



OSMOW'S PRESENTATION



SWOT

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STRENGTH

Culinary Authenticity: Specialised in Middle Eastern and Mediterranean cuisine

Providing high-quality, nutritious meals that align with modern dietary references.

WEAKNESS

Lack of unique customer experience causing low differentiation in the food chain industry.

OPPORTUNITIES

Younger generation is focusing on healthy eating and wellness trend

People are exposed to modern technology and expansion in multimedia

THREAT

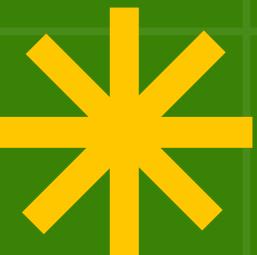
Intensive Competition: There are a lot of well established fast food chain with high brand's loyalty

Economic factor such as inflation etc

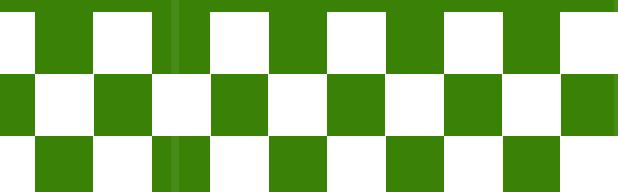




PROBLEM STATEMENT



A significant absence of customer involvement has been caused by the lack of personalized customer care, which has quickly solidified Osmow's status as simply another generic fast-food chain and fostered negative perceptions of fast food that tarnish its unique brand identity.





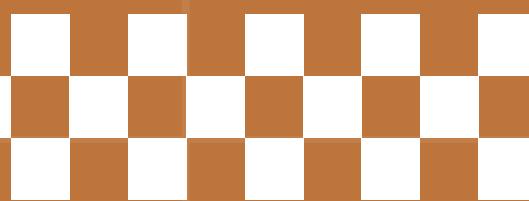
CUSTOMER PROFILE



Jade



Anna





Jade

Age: 20

Gender: Female

Occupation: University student with
part time job

Location: North York

Salary: \$1300/month

* Jade seeks affordable, healthy meals between classes or work, favoring brands with clear, appealing options. She enjoys unique food experiences, sharing them on Instagram and with friends, while advocating for inclusive, health-conscious brands.

* Jade is frustrated by the lack of clear vegan options and affordable meals that suit her busy lifestyle, feeling overlooked by uninspiring fast-food menus.

* Jade values quick, healthy meals, transparency in vegan options, and brands that prioritize convenience and sustainability.





Anna

Age: 30
Gender: Female
Occupation: Software Engineer
Location: Downtown Toronto
Salary: \$8000/month



Anna seeks convenient, healthy, and kid-friendly meals with customizable options for her family. She values fresh ingredients, engaging dining experiences, and brands committed to sustainability, quality, and cultural authenticity.



Anna is frustrated by the lack of personalized options and transparency in fast food, making it hard to meet her family's dietary needs. Generic menus and impersonal dining experiences fail to resonate with her values of health, sustainability, and family-friendliness. She feels disheartened by brands that neglect quality and authenticity in their offerings.



Anna seeks fresh, customizable meals from family-friendly restaurants with a healthy image. Influenced by reviews and social media, she shares positive experiences with brands that align with her values of sustainability and authenticity.





THREE-PRONGED
STRATEGY

HOME

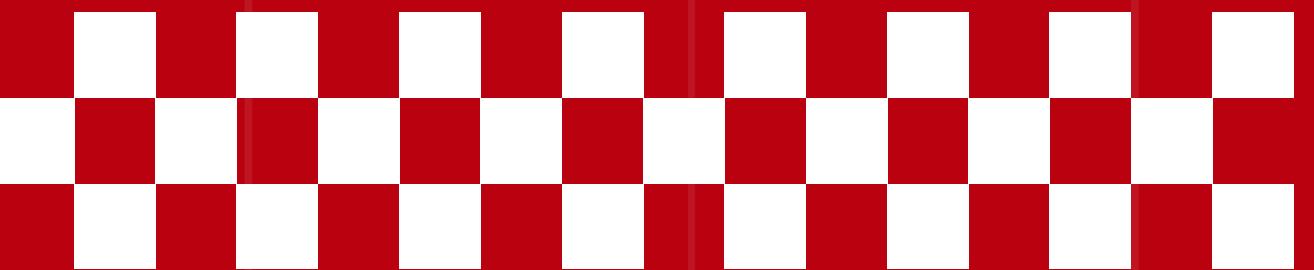
ABOUT

CONTENT

OTHERS



THREE-PRONGED STRATEGY

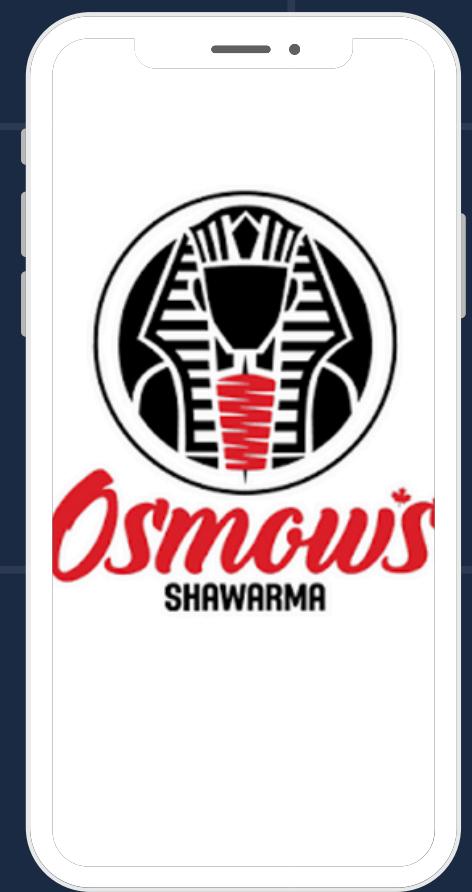




ALTERNATIVE SOLUTIONS *



DIGITAL ADVERTISING



OSMOW APP



CRITERIAS *

Cost Effectiveness

FOCUSING ON ROI AND UTILIZING RESOURCES EFFICIENTLY

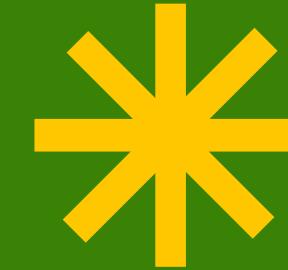
Brand Alignment

REINFORCE OSMOW'S UNIQUE IDENTITY AND DIFFERENTIATE FROM COMPETITORS

Personalization

ENHANCE CUSTOMER EXPERIENCES WITH TAILORED OFFERINGS





DIGITAL ADVERTISING

Digital advertising emphasizing fresh ingredients, leveraging KOLs and UGC, hosting seasonal events, and the second alternative is launching an app for meal customization based on customer preference.





Ads Campaign

Community Engagment

Collaboration and UGC





ENGAGING CAMPAIGNS



VIDEO ADVERTISING

HOME

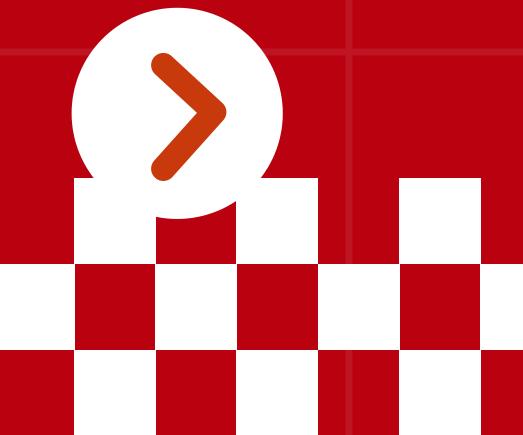
ABOUT

CONTENT

OTHERS



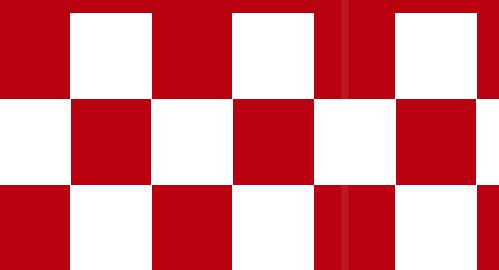
POSTER





FRESH INGREDIENTS

TABLE





VIDEO ADVERTISING

SCAN
HERE



HOME

ABOUT

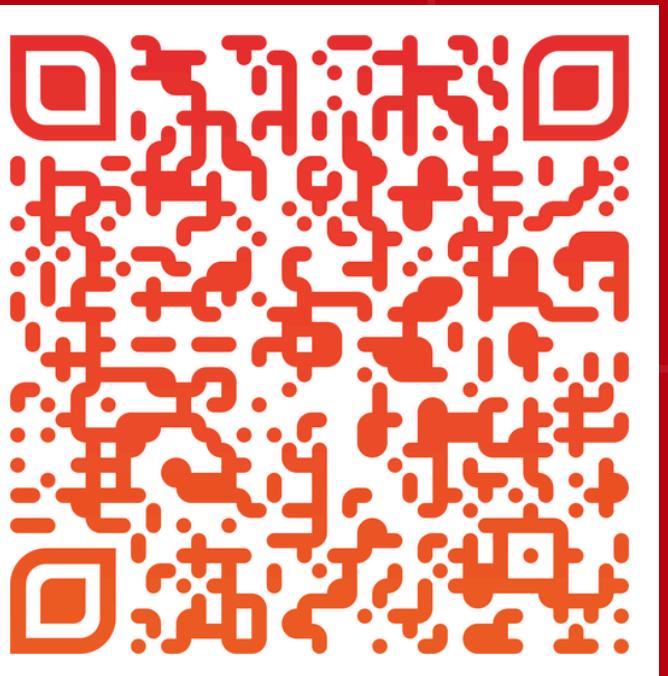
CONTENT

OTHERS





POSTERS & ADS



SCAN HERE

HOME

ABOUT

CONTENT

OTHERS





COMMUNITY ENGAGEMENT

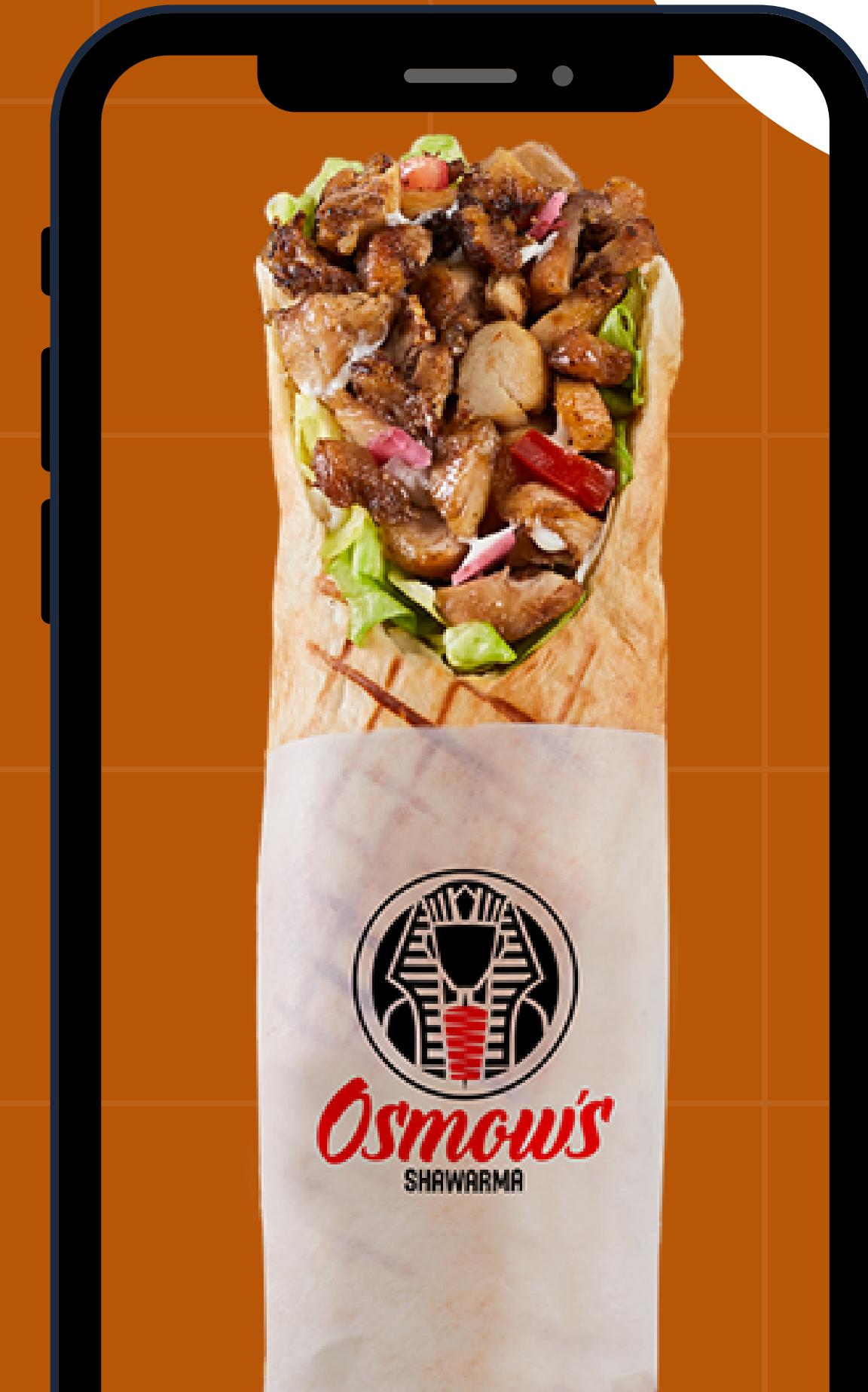
Participate in local **food festivals** like Taste of Lawrence and Taste of the Middle East to showcase fresh offerings. Launch an **interactive online event** celebrating Mediterranean culture with games and quizzes, offering discounts as rewards.





COLLABORATION & UGC

Partner with influencers to promote Osmow's clean and healthy image, while encouraging customers to share their experiences through branded hashtags.



TIMELINE

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OTHERS

QUARTER 1



QUARTER 2



QUARTER 3





FINANCIAL PROJECTIONS *

KEY ASSUMPTIONS

TOTAL ESTIMATED COST
FOR THE CAMPAIGN

\$1,150,000

CONVERSION VALUE

\$9,600,000

ROI

735%

ESTIMATED SALES

\$308,700,000

TOTAL REVENUE

\$309,332,914

ESTIMATED OPERATING
EXPENSE

\$92,834,670

PROFIT

\$216,498,244

\$309M

Revenue by 2025



COST FOR CAMPAIGN *

15 FESTIVALS

\$195,000

ADS ON TTC

\$647,000

VIDEO PRODUCTION &
POSTER AND WEBSITE
DESIGN

\$71,000

ADS ON SOCIAL MEDIA

\$116,000

MEGA INFLUENCER & UGC

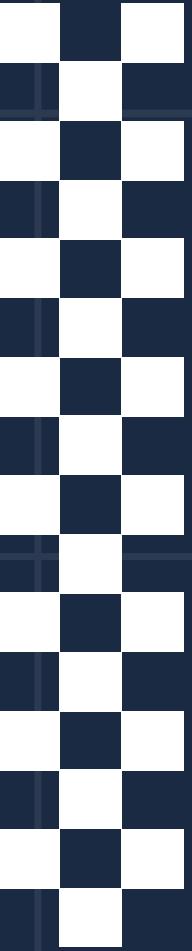
\$104,000

FREE GIVEAWAY

\$17,000



RISK MITIGATION





Overwhelming volume of ads
on digital platforms

RISK



- Creating visually captivating, story-telling driving content
- Precise audience segmentation and retargeting
- Explore emerging platforms
- Carefully select influencers

MITIGATION

- Provide transparent, verifiable information on practices like sourcing and packaging
- Share behind-the-scenes farm-to-table content
- Partner with reputable certifications to validate claims and reinforce credibility





Key Takeaways

Apply the greater emphasis on **image of clean and healthy destination** as well as **preserving Mediterranean authenticity**

- Highlighting the farm-to-table journey emphasizes Osmow's commitment to quality, fostering consumer trust in the brand's culinary expertise.
- Digital ads and strategically placed posters ensure widespread exposure, reinforcing the Mediterranean authenticity and clean image at key locations.

Enhance the **personalization** and **customer involvement**

- Partnering with influencers to promote Osmow's clean and healthy image increases brand credibility and broadens its reach across diverse audiences.
- Encouraging customers to share their experiences through branded hashtags and rewarding top entries with discounts or features strengthens brand authenticity and fosters community engagement.

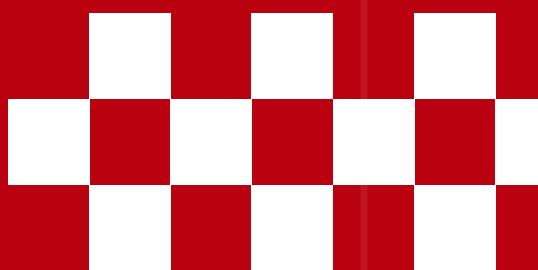
Rebuilding Osmow's **brand presence** with a **digital focus** and expanded omnichannel reach

- Prioritize seamless integration between digital and in-person services to meet customer expectations, foster loyalty and stay aligned with evolving market trends.
- Build on the strong legacy of the Osmow brand, emphasizing the exceptional quality, authentic flavors, clean, healthy ingredients and versatility of their menu offerings to attract a wider audience and deepen customer loyalty.



THANK YOU!

Q&A





APPENDIX

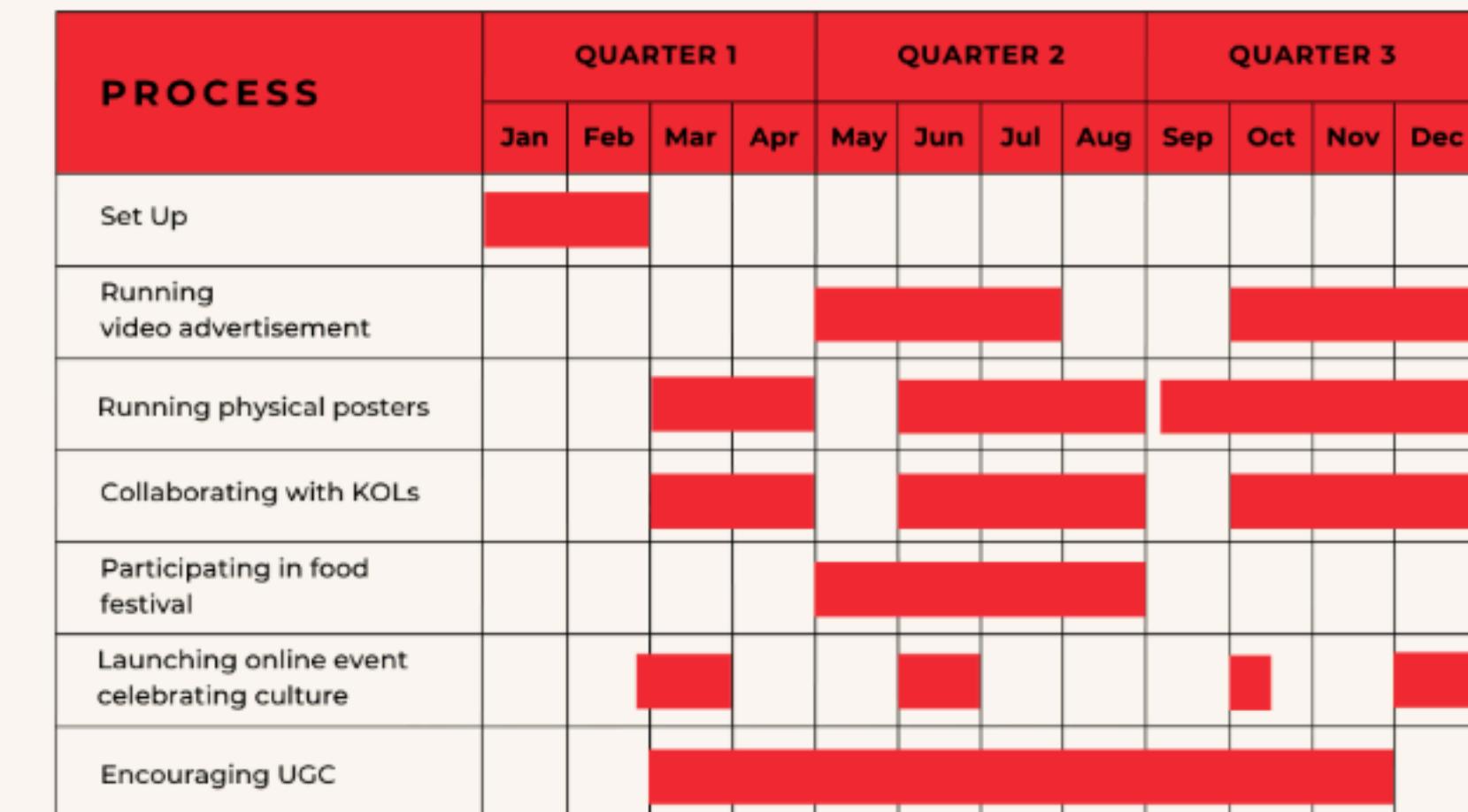
APPENDIX

	Cost-effectiveness	Brand alignment	Personalization potential
Digital advertising	High	Medium	Medium
Osmow App	Medium	High	Medium

Decision Matrix

OSMOW'S MARKETING PLAN

Gantt Chart



Gantt chart

FOODSERVICE AND HOSPITALITY

"Square Online keeps all
our orders in sync."
— Lambo's Deli

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Magazine

2023 Company of the Year: Osmow's Shawarma

By Kostuch Media Ltd. - December 7, 2023



Photography by Jason Gordon | (L to R): Ben Osmow, CEO & head of Franchise Operations; Sam Osmow, Principal & Founder; and Benadette Osmow, President & Chief Marketing Officer

By Laura Pratt

When Sam Osmow brought his family to Canada from Egypt in 1998, they arrived at Toronto's Pearson International Airport, anxious to begin a new adventure.

He purchased a modest sandwich shop, the Polar Submarine, in a suburb of Mississauga, Ont. and for a while, it paid the bills. But then things took a turn when a tsunami of competition forced the shop to close. When it re-opened, it was a more authentic version of the family — serving their native fare and bearing their name.

Osmow's Shawarma, *Foodservice and Hospitality*'s Pinnacle Award winner for Company of the Year, generates more than \$140-million in annual sales, employs approximately 1,200 people and is a leader in the QSR segment for its clever marriage of mom-and-pop sideshow and industrialist feature act. As of the end of June 2023, its systemwide sales were \$80.5 million, which represents a 36.3-per cent increase year-over-year.

In the end of June 2023, the systemwide sales were \$80.5M, which represents a 36.6% increase year-over-year

Need help with:

- Ideas or Set-Up
- Backdrops or Banners
- Branded Items
- Support Materials



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people were lining up for it.

"It hasn't always been easy, but I've loved every minute of this journey, and I am so happy working alongside my family everyday to bring Osmow's to loyal customers, like you. I still love hearing your feedback and trying new ideas that our customers come up with. Thank you for being a part of our extended Osmow's family . . . because to us, family is everything!"

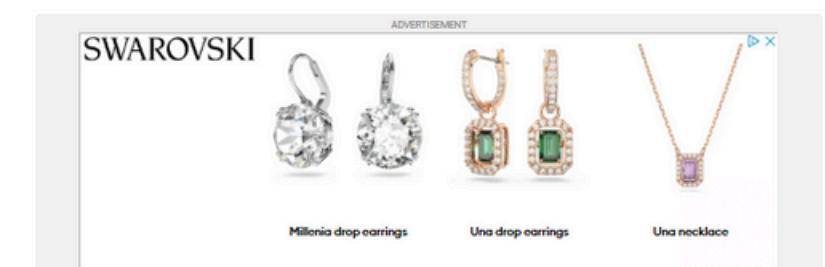


Image: Osmow's

Ben Osmow said his father worked night and day, all day, every day in that restaurant.

"I could say the rest is history but it didn't get off to a great start to be very honest. It was something a lot of people were not familiar with shawarma and hummus. That was 20 years ago. Now shawarma has become a staple not just in Ontario but I would say in most major markets across Canada," said Osmow. "It's growing in popularity and it's kind of a go-to cuisine right now in terms of trends."

"When I grew up here and went to elementary school here, I grew up on sub day and pizza day. And now we have over 30 elementary schools that order from Osmow's for shawarma day. It's absolutely incredible for me and that number is growing and we on-board more and more schools every few months. I'm really excited about that because that just means there's going to be a new generation out there growing up having shawarma from a very young age and not discovering at a late age that most Canadian consumers do."



Osmow said the brand has a multi-unit model where a franchisee is able to take multiple locations to expand the brand.

"We always look to work with great franchise partners and most of our franchises are multi-operated. We're opening up about 30 to 40 new restaurants per year but that being said if we come across some great franchise partners, let's say in deeper parts of Quebec, or Montreal or so on, it's obviously something that would be a benefit for all of us," he said.

UGC101

USER GENERATED CONTENT

UGC Pricing in 2024: Everything You Need to Know

Shivam Rawat
June 6, 2024



User-generated content (UGC) has exploded in popularity in recent years. Consumers crave authenticity, and brands recognize the power of real people promoting their products and services. But with this growing market comes the question: how much does UGC pricing?

This comprehensive guide dives deep into UGC pricing, exploring factors influencing costs, different pricing models, negotiation strategies, and alternative approaches to traditional pricing.

The Power of UGC and Why Pricing Matters

UGC goes beyond simple product placements. It's about fostering genuine connections with consumers. Real people using and loving your brand resonates far more than traditional advertising. Studies show that UGC can significantly boost brand trust, purchase intent, and conversion rates.

However, fair compensation is crucial for a thriving UGC ecosystem. Creators deserve to be paid for their time, effort, and expertise. Setting transparent and competitive pricing is essential for attracting top talent and fostering long-term partnerships.

Rough Idea of UGC Pricing

UGC pricing can vary greatly depending on several factors, but here's a ballpark range to get you started:

UGC Creator Pricing:

- Beginner: \$50 – \$100 per piece of content (photo, video)
- Mid-Level: \$150 – \$500 per piece of content
- Established Creator: \$500+ per piece of content

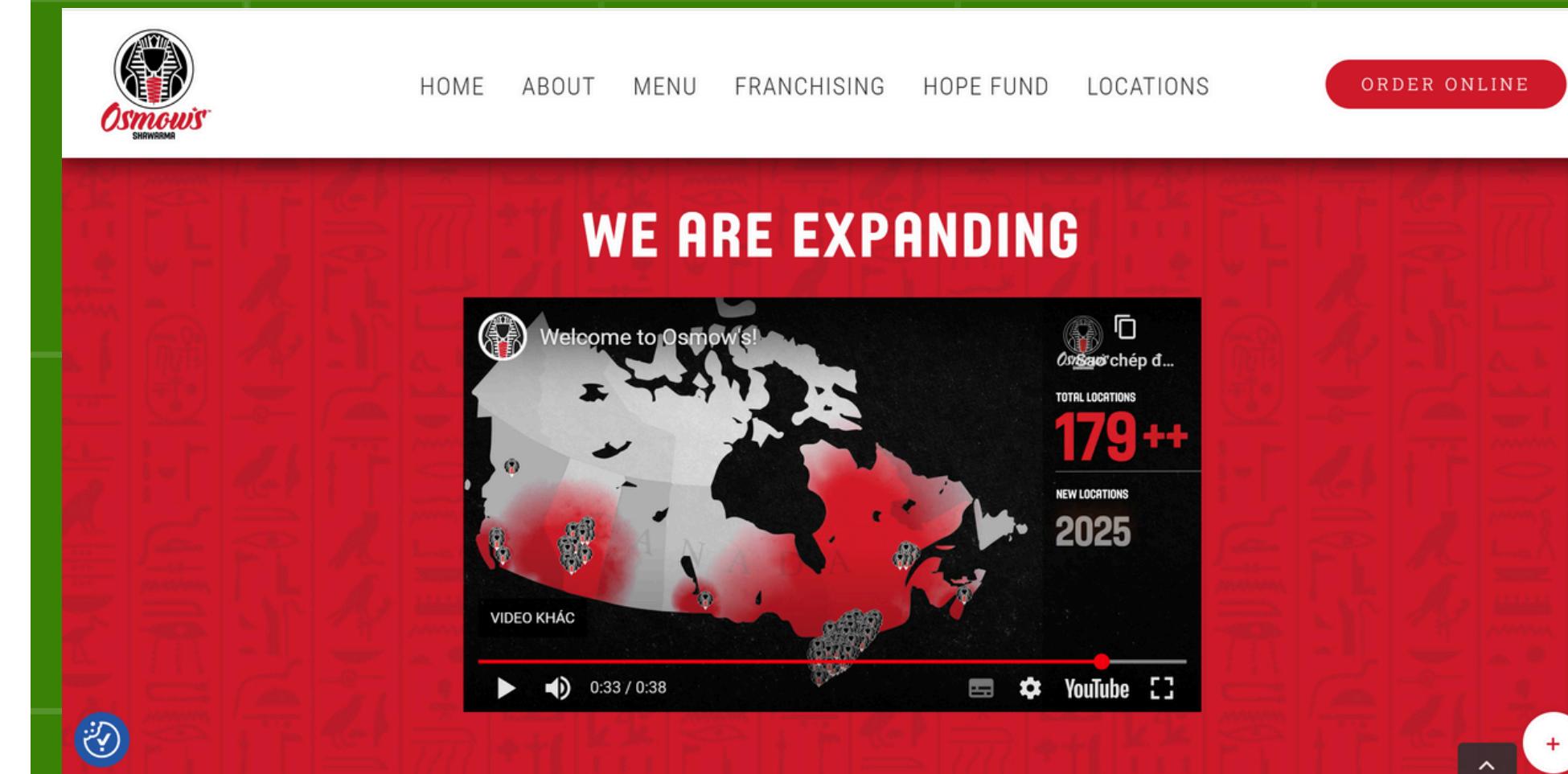
"We're opening up about 30 to 40 new restaurants per year"- Ben Osmow

The average cost of UGC at the mid-level

5.4 Projected statement of profit or loss

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Average meal price	15	15	16	16	16
Average monthly customers	4,050	4,658	5,356	6,160	7,083
Yearly customers	48,600	55,890	64,274	73,915	85,002
Total revenue	\$729,000	\$855,117	\$1,003,052	\$1,176,580	\$1,380,129
Cost of sales					
Food cost	\$218,700	\$256,535	\$300,916	\$352,974	\$414,039
Staff wages	\$270,000	\$290,250	\$358,244	\$441,015	\$474,092
Total cost of sales	\$488,700	\$546,785	\$659,159	\$793,989	\$888,130
Gross Profit	\$240,300	\$308,332	\$343,893	\$382,591	\$491,999
Operating Expenses					
Salaries and wages	\$60,000	\$64,500	\$69,338	\$74,538	\$80,128
Depreciation	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000
Franchise royalty	\$72,900	\$85,512	\$100,305	\$117,658	\$138,013
Rent - office	\$68,000	\$71,400	\$74,970	\$78,719	\$82,654
Fuel consumption	\$5,000	\$6,000	\$7,200	\$8,640	\$10,368
Insurance	\$5,000	\$6,000	\$7,200	\$8,640	\$10,368
Repair and maintenance	\$12,000	\$14,400	\$17,280	\$20,736	\$24,883
Utilities including internet	\$18,000	\$21,600	\$25,920	\$31,104	\$37,325
Misc. Expenses	\$2,000	\$6,000	\$9,000	\$9,900	\$10,890
Total operating expenses	\$251,900	\$284,412	\$320,213	\$358,934	\$403,629
Profit before tax	(\$11,600)	\$23,920	\$23,680	\$23,656	\$88,369
Tax	\$0	\$4,784	\$4,736	\$4,731	\$17,674
Profit after tax	(\$11,600)	\$19,136	\$18,944	\$18,925	\$70,695

Projected statement of an
Osmow's franchise



Osmow with 179++
franchise in 2024



How much does a YouTube ad cost?

YouTube video ads can range in price from \$0.10 to \$0.30 per view or per click. This means the cost of reaching 100,000 viewers, on average, would be between \$10,000 - \$30,000.

Most companies allocate a daily budget of \$10 or more for running a YouTube advertising campaign. As a business tracks its campaign and analyzes how it's performing, this daily investment may increase.

Although that isn't always the case, businesses that invest in YouTube ads often pay this amount. Ultimately, your YouTube ad cost will differ depending on the quality of your video, your intended audience, and your campaign objectives.

When setting up an advertising campaign on YouTube, your major focus shouldn't just be on ad cost, but also on what your business is accomplishing from the investment.

To avoid going over your campaign's budget, it's critical to set a maximum spending limit. You'll then need to continuously evaluate and reassess your campaigns to confirm that you're meeting your YouTube ad goals and spending the optimal amount on advertising.

The average cost of
Youtube ad

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Website features	Approximate cost	Cost with Wix
Website builder	\$0-\$200 per month	From \$16
Website design	\$0-10,000+	800+ free web templates
Web hosting	\$0-250 per month	Free hosting with a paid plan
Domain	\$0-unlimited	Free domain with a paid plan
Templates	\$0-70+	800+ free web templates
CMS	\$0-160+ per month	Included
SSL	\$0-100+ per month	Free
eCommerce capabilities	\$20+ per month	\$27-\$159
Apps and integrations	\$0-\$100+ per month	Prices vary
Marketing features	\$0-1,000 per month	Free SEO assistant, Email marketing, Bookings

The average cost of
building a website



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Osmow's 2024 FDD - Franchise Information, Costs and Fees

Type of Business

The Franchisee will operate a single quick service restaurant, that also offers catering, specializing in the preparation and sale of Mediterranean and Middle Eastern cuisine and other food and beverage items under the trade name OSMOW'S™.

Corporate Information

Osmow's FZ Corp is a corporation, incorporated in Delaware on March 11, 2021. Their principal business address is 407 Matheson Blvd. [East](#), [Mississauga, Ontario, Canada L4Z 2H2](#). They have been offering OSMOW'S franchises since October 2022.

Investment

The total investment necessary to begin operation of an OSMOW'S franchise is from [\\$471,250.50](#) - [\\$629,470.50](#). This includes \$56,000 to \$503,800 that must be paid to the franchisor.



Description	Amount	Equation	Note
Systemwide sales at the end of June 2023	\$161,000,000		\$80,500,000x2
Estimation of systemwide sales for 2025	\$299,100,000	$161 \times (1 + \frac{36.3}{100})^2$	with 36.3% increase year-over-year
Conversion value/Estimated gain from marketing campaign	\$9,600,000	$\$640,000 \times 15$	The average number of conversions/year: 640,000 The average order value: \$15
Estimated sales 2025	\$308,700,000	$299,100,000 + 9,600,000$	
Net profit from marketing campaign	\$8,450,000	$\$9,600,000 - \$1,150,000$	
ROI	735%	$(8,450,000 / 1,150,000) \times 100$	
Average franchise revenue	\$550,360.5/franchise	$(471,250.50 + 629,470.50) / 2$	Initial investment to open a franchise: \$471,250.50 – \$629,470.50
Estimated franchise revenue 2025	\$632,914	$\$550,360 \times 115\%$	15% of opening franchising each year (30/200)
Estimated Revenue 2025	\$309,332,914	$\$308,700,000 + \$632,914$	
Estimation of the total operating expense of approximately 230 restaurant	\$92,834,670	$\$403,629 \times 230$	Estimation of total operating expense of a restaurant: \$403,629
Estimated Profit 2025	\$216,498,244	$309,332,914 - 92,834,670$	



Description	Cost
15 festivals	\$195,000
video production	\$20,000
mega influencers	\$50,000 3 posts
designing website short term	\$50,000 3 posts
Ads on TTC:	
Subway door	\$80,000
Portrait mural for subway and streetcar	\$567,000
Ads on social media	
Social media for 1M view	\$7,000
Social media for cost per click	\$14,000
Social media for cost to destination URL	\$60,000
Run video ads on social media (e.g. Youtube, IG, etc...)	\$30,000
SEO	\$5,000
design poster	\$1,000
UGC	\$54,000
Free giveaway at events	17000
Total Estimated Cost for marketing campaign	\$1,150,000
average of \$300/ mid-level UGC and generate 15 contents/month	$(\$300*12)*300$

Estimated detailed allocated cost for campaign

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