of wines. The ideal location where guests can relax in an informal ambience.

Lunch 12.30 pm to 3.30 pm

Dinner 7 pm to 11 pm

Selections

Experience the culinary treasures of Europe, with hints of Asia and Middle East to round off a complete dining experience. Sumptuous buffets are served for breakfast, lunch and dinner, complemented by an all day a la carte menu. Enjoy an array of your favorite brunch dishes, every Friday, freshly prepared and cooked on our live station.

Open daily from 6 am to 11 pm





The ideal meeting place, where guests can relax while savouring a freshly brewed coffee or just enjoy an afternoon tea in the comfort of our refined, yet casual lobby lounge. An excellent selection of pastries and desserts are available for dine in or take away.

Open daily from 7 am to 11 pm



Chic and stylish, Downtown is the hottest venue in town featuring a wide range of international dishes accompanied by an impressive selection of wines, signature cocktails and contemporary live entertainment.

Open daily from 12 noon to 2 am



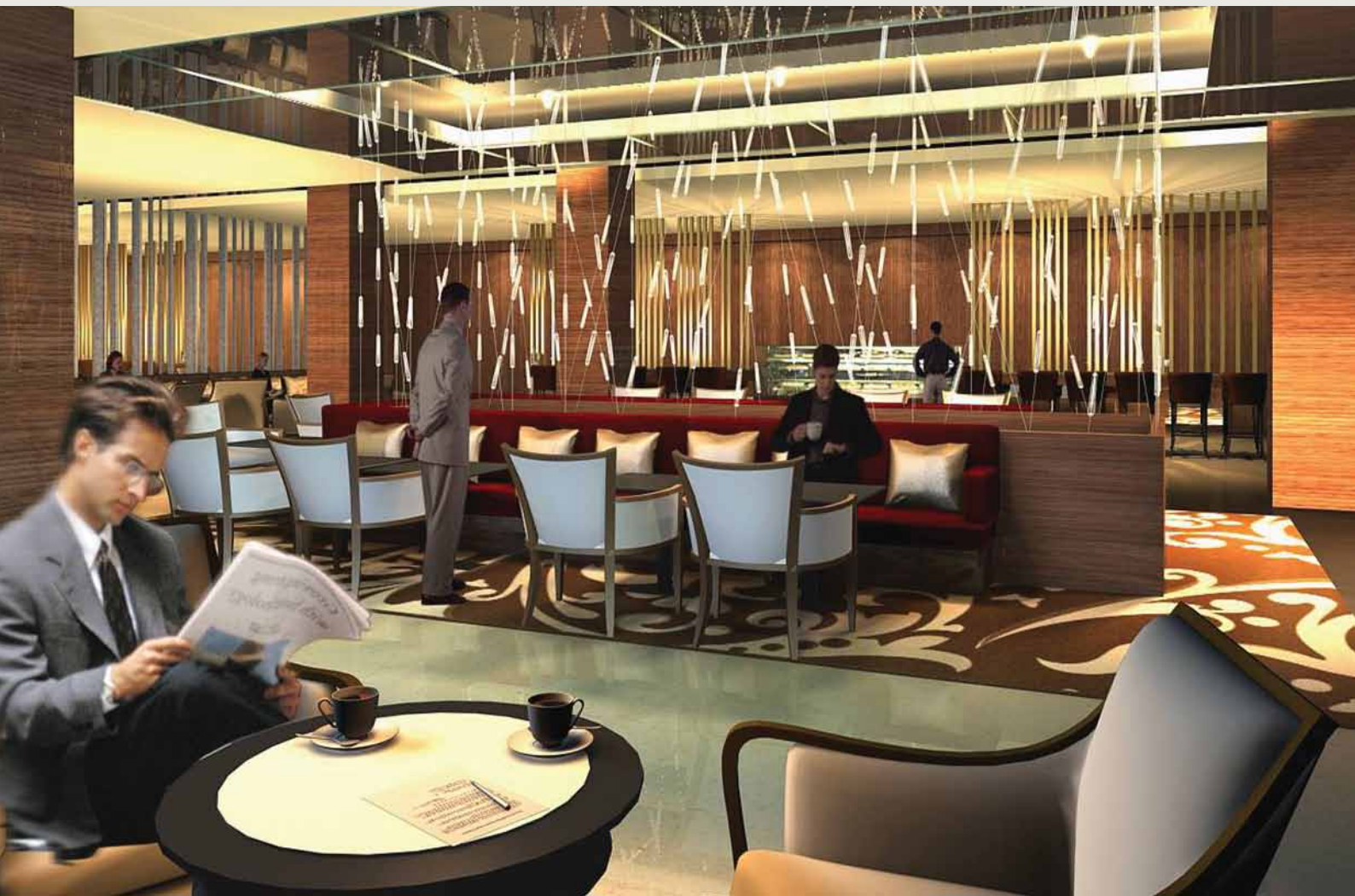
On behalf of the entire culinary team at the newly reopened InterContinental Regency, I am delighted to have the opportunity of inviting you to join us in experiencing our new outlets.

We have put together a range of exciting and innovative menus, full of local and internationally produced and complex flavours, that reflect the contemporary feel of the hotel while delivering exceptionally high quality expected from InterContinental hotels.

We look forward to offering you a diverse gastronomic adventure that will leave you longing to savour an exceptional menu in a warm and relaxing atmosphere!


Michael Walter
Executive Chef

WELCOME TO LUXURY THAT IS EXCLUSIVELY YOURS



Welcome to a world of personal luxury at Club InterContinental. From the moment you book your room at InterContinental Regency, your stay is tailored to your individual needs. Enjoy an instant check-in on your dedicated lounge, a boardroom for meetings, a secluded library corner for a bit of quiet reading, Wi-Fi internet access and all-day dining options that include delicious Arabic delicacies. We'll also share our local knowledge to ensure you have authentic experiences, so you can make your stay both unique and memorable.

Do you live an InterContinental life?

For further information or to make a reservation,
please call +973 17 27 7777
or visit intercontinental.com/manama



INTERCONTINENTAL.
REGENCY BAHRAIN

RESTAURANT LOGOS

ITALIAN

PICCOLA
CUCINA

VIVALDI

Foccacia

la gondola

IL CORTILE
The Italian Courtyard

STEAK HOUSE

BOULVAR
steak & grill

PrimeCut
SteakHouse

STEAK
Boulvar

BOULVAR
STEAK & GRILL

ALL DAY DINING

Bistr
DAY & NIGHT

sizzles

Flavourz

Palms

Bistro
MONDIAL

ENTERTAINMENT

MEIRO

FUSION

30°
degrees

TRIBE

ZONIC



Into the Blu

THE DIPLOMAT
Radisson BLU
HOTEL • RESIDENCE • SPA

Volume I Winter Edition 2010 - 2011



Nip Tuck at Blu

The Diplomat Radisson SAS, now better known as The Diplomat Radisson Blu, is not just a change of name, also an exquisite make over like a "Nip-Tuck at Blu". The newly refurbished and refreshing hotel façade makes heads turn as you enter the bustling business and

leisure vicinity of the Diplomatic area in the Kingdom of Bahrain.

Towering with dignified beauty and elegance, both The Diplomat Radisson Blu Hotel and Residence signify a synergy of cosmopolitan lifestyle in the financial hub of the Gulf Region. The two towers compliment the natural colours of the sea and sky.

The Diplomat Radisson Blu keeps the warmth and comfort of your stay with its "Yes I Can" hospitality that will make every visit a memorable one. Modern facilities include a luxurious Spa and variety of international cuisines on display from our world class and award winning Chefs. Our strategic location makes your stay easy for either business or leisure.

Perfection requires time. The renovation and rollout of the

new Al Fanar rooftop Ballroom in July 2011 with its 360 degree panoramic sky views of Manama, will be the talk of the town. The adjacent office tower inclusive of 700 car park spaces, restaurants that offer fresh concepts and an irresistible new brunch theme makes 2011 an exciting year for The Diplomat Radisson Blu and for you.



2010 HIGHLIGHTS



07

responsible BUSINESS

08

Winter Edition 2010 - 2011

2 Into the Blu

GM's Blu Note



Rick Erdos
General Manager

Cheers to the Festive Season for everyone and I am pleased to present the first issue of "Into the Blu Newsletter", where we are proud to share our achievements, developments and highlights of 2010 and a brief overview of 2011.

The now well talked about economic gloom which presided over us in 2009 has slowly begun to shift in a positive manner as we see 2010 finish on a pleasing note. We are forecasting a stronger year in 2011 and look forward to the launch of our new conference facility which will complement the luxurious style and feel of our adjacent Residence tower.

I would like to thank all our regional and local bookers and guests who have shown great support over the last 12 months during our ongoing construction of the adjacent business tower and after the refurbishment of the hotel façade. The renovation and upgrade of the 14th floor has commenced and will accommodate high profile meetings and events with panoramic views over the city. The venue is expected to open July 1, 2011.

The Diplomat Brunch well known as the Friday party venue in Bahrain will have a makeover and be aimed to an even wider audience than we have today. Friends, families and locals will all be welcomed when our new Lobby Brunch kicks off in mid January.

We always have great reasons to look forward and once again wish you all a prosperous new year from all the staff and management here at The Diplomat Radisson Blu Hotel Residence and Spa.

THE DIPLOMAT
Radisson BLU
HOTEL • RESIDENCE • SPA

شركة الفنادق الوطنية
NATIONAL HOTELS COMPANY

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P.O. Box 5243, Manama, Kingdom of Bahrain
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www.radissonblu.com/diplomathotel-bahrain

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THE DIPLOMAT SPA

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 Phytomer Body Scrub
 50 Minutes massage
 Only 80 BHD

Spa Day
 now you can make time for yourself
 Satin Shimmer body Scrub
 Vichy Shower Body Scrub
 Phytomer Body Wrap
 30 minute foot 50 minutes massage
 Only 55 BHD

Mix 'N' Match
 now you can Pamper yourself with one treatment from each section for yourself
 75 minutes Facial
 Hydrating
 Soothing
 Purifying
 30 minute foot Anti-Ageing
 50 minutes Massage
 Relaxing
 Swedish
 Sports
 Balinese
 Hands & Feet
 Classic Manicure
 Classic Pedicure
 Reflexology

Quick Fix
 now you can make time for yourself
 30 minutes facial
 30 minutes massage
 30 minutes foot treatment
 Only 55 BHD

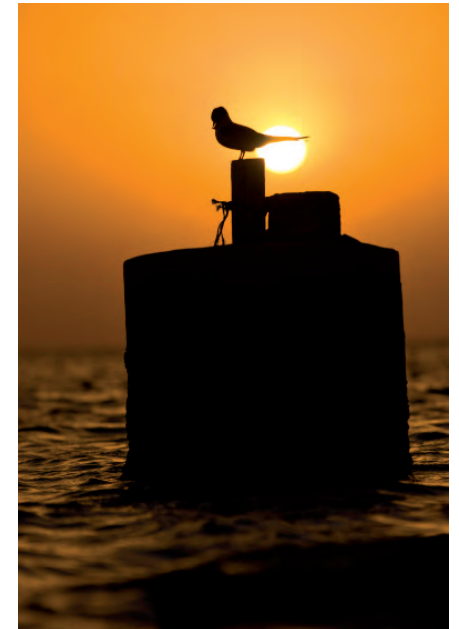
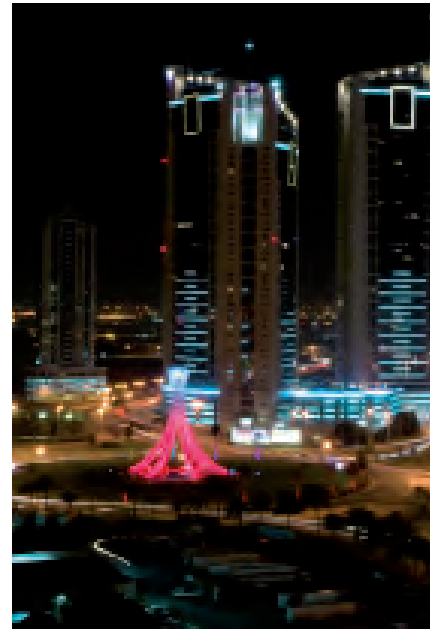
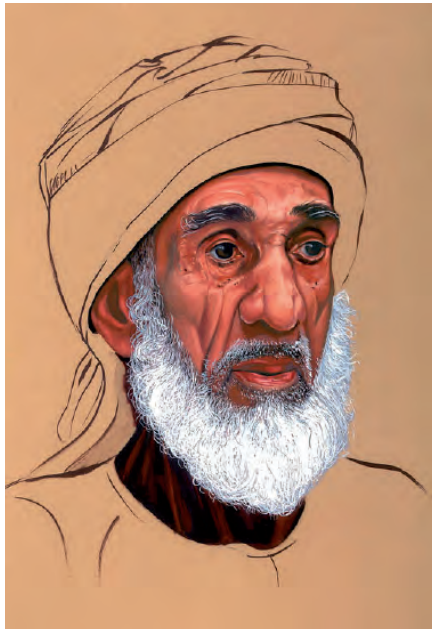
*Prices are subject to 5% Government Tax

Photography

Professional photographers of CREATOR are our pride and ammunition in delivering excellent pictures that communicate to your consumers directly. State of the Art studio, equipments, and facilities are key ingredients to our every photo success.

Traditional Painting Charcoal, Watercolor Oil Etc.

Our award winning artists illustrates life in their every brush or pencil stroke, with their powerful and exceptional lines that signifies passion and deep emotional connection between the artist and the subject.



*"As far as I'm concerned, there are
three mystical places in the world:*

*The desert outside Santa Fe,
The tree of life in Bahrain.*

And the restaurant at Sunset and Crescent."

Steve Martin from "LA Story".

*Even more mysterious is why thousands of Americans
are waiting for direct flights home from Bahrain.*

Steve Martin's intrigue over Bahrain's tree of life, which has survived in a waterless desert for 400 years, is matched by the mystery of why there are no direct flights between Bahrain and the USA. This is despite the fact that over 65,000 Americans enter the Gulf via Bahrain International Airport - every year. A phenomenon made even weirder when you consider Bahrain's strategic

location, with a causeway link to the wealthy Saudi Arabian Eastern Province, plus hub airport status for Gulf Air - the best connected airline in the region.

So, unlike the Tree of Life's survival, an American airline's growth in Bahrain will be easily explained.

The most approachable airport



For more information, contact Bahrain International Airport Marketing and Promotions, Tel: +973 17 321955 Fax: +973 17 321139 email: marketing@bahrainairport.com

**Valuetime
Offers**
Quite the
hand full



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F1 Race Suit

Heads will turn.
Jaws will drop.
Starting today.



Come, see the new face of the
all new 2008 Cadillac CTS.

 NATIONAL MOTOR COMPANY
Slogan: 17 4572 12



● Bahrain
■ Far East



225 million years ago



135 million years ago



Present day

*After 225 million years drifting closer and closer,
isn't it about time we were within hours of each other?*

The Middle and the Far East have a lot in common. Both are booming economies. Consequently, business potential is promising. And growing trade between two continents is a major opportunity for an Airline.

Bahrain is perfectly positioned to grow your business in the region. For example, our causeway link to Saudi Arabia gives access to four million people in the wealthy Eastern Province.

Bahrain International Airport is the most well connected airline hub in the Gulf. Our turnaround is fast and our fuel one of the cheapest in the region.

After 225 million years let's make the final link, look into commencing scheduled flights into Bahrain.

The most approachable airport



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Roam & Win

Roam with Zain in Bahrain
& win US\$ 1,000 weekly

Terms and conditions apply



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A wonderful world



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وشاهد الحدث حياً



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A wonderful world

CONCORD
كونكورد

ترافقني في كل مكان...
فهي النجمة حتى في حلبات السباق

كونكورد، سوار أوتوما كونكورد، هو أول
سوار من السلسلة الفاخرة الهلالية



مجوهرات المسعود
AL MASAOOD JEWELLERY

أوليفي، شارع مكة بن راشد - ٥٦٦٣٥٠٠ - عمان، عمان - الأردن

CONCORD
كونكورد



حسب نظرنا
بدأ من النظرة الأولى

كونكورد - دار الفنون - بيروت - لبنان
من سلسلة أليس السافير

أحمد مكيدي وأولاده
AHMED MOKIDJI & SON
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—J95i95

حکایتنا

فهي ليست مثل كل الحكايات



کونکرے کے لیے ایک نیا لکچر

مجوهرات المسعود
AL MASAOOD JEWELLERY

أبو القاسم الطبري، تاريخ بغداد، ١٠: ٢٧٨، ٢٧٩. القليل من الفقه والفقهاء، ١٠: ٢٧٨، ٢٧٩.





In Bahrain, everything is handed to you on a plate.

Bahrain International Airport is the most accessible airport for the Middle East.

Each year the airport's air traffic is growing, supported by the booming economy. The location is superb, with the Gateway to the Gulf, bringing over four million passengers from the world's Eastern routes within an hour's drive. Our fast prices are

reasonable. It's natural in Bahrain. They're fast and serving. For more Bahrain, visit Bahrain International Airport.

For more information, visit Bahrain International Airport, Bahrain. Everything is handed to you on a plate.

The most accessible airport



For more information, visit Bahrain International Airport, Bahrain. Everything is handed to you on a plate.

*40 years later is America ready for
the first landing on Bahrain?*



Now's the time to boldly go, where no American airline's gone before.

Bahrain.

However, unlike the Moon, tens of thousands of Americans await direct flights Bahrain/USA. Add to this four million Saudi Arabian residents linked to the airport via causeway and you've a massive weight of potential passengers and cargo.

Bahrain International Airport also offers airlines one of the cheapest fuel prices in the Middle East, super quick turnaround and world beating Duty free shops.

Be the first American carrier to operate scheduled flights to Bahrain "one small step for an airline, one big step-up for your bottom line".

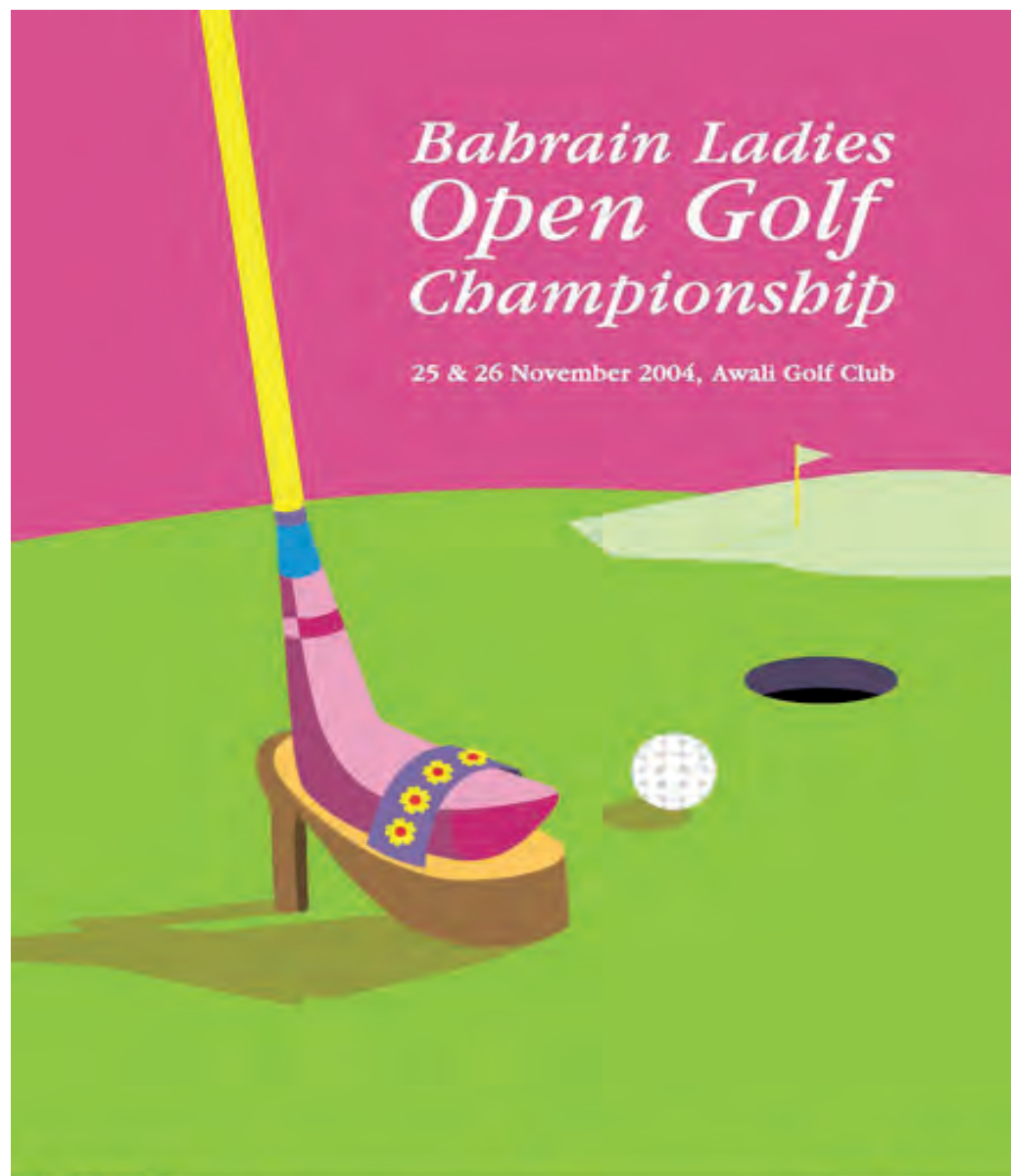
The most approachable airport



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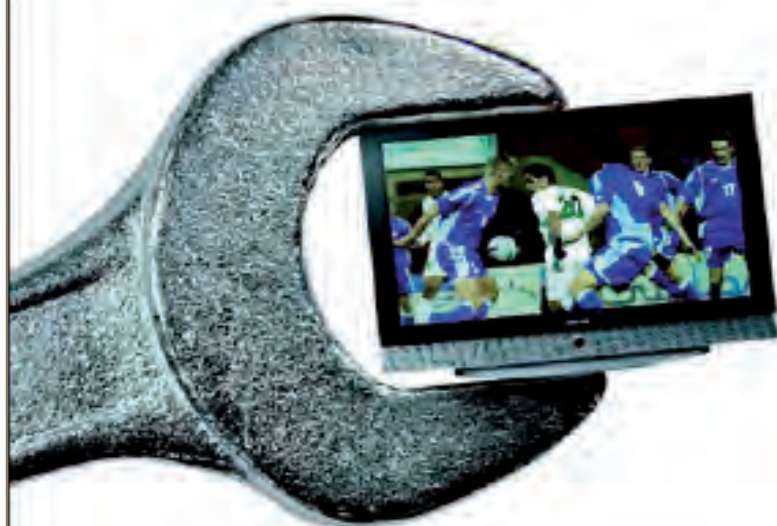
Bahrain Ladies Open Golf Championship

25 & 26 November 2004, Awali Golf Club



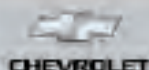
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 **NATIONAL MOTOR COMPANY**
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Come see the new rules of urban travel at our showroom today.

The Aerosport SUV
CR-V

 NATIONAL MOTOR COMPANY
Since 1742/111









جديد! New!
on our menu

سندويش دجاج
ديايمو chicken wrap



زيت زيتون
Zayl Zaytoon
Lebanese Restaurant

جديد!

ديايمو

سندويش دجاج



زيت زيتون
Zayt Zaytoon
Lebanese Restaurant

البديع 17 597 597 • شارع المعارض 17 312 222 • جسر الملك فهد 17 309 010


Gloria Jean's
COFFEES



**شرائع صدر الدجاج
بخبزة البينيني**

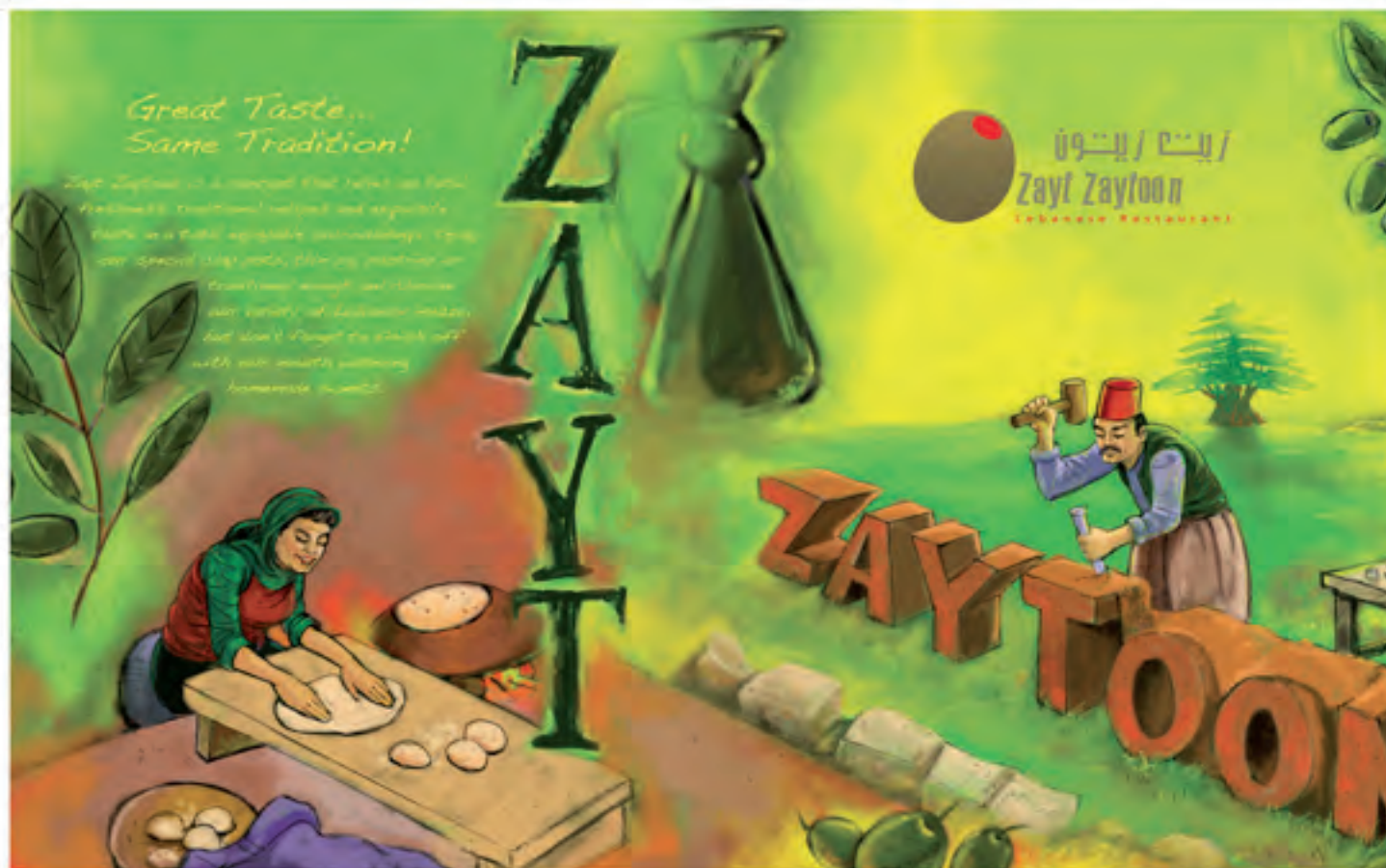
مطار البحرين الدولي ٣٩٣ ٣٢٩ ١٧ • البحرين سيتي سنتر ٩٦٢ ١٧١٧ • شارع البديع ١٦٩٩٩٤٢

*Great Taste...
Same Tradition!*

*Zayt Zaytoon is a concept that takes the best
traditions, traditional recipes and expertise
that is a truly significant accomplishment. This
our special story, telling you nothing is
traditional enough and delicious
the variety of delicious meals
but don't forget to stick with
with our mouth watering
homemade quality.*



زيت / زيتون
Zayt Zaytoon
LEBANESE RESTAURANT



*Manakish
& Saj*

[illegible]

Starters

- Lobster
- Hummer
- Mistletoe
- Hummer & Mist
- Wild Inuit
- First Rabbit (yours)
- French First

مناقب
وصالح

[illegible]

مقبولات

لجنة
 اجتماع
 مجلس
 اجتماعات الجامعة
 وادي
 كلية
 نظام

Meat & Chicken Sandwich

Chicken	1.0000
Steak Knobs	1.0000
Tilapia (Asian)	0.0000
Steak Tenderloin	1.0000
Beefsteak	1.0000

P522a Librarian's

Chicken	\$6.00
Vegetarian	\$6.00
Four Cheese	\$6.25
Squid	\$6.00
Chicken	\$6.00
Beef Pepperoni Pizza	\$6.25

Fakharat Platters

Eggs	1.000
Eggs & Cheese	1.500
Eggs, Cheese & Mortadella	1.800
Potatoes & Cheese	1.600
Spaghetti	1.000
• Kebab & Potatoes	2.000
• Chicken & Potatoes	1.500
• Beef, Zucchini & Potatoes	1.800

Meat & Chicken Plate

Kashmir Thrush	1 000
Half Rusty Cuckoo	1 500
White Rusty Cuckoo	1 000
Black Kites	1 000
Red Cuckoo	1 000
Black Thrush	1 000
Black Gull	1 000

سند و بیانات
مضاوی

۱۰۰
 ۱۰۱
 ۱۰۲
 ۱۰۳
 ۱۰۴

بيقر ۱ ليمانيه

ستر بالحصن
 ستر بالحصار
 ستر أربعة احسان
 ستر بالمشق
 ستر بالاصحاح
 ستر بغير ونسب

فضاء اے

[illegible]

مشاريع على
القسم (صفر)

كتاب التفسير
كتاب حاشية مشهور
كتاب حاشية مشهور
كتاب حاشية مشهور
كتاب حاشية مشهور
كتاب حاشية مشهور
كتاب حاشية مشهور



			
Minis		مصاصات	
Za'atar	\$1.50	زهر	
Cheese	\$2.50	جبنة	
Saffron	\$1.50	كافور	
Spinach	\$1.50	سبانخ	
Pizza	\$2.50	بيتزا	
Mixed Dishes	\$3.50	مشكبة من 12 صبة	
Tirouka Libnariyah		تمر و جبنة لبنانية	
Kuail	\$1.50	كول	
Kuail & Hummus	\$2.50	كول مع حمص	
Machalabi	\$2.50	مشكبة	
Bulbulah	\$2.50	بليلة	
Salads		مشكبة	
Tabbouleh	\$1.50	تبولة	
Labanata Salad	\$1.50	مشكبة لبنانية	
Cheese Salad	\$1.50	مشكبة جبنة	
Chicken Salad	\$1.50	مشكبة دجاج	
Potato Salad	\$1.50	مشكبة بطاطس	
Fattoush	\$1.50	فتوش	
Laban & Khyas	\$2.50	لبن و خيس	
Vegetable Pita	\$2.50	صحن خضار مشكبة	
			

Chilled Drinks		مشروبات باردة	
Soft Drink		مشروبات غازية	
Small	Q 4.50	الصغير	
Large	Q 6.00	الكبير	
Mineral Water		ماء معدنية	
Small	Q 4.50	الصغير	
Large	Q 6.00	الكبير	
Fresh Juice		عصير طبيعي	
Orange	Q 5.00	برتقال	
Lemon	Q 4.00	ليمون	
Fresh Dairy (Lemon Juice)	Q 4.00	لبن هيران	
Coffee Corner		ركن القهوة	
America Coffee	Q 9.00	قهوة أمريكية	
Coffee & Milk	Q 8.00	قهوة مع الحليب	
Espresso	Q 4.00	إسبريسو	
Double Espresso	Q 7.00	دبل إسبريسو	
Cappuccino	Q 6.00	كابوتشينو	
Hot Tea	Q 4.00	شاي	
Hot Tea with Mint	Q 6.00	شاي مع النعناع	
Tea & Milk	Q 3.00	شاي مع الحليب	
Mocha	Q 8.00	مocha	



Summer
T-Shirt Design



Summer
Cofee Mug Design



Summer Shopping Bag



Summer Baseball Cap



WIN! ONE NUVIFONE M10



WITH EVERY PURCHASE OF
BD50 YOU CAN GET
A CHANCE TO WIN
NUVIFONE M10

GARMIN™

AL OHAEN
GROUP OF COMPANIES



الظاعن
مجموعة شركات

(continued)

How much money will I be required to have?

Bearing in mind the requirements above, you will need a net worth and liquidity sufficient to meet the investment for multi-unit development. The scale of this will depend on the number of restaurants to be developed. Whilst we do not offer financing we can put you in touch with third party financial institutions.

What do I get for the Investment?

You will enjoy the satisfaction and rewards of owning your own Shawarma Xpress Franchise. But you will also benefit from the full support from the people and systems of an established organization with many years of restaurant experience in the Middle East.

What training will I receive?

You and your designee or Manager will take part in our intensive training course at our Training Centre in Bahrain. The training includes both in store and classroom training sessions. Proficiency must be demonstrated by the trainee at various stages of the training program. Shawarma Xpress provides the training Programs for the training of Managers and Team Members. The franchisee pays all cost for the Manager and Team Member training during start-up and during the ongoing operation.

How much return can I expect from my investment?

The profitability of an outlet is dependent on many factors including the location, competition, sales volume, rent, management, type and amount of financing. Profitability is ultimately in the control of each franchisee. It's Your Business.

What is my next step?

Please complete a Shawarma Xpress Franchise Application (online where possible) and return it to us for review. Completion of this application will not obligate you to Shawarma Xpress in any way. On receiving your application, we will review it prior to contacting you to discuss the next steps.

Does Shawarma Xpress allow Sub-Franchising Development?

Under Certain circumstances, when a franchisee has fulfilled the obligations of the development agreement, by opening the predetermined number of restaurants and all standards and operations are in compliance, there may be an opportunity to Sub-Franchise.



Xcellent Support



Operations Support

This is a service dedicated to assisting you with the different phases of outlet development. Our support staff will guide you through the process from finding a location, construction and opening to training including marketing.

Development

Consistent development is the key. Our support staff will provide planning consultation when it comes to creation of store layouts to maximize your requirements.

Purchasing

Consultation and advice will be provided to help you set up your distribution systems.

Xpress Xcellence

Our training managers will offer extensive store training that includes training for all levels of staff. Each outlet will receive comprehensive training manuals that cover all procedures during daily operations. Our Centers of Xcellence are based in Bahrain and this is where your key personnel will receive knowledge on essential procedures and practices within a state of the art Quick Service Restaurant. As your own franchise grows with us, we will also assist you in establishing your own Xcellence centers. Shawarma Xpress is a brand that is not only focused on developing the right product but also the right people.

Marketing

Guidance will be provided to our franchise partners. With Shawarma Xpress marketing communications strategies you will have access to our proven marketing and promotional materials. We will provide consultation for product launches and opening new outlets.

Research and Development

We are always on the look out for new recipes, products and services to attract and satisfy our customers with the Shawarma Xpress brand.

Franchise Xpress

Frequently Ask Questions

What does it take to become a Shawarma Xpress Franchisee?

The Shawarma Xpress concept requires a strong personal commitment to the business and an active involvement in the restaurant operation by its franchisees. Approval is based on a number of factors including experience, financial qualifications and a track record of success.

What is the profile of a Shawarma Xpress Franchisee?

You must be a high energy person or company who is motivated to serve others, communicates effectively, and has a successful track record in business management suitable to operate a high volume Shawarma Xpress. Restaurant experience is an advantage, although not essential. Access to a retail property portfolio is definitely an advantage.

What are the required demographics for a Shawarma Xpress Franchise?

Site survey and evaluation will examine the demographics. In general, site requirements include a populated area with a large number of people within 5 miles radius and high traffic counts. QSR (Quick Service Restaurant) brands benefit from high footfall counts as they attract spontaneous purchases rather than destination decisions.

Can owners of other franchises qualify for a Shawarma Xpress franchise?

Yes, Owners of other franchise operations can qualify for a Shawarma Xpress franchise, provided that they are not in a competing food business (for example restaurants with similar menu items). Exceptions maybe made on the understanding that the conflicting operations would not expand and that conversions would be made where feasible.

What is involved in the application and approval process?

Our process requires that you visit our Headquarters in Manama, Bahrain for a discussion to evaluate your plans and ambitions. The goal of the franchisee selection process is to create long term franchise relations that will benefit both the franchisee and Shawarma Xpress.

The selection process begins with the sharing of information. The Applicant completes a detailed application form and then takes part in a series of interviews, during which time you develop a business plan for discussion. At any point during the selection process either party may decide that the process should not continue.

How long does it take to become a Shawarma Xpress Franchisee?

Our Franchise selection process is quite thorough and is designed to ensure that both Shawarma Xpress and the prospective franchisee have made an informed business decision before entering into a contract. Therefore, the duration of the process can vary from applicant to applicant.

What is Shawarma Xpress' initial Development Fee?

Shawarma Xpress asks for an initial Development Fee based on the Franchisee's development plan, the number of restaurants envisaged and the territory being negotiated.

What is Shawarma Xpress' Royalty license fee?

On a monthly basis the franchisee pays the Shawarma Xpress Royalty fee of 7% net revenue from sales, as well as 2% advertising contribution net revenue from sales.

Additional marketing expenditure may be required in the future if resources are pooled amongst franchisees and a cooperative advertising initiative is undertaken.

In the event of a renewal or an approved transfer or sale to another franchisee there will be a change of hands fee. In some markets there may be additional fees charged for additional services performed by Shawarma Xpress.

What type of investment will I be required to make?

Whilst the equipment in a Shawarma Xpress is bought through international suppliers ensuring quality and reliability, we are not a capital intensive brand. Construction costs do vary according to the size of the unit and the countries building costs. You will also need to invest in recruitment, training, initial inventory and launch advertising.





Innovation Xpress

The concept is to take the much love Shawarma product and position it into the Quick Service Restaurant concept. This enables the restaurant to have much higher sales whilst at the same time ensuring that standards of Food Quality and hygiene are at the highest levels. The product range concentrates on multiple choices. The sauces range from the traditional, Tahina and Tournia, to the more adventurous Mexican, Chili and Italian, to the true spice lovers Indian.



X Products

Innovative Products & Services

Shawarma Xpress offers a wide variety of Shawarma freshly made before your eyes.

Succulent sharings of fresh beef and chicken along with fresh vegetables wrapped in a selection of fresh breads are all part of the Shawarma Xpress experience.

Shawarma Xpress goes beyond the norms of the Shawarma business, by catering for all tastes, offering a variety of sauces and flavors, creating Shawarma with a truly International appeal.

The Shawarma menu is supported by a range of burgers, panini and "xtra's" to give to customer the widest range of choice.

Shawarma Xpress believes that the product range needs to be strong in the traditional Shawarma products but it also needs to move with the current trends of taste. With this in mind there are always new products being developed, these are trialled through local promotions to access popularity, before being integrated into the main menu.







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A smiling woman with dark hair, wearing a green top, is sitting at a table with a young girl. The girl is also smiling and looking towards the camera. They are both holding chopsticks and appear to be eating. On the table, there is a bowl of green salad with tomatoes, a bowl of yellow rice with meat, and some fresh vegetables like tomatoes and mint leaves. The background is a plain, light-colored wall.

Introduction

Shawarma Xpress is a unique and innovative quick service restaurant concept, offering customers a wide variety of good quality meals, at an excellent value. These meals are based on the traditional Shawarma, succulent shavings of fresh beef or chicken wrapped in a variety of fresh breads. Shawarma Xpress goes beyond the norms and caters for all tastes by offering a variety of flavors "creating Shawarmas with international appeal."

Shawarma Xpress, brings traditional food to the modern day lifestyle in a genuine and efficient way. Making it easy for all customers to enjoy the goodness of the Shawarma while in our restaurants, on the go or at home.

X - Factor

Vision

To see Shawarma Xpress renowned as a trusted name worldwide, a "by-word" for local hospitality and quality, for delivering the Best Shawarma Experience. Achieving this through the International Franchising of our consistently high standards of products, quality and customer service.

Mission

Making great Shawarma.

- Continuously provide innovative products and services to keep our customers engaged
- Deliver operational excellence to our customers in each of our restaurants
- Achieve steady profitable growth by communicating and leveraging our Brands core values





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Stuffed Pork Tenderloin



The Foodie And The Family



Shawarma Xpress is always looking to extend and share the goodness of our meals with more and more people. If you feel that you are an appropriate candidate to uphold the value we live by, and benefit from the Shawarma Xpress brand, here is how you can contact us.

Shawarma Xpress Head Quarters:
SAFCO W.L.L.

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Manama, Kingdom of Bahrain
Tel: + 973 17 279999, Fax: + 973 17 279990
Email: franchising@ShawarmaXpress.com

www.ShawarmaXpress.com



CREATOR