



We don't **make unique,**
We make **unique better!**

TRECK RECORD

1999

First Franchise Award for own concept

1

2004

Founded in Darmstadt, Germany

3

2009

Developed and registered own 5-step franchising model, became a member of German Franchise Association

5

2016

First Event in Middle East - Asia Oceania Paralympic Games

7

2022

Launch of 2 own restaurants in Dubai based on franchising experience

9

2002

Sold the first own franchise concept

2

2005

Started international franchising in the Middle East

4

2014

After years of prosperous business in the Middle East the company relocated to the most vibrant city - Dubai

6

2018

First own events: PBA and Rhythmic Gymnastics

8

2023

Launch of REBIRTH - a hospitality consulting unit based on own hospitality projects

10

B&T PURPOSE

“We don't just deliver our work,
we become our work!”

We see a world where every business owner and entrepreneur united in the joy of successful ventures. Driven by our passion for innovation and our instinct for out of the box solutions, we aim to bring inspiration and success to every entrepreneur in the world.

WE ARE

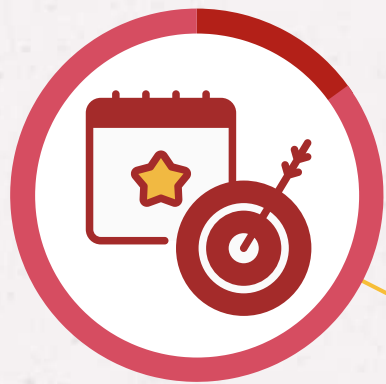
a creative and
talented team of
specialists

OUR MISSION

is to create unique,
one of a kind, and out-of-
the box concepts that we
believe in.

WE DO:

EVENTS MANAGEMENT



20+ events
50k+ attendees

FRANCHISING



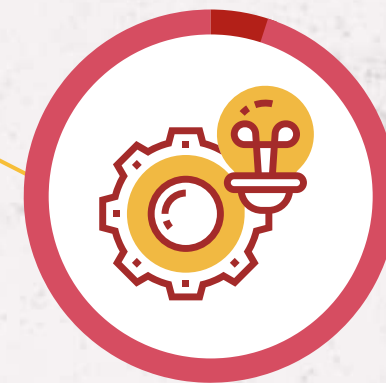
23 brands
180 locations

BUSINESS CONSULTING



26+ successful
stories

INVESTMENT



new launch

HOSPITALITY CONSULTING



2 own restaurants
+300% growth

WE'VE ACHIEVED:



20+
Events
in United Arab Emirates



60+
Concepts
in different categories



50K+
Audience
visited our events



27
Success stories
in the Middle East



15MIO
Sponsorship
raised by partners



6
Concepts
Went international

AWARDS:

- ◆ **1996** - Goldene Sahne Hube, REWE Group, Germany - Best Idea of the Year "Ihr Home Service";
- ◆ **1997** - Goldene Zucker Hut, Lebensmittel Zeitung, Germany - Best Franchise Concept of the Year "Ihr Home Service";
- ◆ **2004** - Appreciation Award from Nordsee Chain, Germany - for Developing Franchise Concept;
- ◆ **2016** - Appreciation Award from DCD, UAE - for Organisation and sponsorship of Asia Oceania Paralympic Games
- ◆ **2018** - "Top 10 Events of the Year" Award from DSC, UAE - 1st Emirates International Rhythmic Gymnastics Championship
- ◆ **2018** - Appreciation Award from Dubai Sport TV, UAE - for Organisation of PBE Championship
- ◆ **2019** - Appreciation Award from Sheikh Sager Al Qasimi, UAE for participation as Jury at the 1st Emirati-Israeli Entrepreneurship Event

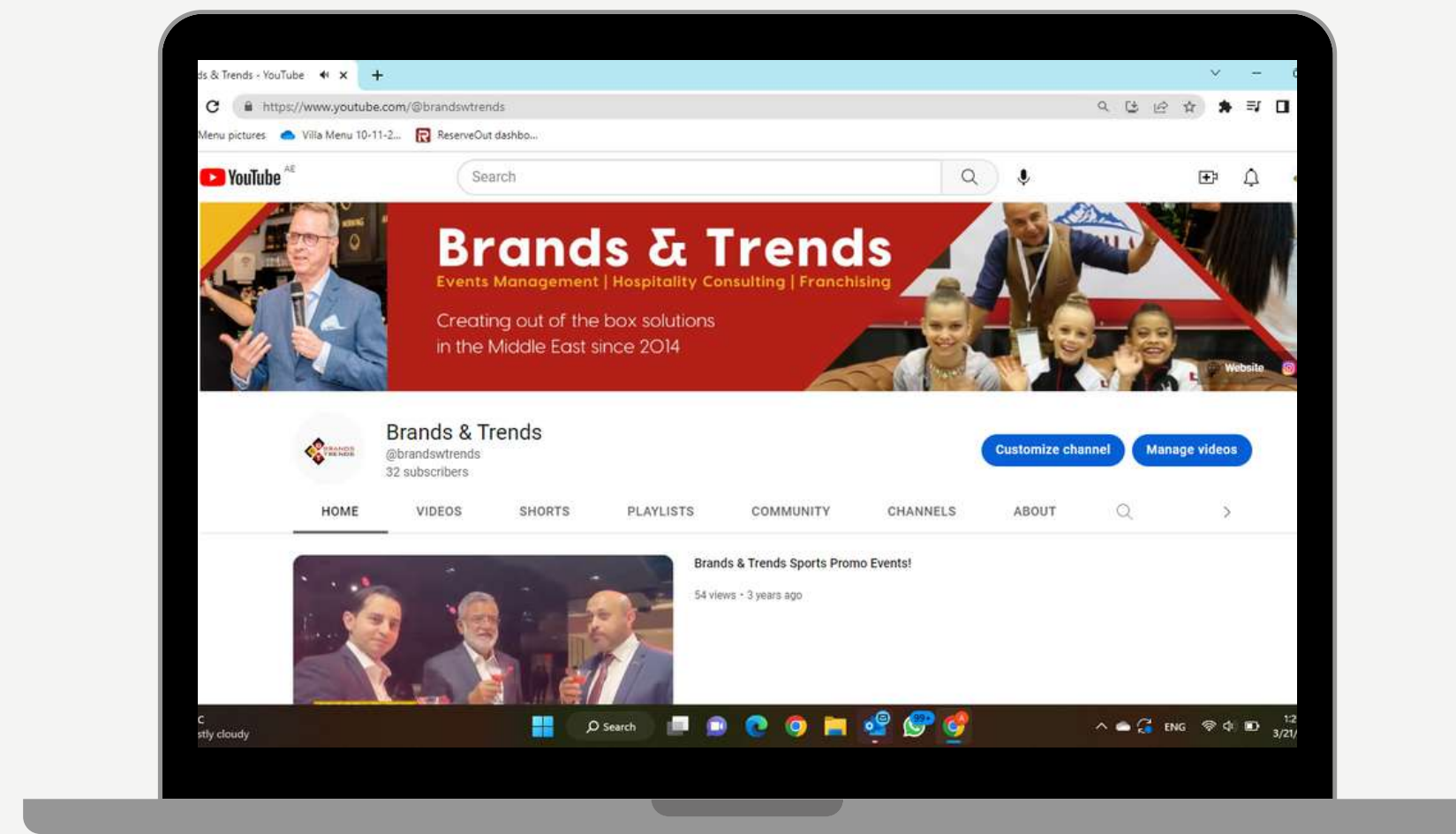
EVENT MANAGEMENT

We have experience in planning & organizing various events including but not limited to award ceremonies, charity auctions, international championships, exhibitions, product launches, press conferences, festive & team building events, and many more.

Since 2018 we have started developing, organising and operating our own unique events. Year by year our events become more recognisable, we now collaborate with Government entities and Industrial leaders

PAST EVENTS:

[Click to learn more](#)



FRANCHISING

10 reasons why us:

- 1 Location analysis & support with acquiring new and expanding old locations
- 2 Assistance in inventory management systems along with insights into the local POS & target markets
- 3 24 years of professional experience in retail management of international brands
- 4 Submission of full franchise packages, including all manuals and legal documents
- 5 Order supporting and target assistent management control
- 6 Asistance with the marketing and promotion plan
- 7 Comprehensive on-site control and support
- 8 Training measures for personnel
- 9 Launch events organisation
- 10 Transparent cost structure

Own Developed & Registered 5-Phase Model

MARKET EVALUATION

Competitor Analysis
Price Structure
Earning Opportunity



CUSTOMER ACQUISITION

Evaluate Existing Customers
Cold Calls
Follow up Calls



MEET POTENTIAL CUSTOMER

(Franchisee) Introduction
Business Opportunities
B&T Recommendations



MEET SUPPLIER

(Franchisor) Company
Presentation
Existing Shop Visits
Next Steps



ALL PARTIES MEET IN ORIGIN COUNTRY

Legal Measures
Economic Valuation
Shop Visits



Business Consulting



Services include:

- Organising or Development
- Business Administration
- Public relations
- Management
- Operations
- Auditing
- Finance

Marketing & Advertising



Services Include:

- Strategy and Planning
- Market Research
- Branding & Re-branding
- Digital Marketing, SMM
- Web Development, SEO
- Photo & Videography
- Public Relations

Sponsorship



Services include:

- Supporting creating your sponsorship profile and packages
- Target sponsors evaluation
- Sponsors relations, presentation and closing
- Monitoring sponsors packages
- Post event sponsorship report

CONSULTING

GET READY FOR GAME-CHANGING RESULTS!



REBIRTH

RESTAURANT MANAGEMENT

HOSPITALITY CONSULTING

Our goal is to help our clients reach their full potential by providing them the best advice and assistance. We believe that with our help, restaurant owners can create the perfect atmosphere and take their business to the next level.

01

Concept Development

Optimize existing/new concept according to the target group or develop a brand new concept CI, Budgeting

02

Concept Implementation

Location Scouting, Planning, Approvals, Construction, Fitout meeting the deadlines

03

Training and Operations

Staffing, Menu Development, Staff Training, Ops Manuals, Purchasing, POS setup

04

PR and Opening Event

Digital Marketing, Influencer Marketing, PR, Soft Opening Event, Grand Opening Event

05

Handover

Management Training, Management Ops Manual, Management Monitoring and Support

06

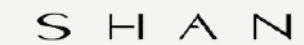
Franchising

Franchise Manuals including: Menu, Operation, Hygiene, Safety & Security, Legal, HR, Layout, Financial

OUR PARTNERS:



BRANDS THAT TRUST US:



SUPPORTED BY:



مؤسسة محمد بن راشد آل مكتوم
MOHAMMED BIN RASHID
AL MAKTOUM FOUNDATION



الإقتصاد والسياحة
Economy and Tourism

شرطة دبي
DUBAI POLICE

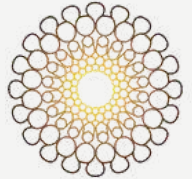
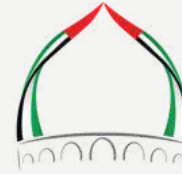


UNITED ARAB EMIRATES
MINISTRY OF PRESIDENTIAL AFFAIRS



الإمارات العربية المتحدة
وزارة شؤون الرئاسة

الهيئة العامة للشؤون الإسلامية والأوقاف
GENERAL AUTHORITY OF ISLAMIC AFFAIRS & ENDOWMENTS



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



بلدية دبي
DUBAI MUNICIPALITY



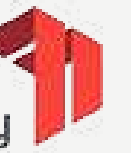
هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



مؤسسة محمد بن راشد
لتنمية المشاريع الصغيرة والمتوسطة
DUBAI SME



جهاز الرقابة المالية
Financial Audit Authority



LET'S WORK Together

🌐 www.brandstrends.net   [brandswtrends](#)  info@brandstrends.net