



KUDU GOES GLOBAL

Ready to flip through a playful mix of unique flavors?



كودو
KUDU

FRANCHISING
PROSPECTUS

A photograph of a modern cafe interior. The space features large windows on the left, through which a white car is visible outside. The interior is furnished with wooden tables and orange upholstered benches. A prominent feature is a large, circular, multi-layered pendant light fixture in the center. Green plants hang from the ceiling. The text "From a dream in '88" is overlaid in the center in a blue, sans-serif font.

**From a dream
in '88**



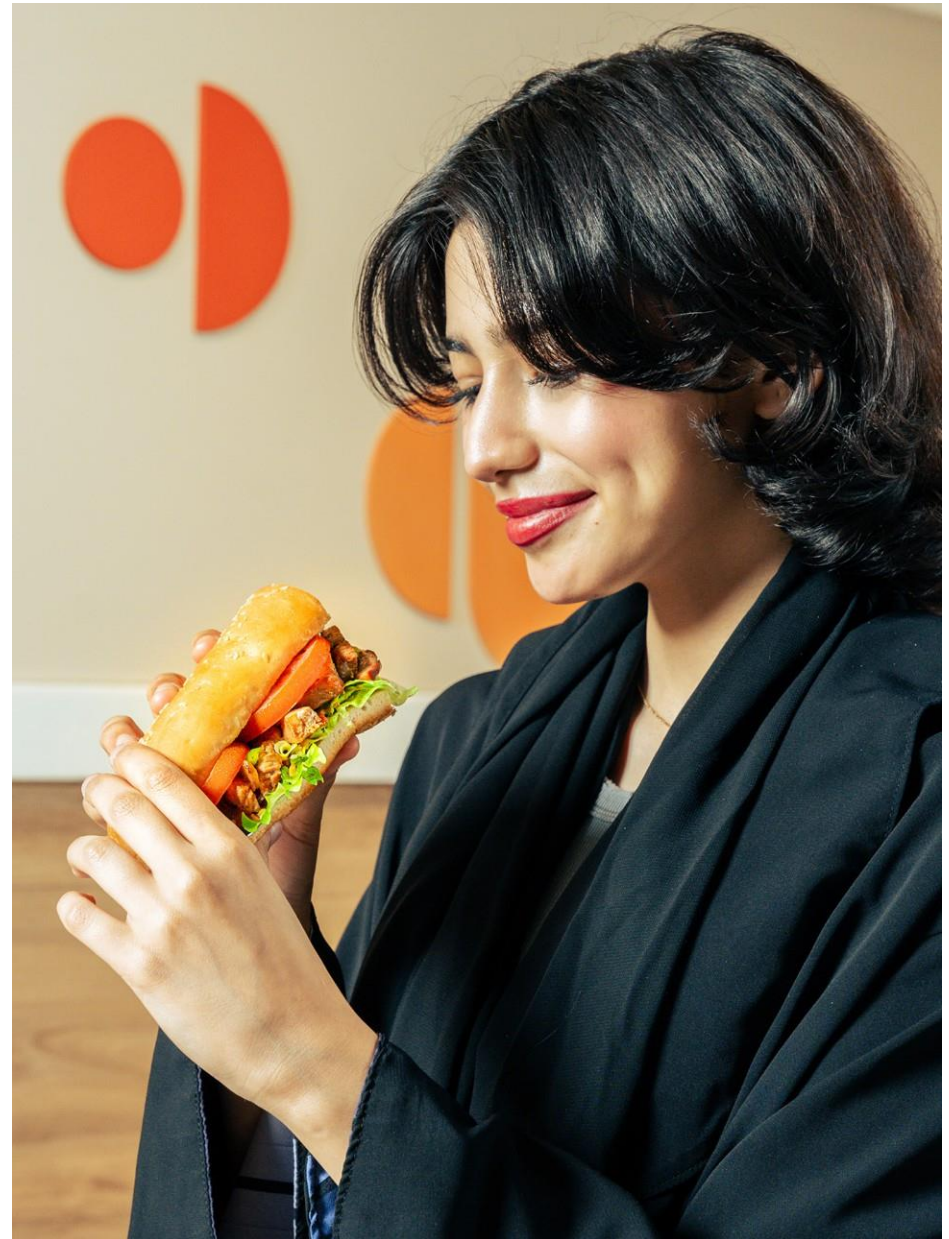
to a flavor network of
350 restaurants

KUDU's spicing things up globally!

Why KUDU?

Recipe for Success

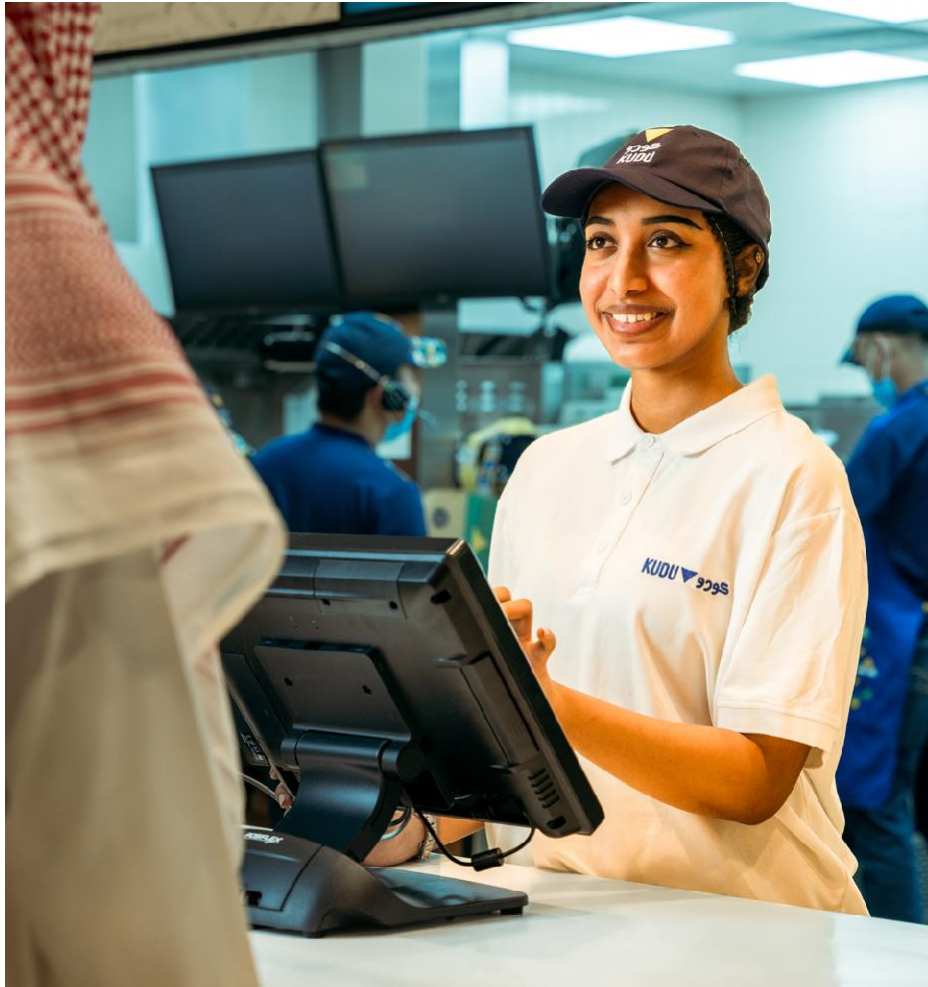
At KUDU, Saudi heritage shines through, blending community ties with culinary excellence. Our open kitchens showcase our commitment to quality and freshness, all while keeping things transparent. With strong operational systems and a well-established reputation, we set the stage for a unique dining experience that's authentic and innovative.





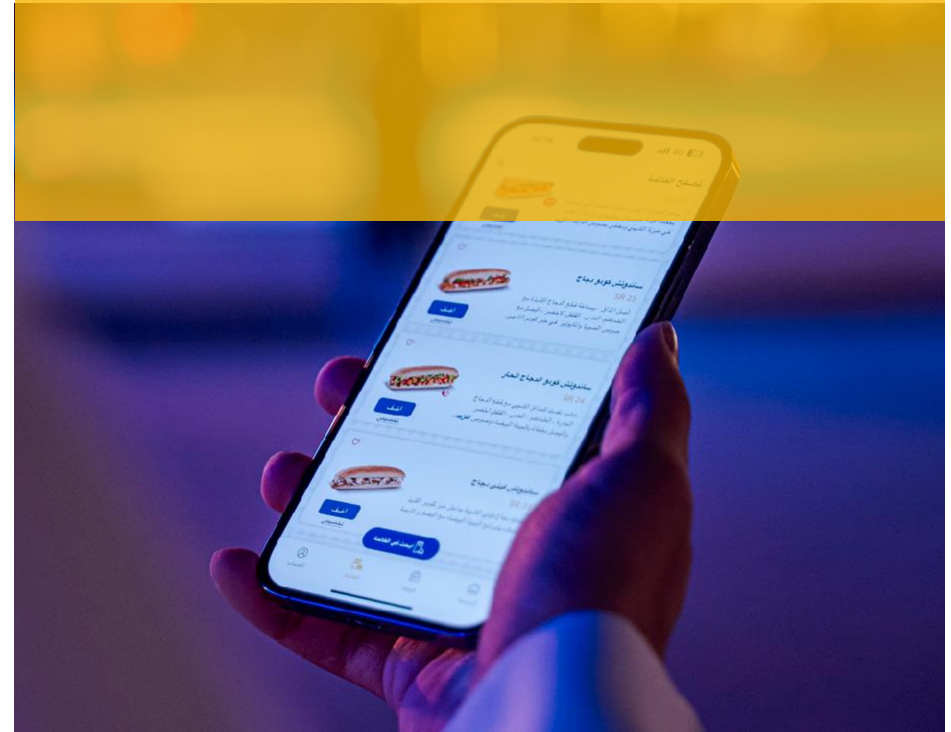
Legacy of Flavor

KUDU offers more than just a meal; we serve a slice of tradition and trust. Each dish is unique and fresh, showcasing our commitment to quality. With a solid reputation, we've established ourselves as a favorite in the culinary scene.



Beyond the Basics

Join the KUDU family, and you'll find support at every turn. From thorough training to operational and marketing assistance and a commitment to continuous innovation, we're here to ensure your success.





Trendy Treats

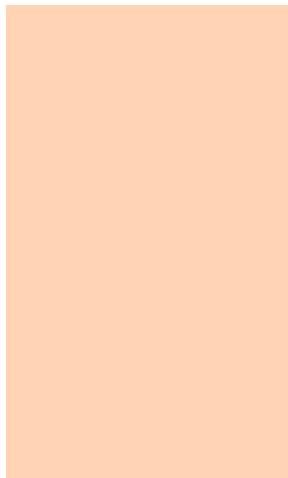
At KUDU, innovation is always on the menu. With halal-certified dishes, unique global flavors, and various promotional and local offerings, we ensure every dining experience is fresh, exciting, and tailored to diverse palates.



Quality Crafted

Quality at KUDU isn't just a standard, it's a cornerstone. We prioritize fresh ingredients and healthy options in every dish, from our exceptional sandwiches to our unique flavors. Our dedication to quality ensures that every meal is crafted to perfection, delighting our customers all day long.





Dynamic Formats

KUDU blends into any location, adapting to every scene with ease. Our versatile restaurant formats open doors to opportunities across various settings, ensuring the ideal spot for every venture.

Our Commitment

Open Kitchen

Our open kitchen design is a testament to our exceptional quality and food safety, making each meal a transparent and trustworthy experience. Here, every dish is prepared with meticulous care, combining dedication and passion to create memorable dining moments for every guest.

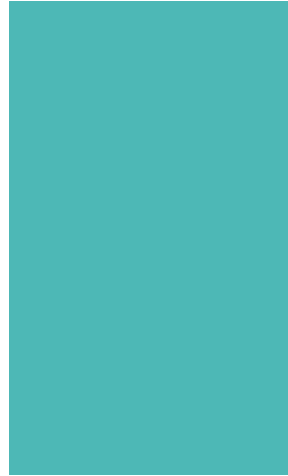






Freshness in Every Bite

Only high-quality ingredients are added to your plate at KUDU, selected daily to guarantee the finest flavors.



Beyond a Meal

At KUDU, every meal is an experience, offering customers a unique blend of culture, comfort, and culinary innovation.

Our Menu

Breakfast of Champions

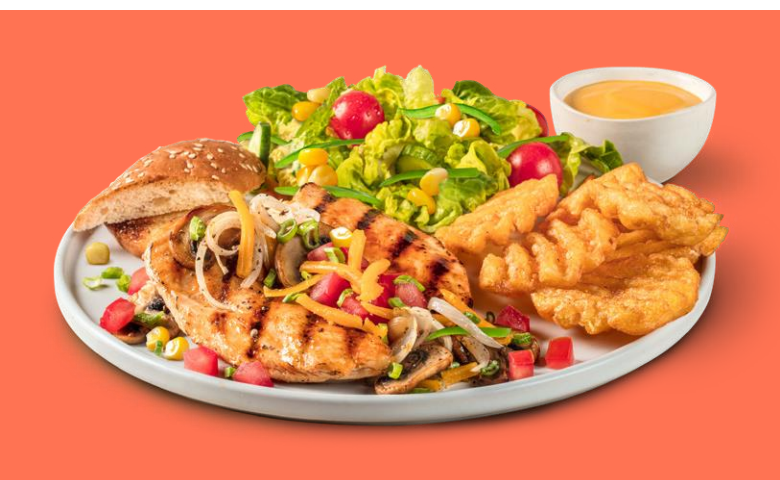


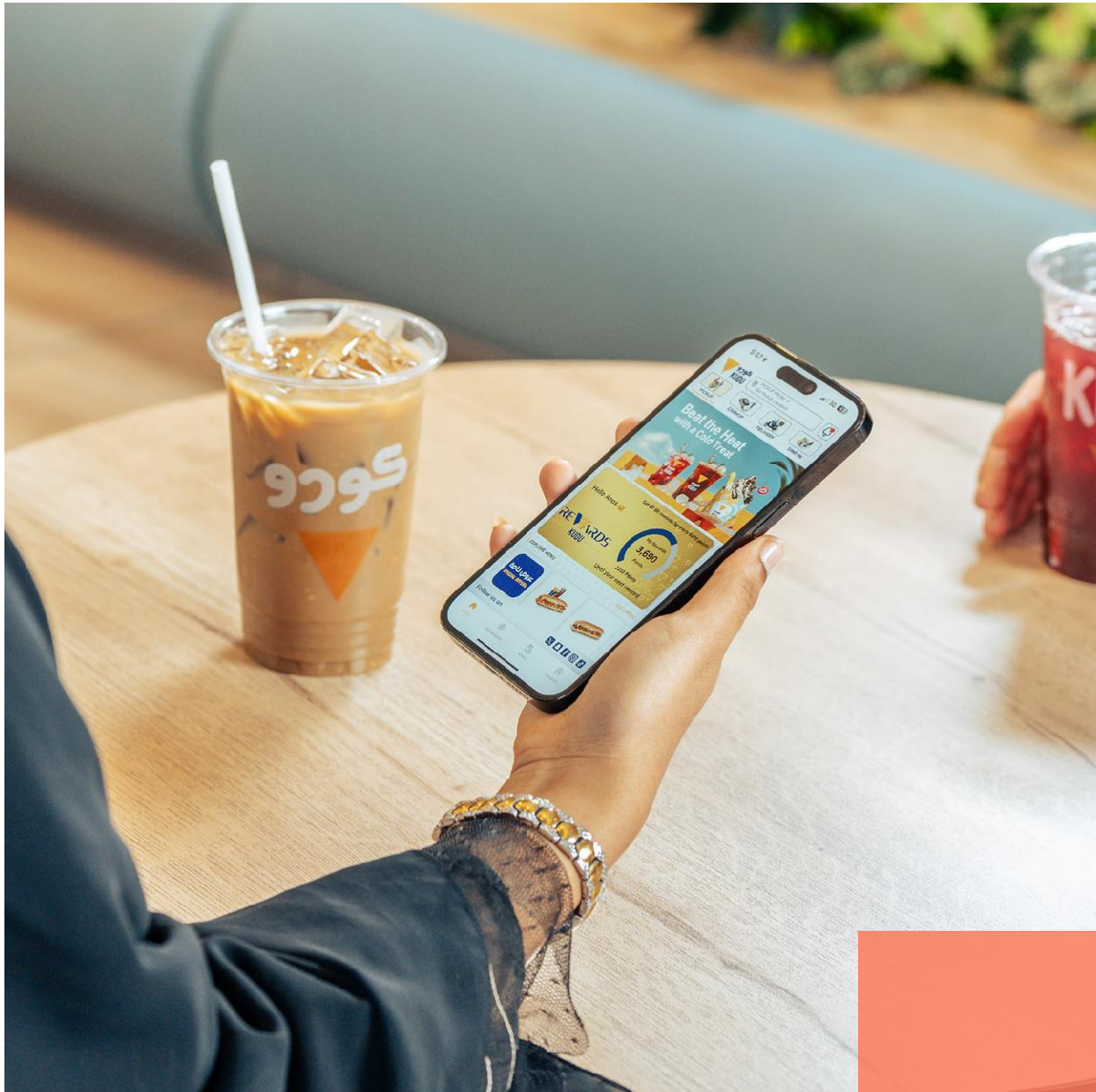


Our Menu

Lunch & Dinner Highlights

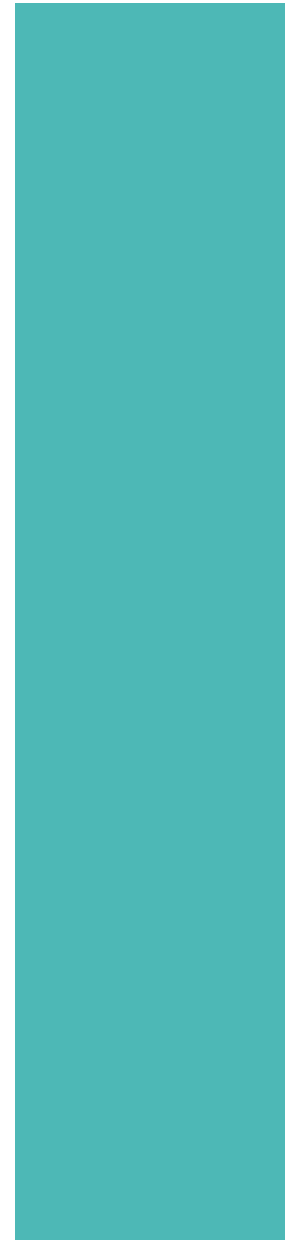






Tech at the Table

At KUDU, cutting-edge technology enhances every aspect of our operations, improving the customer experience at each step. Our supply chain efficiencies keep fresh ingredients ready, while our advanced ordering systems and self-ordering kiosks (SOKs) streamline the dining process, allowing effortless ordering, reduced wait times, and increased satisfaction.



KUDU's Green Moves

At KUDU, sustainability is our top priority. By collaborating with suppliers to reduce food waste, installing solar panels, and using heat-reducing materials for energy efficiency, we ensure every aspect of our operations is eco-friendly. Additionally, our sustainable packaging solutions ensure that we're protecting the planet while serving our community.

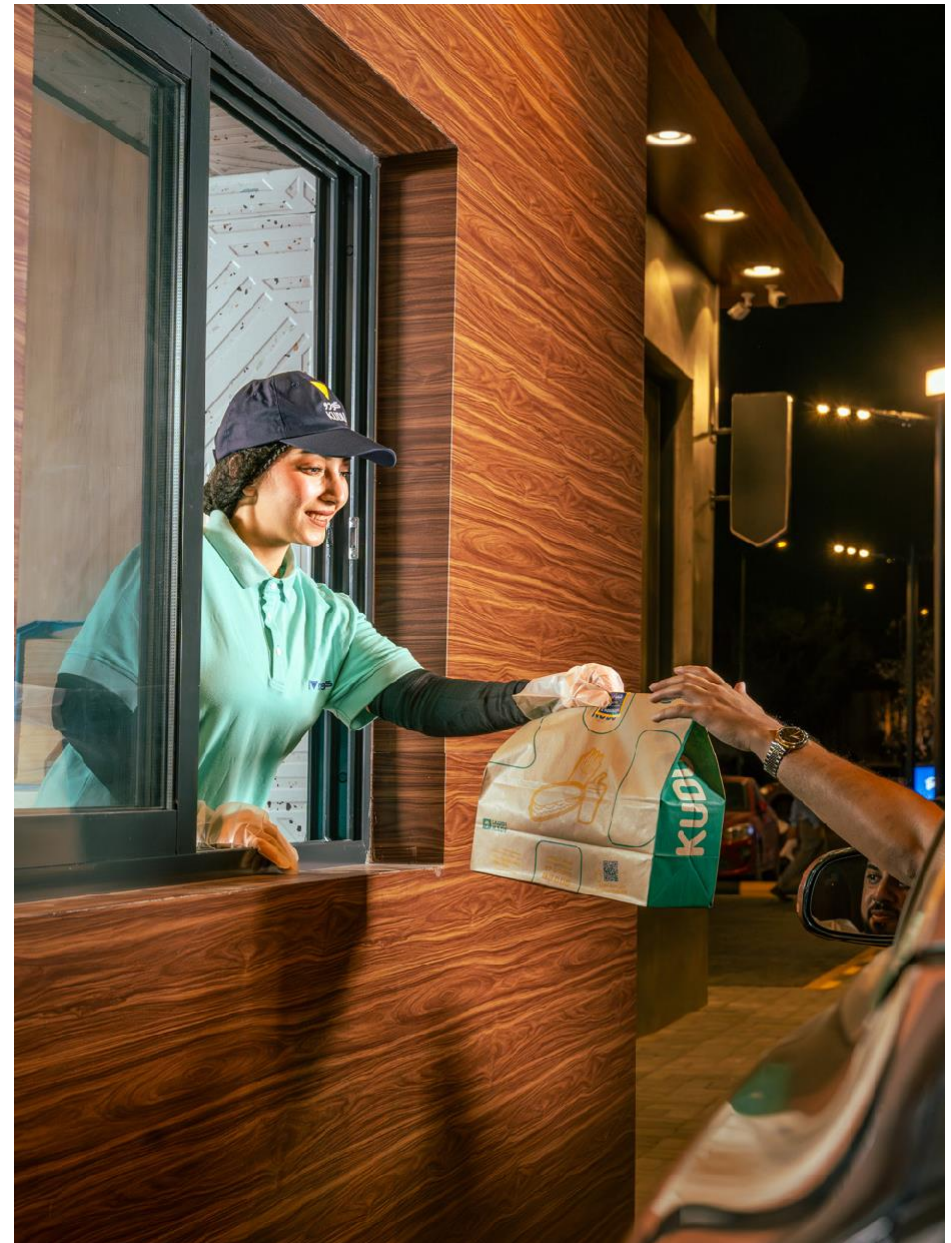
Choose your stage

KUDU's versatile restaurant formats cater to diverse market needs, ensuring a consistent, high-quality dining experience across all locations. Find your perfect fit!

Make a Statement with Drive-Thru

Offer quick service in high-traffic areas with standalone buildings that include play areas, ideal for people on the go.

Size: "200-400" m².



Where Crowds Meet in **Food Courts**

Choose a compact unit in bustling malls or airports designed for rapid service to match the fast-paced environment.

Size: "80-120" m².

Grab and Go on the **Street Strip**

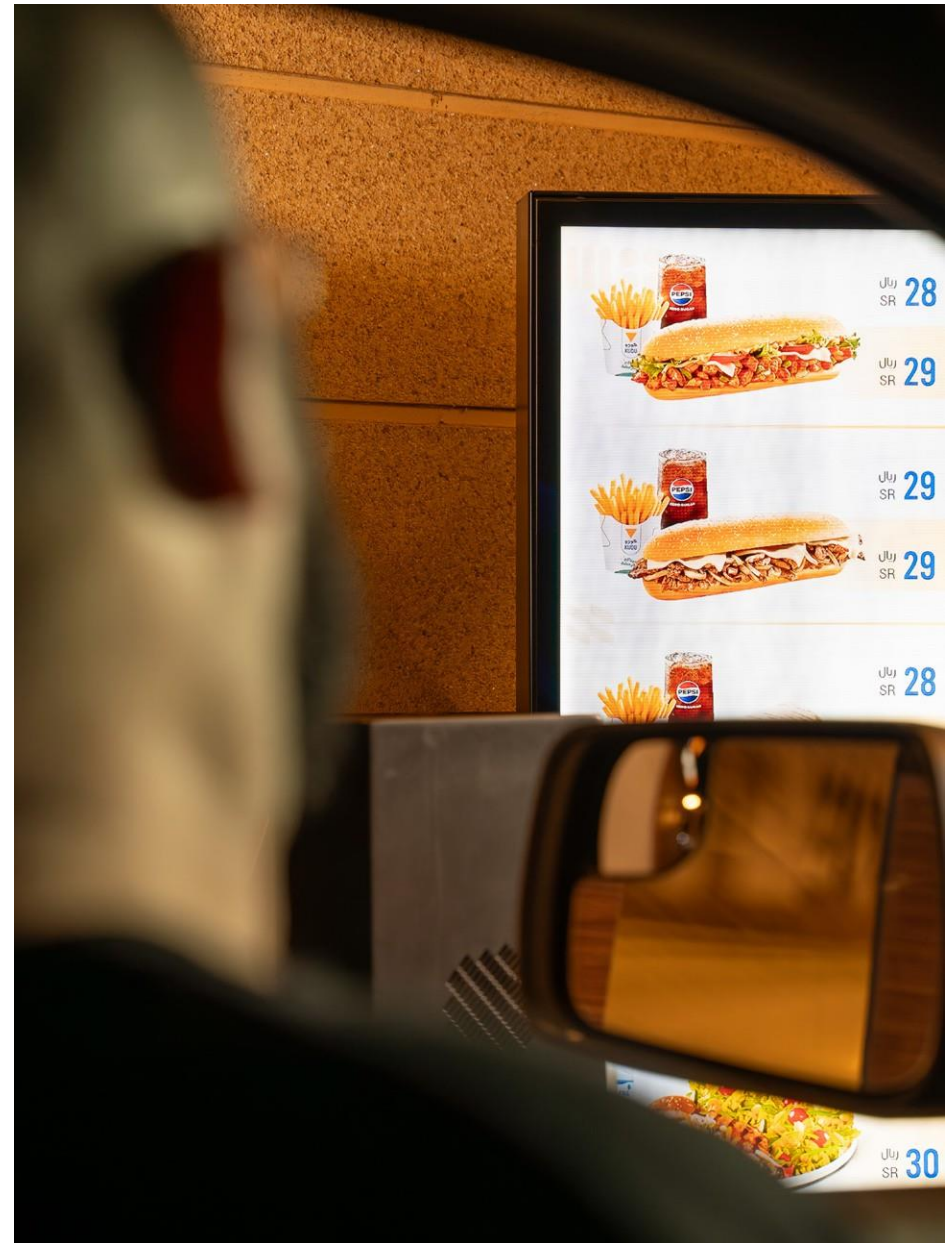
Set up shop in visible, main street locations, integrated into a vibrant row of retail stores, ideal for urban areas.

Size: "100-150" m².

On the Move with **Food Trucks**

Go mobile with flexible and efficient units, perfect for catering to crowds at events, parks, and bustling business districts.

Size: "15-30" m².



KUDU's Winning Streak

350 locations
and counting!





We're not just growing;
we're leading.

KUDU's Full Support

Kickstart Training

Dive into KUDU culture with hands-on training at our certified locations, backed by detailed operational guides and high-tech systems that monitor quality and optimize your supply chain. Our KUDU Academy ensures continuous learning, incorporating the best practices to keep you ahead in the industry.



Operational Excellence

Streamline restaurant operations with handheld devices for daily routine. Through extensive training and continuous performance evaluations, ensure your team excels in service, hygiene, and food safety. Cutting-edge technology supports maintaining high standards, keeping quality and customer satisfaction top priorities.



Full-Service Marketing & Promotion

Make your mark with our national and regional marketing initiatives, tailor-made local promotional materials, and dynamic social media and digital strategies.

Continuous Innovation

Keep your menu fresh and exciting with regular new product introductions, seasonal offerings, ongoing research and development, and upgrades based on customer feedback.



Cutting Edge Tech

Equip your business with the latest POS systems, exclusive software tools, and dedicated IT support to solve any technical challenges swiftly. By leveraging advanced technology and optimizing data, create unique tailored customer experiences that elevate service and satisfaction.

Site Selection

Choose your restaurant's location with confidence using our detailed market analysis and demographic insights. Receive personalized guidance on site selection and design to enhance your location's potential.



Peek into our Trophy Case

2024 Exceptional Entrepreneurship
and Expansion Award

2024 Best Loyalty
Management Platform

2024 Brand of the Year

2024 Best Use Of Social Media
& Communication Strategy

2023 Retail ME Award

2024 Best Contact Center Of
The Year

2023 Dubai Lynx KSA



Power Partnerships

Local Leaders

We're the headline act,
front and center!



Keeping pace and setting
the pace, every step!



Fast service, faster
satisfaction!



Playing to win, in the
game and at the grill!



Turning up the volume
and flavor!



Local Leaders

Our flavors are scoring
big on the international
stage!

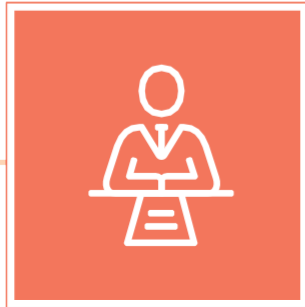


Roadmap



01

COMPLETE THE
APPLICATION
INFORMATION



02

INTERVIEW THE
AUTHORIZED
PERSONS



03

ATTEND AN
EXPLORATORY
SESSION OF KUDU



04

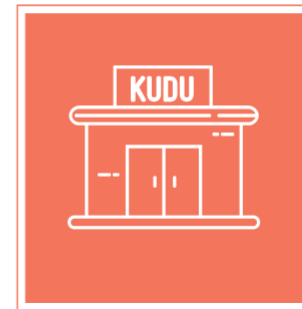
DISCUSSING YOUR
BUSINESS PLAN



05
SIGNING THE
CONTRACT
& THE AGREEMENT



06
CHECKING THE
SUGGESTED SITES



07
OPENING YOUR
OWN
KUDU BRAND

**Come for the flavors,
stay for the possibilities,
Join the KUDU world!**



Contact us today!

Support



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+966-920006999

Social Media



www.tiktok.com/@kuduksa



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