



**GÜRKAN  
BURGER**

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**FRANCHISE**





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@gurkansef

# WHO IS GÜRKAN TOPÇU ?

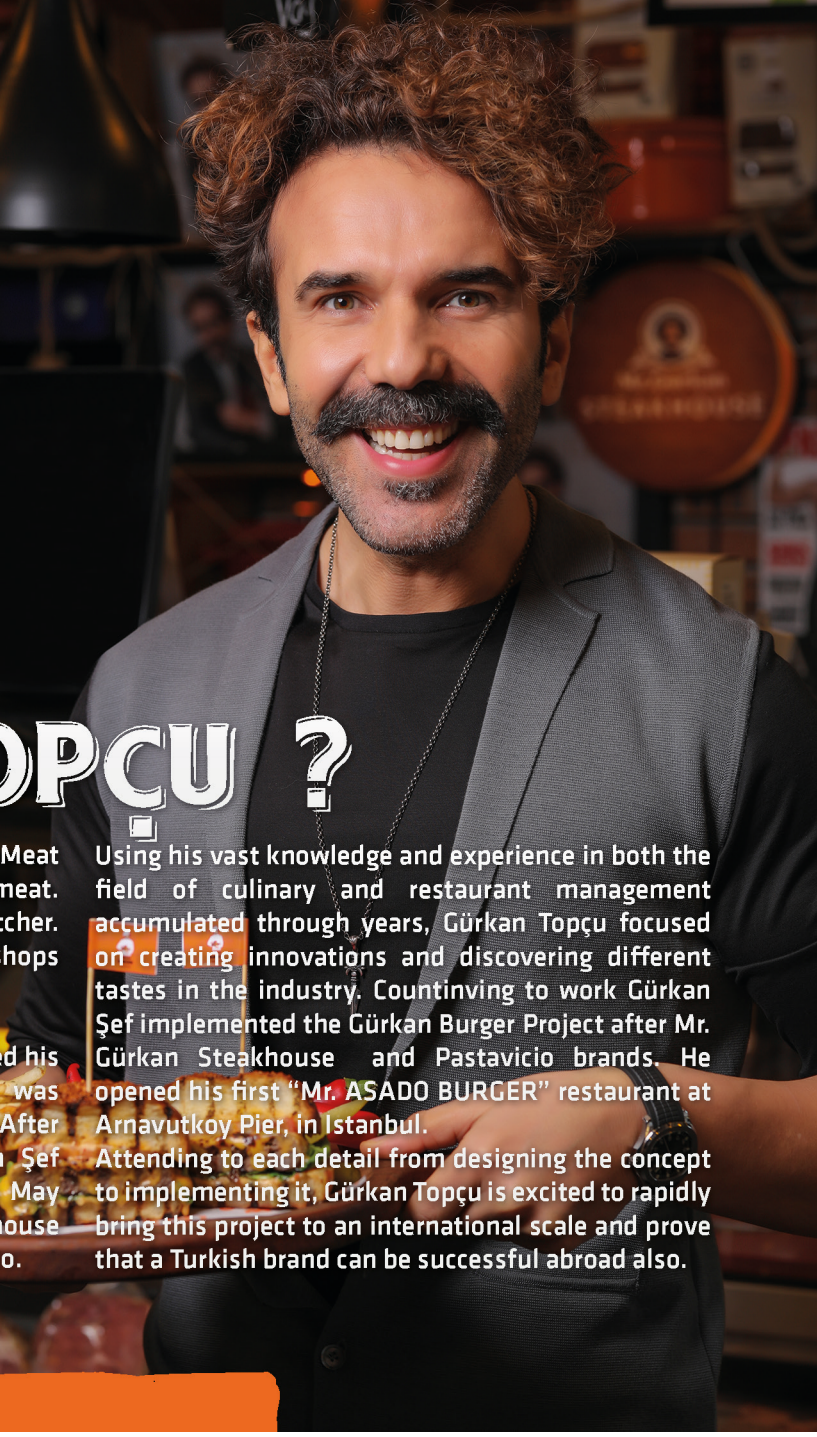
Gürkan Şef was born on August 9th in Denizli. After completing his high school education in Denizli, he came to Istanbul and studied food and beverage management at the Kitchen Academy. Gürkan Şef completed his culinary training at the recommendation of his teacher. The master chef went to Italy for an internship, after receiving his degree in European and African Cuisine. Then he returned back to Turkey. He found out that cooking meat dishes was meaningful and important for him while he worked for various meat companies.

He took butchery courses at England Meat School to receive a detailed education on meat. Thus, he became Turkey's first certified butcher. His TV programs, competitions and workshops are followed with great interest.

After returning to Turkey in 2014, he opened his first steakhouse restaurant, which he was dreaming of for a long time, in Nisantasi. After his success with the restaurant, Gürkan Şef opened his second restaurant in Etiler in May 2017, and now serves with his steakhouse restaurants in Dubai, Mecca and Riyadh also.

Using his vast knowledge and experience in both the field of culinary and restaurant management accumulated through years, Gürkan Topçu focused on creating innovations and discovering different tastes in the industry. Countinving to work Gürkan Şef implemented the Gürkan Burger Project after Mr. Gürkan Steakhouse and Pastavicio brands. He opened his first "Mr. ASADO BURGER" restaurant at Arnavutkoy Pier, in Istanbul.

Attending to each detail from designing the concept to implementing it, Gürkan Topçu is excited to rapidly bring this project to an international scale and prove that a Turkish brand can be successful abroad also.







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# CONCEPT OF GÜRKAN BURGER

Gürkan Burger has brought a new breath to the sector with a simple, innovative approach that appeals to all food lovers. Special recipe hamburgers known only by Gürkan Şef are prepared and served in Gürkan Burger.

Gürkan Burger offers a pleasant, practical and delicious dining experience to its customers. It also aims to reach a wider customer base with its package take away service advantages Gürkan Burger aims to grow up quickly after the first opened branch in İstanbul.

The brand that everyone loves from children to olders with its special menü, easy to apply business model, low cost and high profit rate.







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# GÜRKAN BURGER

## MENU

**GÜRKAN BURGER**

**MUSHROOM BURGER**

**CHEESE BURGER**

**CLASSIC BURGER**

**GÜRKAN BURGER**

**DOUBLE**

**KIDS BURGER**

**CHILLI BURGER**

**SPECIAL SAUSAGE FILLED  
WITH CHEDDAR**



**MOZZARELLA STICK**

**ONION RINGS**

**MOSAIC CAKE**

**COLA**

**ZERO**

**FANTA**

**SPRITE**

**FUSETEA PEACH**

**FUSETEA LEMON**

**AYRAN**

**SODA**

**WATER**





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# CONCEPT OF GÜRKAN BURGER







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# SETTLEMENT EXAMPLE





# Franchise Model

Gürkan Burger aims to continue its path as a global brand with chain restaurants opening in Turkey, the Middle East, Europe and North America within a short time thanks to its appeal to investors with its special decoration, expert kitchen and service team, delicious menu catering to everyone and easy-to-apply business model.

It aims that 50 branches in first 3 years, 100 branches in 5th year.

Gürkan Burger franchise model is separated into two as local and overseas. It consists of a minimum 50 m2 store in a mall and minimum 100 m2 store on the street. The original design is used in both of these concepts.

The stores should be located on high street where there is heavy car and pedestrian traffic or in busy and targeted shopping malls. Each store should be located in an area with sufficient business potential for takeaways.

A suitable hood system should be considered since there will be cooking in the store.

Domestic and international architectural project support is provided from the center office. Application is done by the architect and implementing company affiliated to the center. Headquarters will carry out project audits and provide training. All menu recipes of the concept are available.

We work with suppliers who are reliable and experts in their field, and who have purchasing power. Supplier network will be shared with all franchise stores. The computer operation system to be used - software and accounting and purchasing programs - are compatible with the headquarters. Installation is on the account of the manager and auditing will be carried out by the headquarters in Turkey.

# The Right Investor

Gürkan Burger concept is a manageable model for any entrepreneur who is interested in culinary, who takes care of his business and aims to be successful. The manager must be customer-oriented, and prioritize communication with the customer and customer satisfaction.

Thanks to the simplified business processes, the margin of error in the kitchen and service operation is minimal, and the software system used allows the entrepreneur to follow all processes online.

When considered from this point, Gürkan Burger investment is a suitable business opportunity for all investor profiles who wants to enter the food sector, but is afraid of operational burdens.



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# Franchise Process

If the entrepreneur who applied for the franchise is approved upon evaluation, the investment starts with the signing of the franchise agreement.

The overseas franchise model is separated into two as Unit and Master Franchising. Headquarters will decide upon growth potential of the Master Franchise based on the structure, population, demographic characteristics of the Country/Region from which a request for franchise was made. The headquarters will have the right to grant sub-franchising in the Master Franchising model.

The candidate should act in accordance with the rules and regulations of the franchising system established by Gürkan Burger, and should not compete with the system. Each store should conform to the colours and decoration design in the corporate identity file of Gürkan Burger.

# Supports

- ✓ Architectural project
- ✓ Human Resources Support and personnel selection support
- ✓ Personnel training
- ✓ Social Media Support
- ✓ Central Agency Media Support
- ✓ Support and supervision of Operations Manager
- ✓ Support and supervision of Kitchen Manager
- ✓ Monthly performance tracking and improvement
- Cash - POS software Support
- ✓ Marketing Support

# Example Of Branch Pricing

- Trade mark fee
- Monthly Royalty fee : %6
- Staff training fee
- Franchise branch shopping credit
- Kitchen setup fee
- Decoration
- Infrastructure
- 50 m2
- 100 m2
- Setting up automation system
- Education
- Note: The prices may increase or decrease depending on the difference in square meters of the branch and devices, equipments to be used.

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**“ Enjoy it, because we are a brand ”**





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