



SINCE 2011



ABU OMAR HALAL®

FRANCHISE OPPORTUNITY



Abu Omar Halal Franchise LLC
Houston, Texas
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FRANCHISE OVERVIEW

This Franchise Overview is provided for informational purposes only to qualified prospective Franchise Partners of Abu Omar Halal Franchise LLC.

This document contains confidential business information, including investment requirements, operational structure, and financial details.



This document is not an offer to sell a franchise. An offer to sell a franchise is made only through the Franchise Disclosure Document (FDD) and in compliance with applicable federal and state franchise laws.

Prospective franchisees are encouraged to review the FDD in its entirety and consult with legal and financial advisors before making any investment decision.

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COMPANY OVERVIEW

Abu Omar Halal was founded in 2011 in Houston, Texas, beginning with a single halal food truck and growing into a multi-unit restaurant and food truck brand with over 25 locations nationwide.

BRAND DEVELOPMENT & GROWTH

MULTIPLE FRANCHISE MODELS

Franchise Partners can choose to purchase an Abu Omar Halal restaurant franchise, a permanent food truck franchise, or a restaurant and mobile food truck franchise.

INFRASTRUCTURE & AFFILIATED SUPPORT COMPANIES

Recognizing the need to support sustainable growth, our Founder and President, Mohammad Omar Altawaha, expanded beyond restaurants into complementary businesses that empower others to succeed. He founded El Castillo, a full-service commissary that serves and supplies food trucks, and Chef's Haven, which builds and fabricates food trucks and supplies food-industry equipment. This saves our Franchise Partners thousands of dollars over the typical cost of equipment and food trucks.

THE HALAL RESTAURANT MARKET & INDUSTRY LANDSCAPE

The U.S. halal food market was valued at \$668.7 billion in 2024 and is projected to reach \$1,538.5 billion by 2033 with an expected 9.7% CAGR from 2025-2033, according to IMARC Group. Key drivers to growth in the U.S. include increasing consumer awareness and demand for healthy halal-certified products, an increasing Muslim population, increasing demand for ethically sourced and culturally inclusive food options, growth in convenience-driven halal products, and the expansion of online halal food retailing.



FRANCHISE GROWTH OPPORTUNITIES

The halal restaurant category is entering a prime expansion phase in the U.S. and beyond. With only around 7,000 halal locations nationwide, there is ample white space for emerging brands like Abu Omar Halal. Franchise-ready systems, multi-format operations (trucks, restaurants), and rising non-Muslim consumer interest in halal-certified food create strong potential for growth.

COMPREHENSIVE TRAINING & SUPPORT

Our Initial franchise training program includes 71 to 92 hours of training, which is conducted at our affiliated locations in Houston, TX and at your franchise location. We also provide 5 days of additional onsite training and support at your franchise location commencing shortly before the opening of your franchise business. In addition, we provide ongoing advisement and support to Franchise Partners regarding every aspect of the Abu Omar Halal business operation.

FRANCHISE OPERATIONS MANUAL

Our 800+ page Franchise Operations Manual addresses every aspect of the Abu Omar Halal franchise business and serves as both a training manual and an ongoing reference manual.



INVESTMENT OVERVIEW

THE FOLLOWING ESTIMATED INITIAL INVESTMENT RANGES ARE BASED ON THE CURRENT FRANCHISE DISCLOSURE DOCUMENT.

INLINE / BRICK & MORTAR RESTAURANT MODEL

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Initial Franchise Fee	\$35,000	\$35,000	Lump Sum by ACH, less any Deposit Fee paid	On signing the Franchise Agreement	Us
Grand Opening Advertising	\$10,000	\$10,000	Lump Sum by ACH	45 days before beginning business	Us
Prepaid Rent and Security Deposit	\$7,500	\$54,000	As Arranged	Before beginning business	Per Lease
Leasehold Improvements	\$150,000	\$300,000	As Arranged	Before beginning business	Various contractors/suppliers
Architect's and Engineer's Fees	\$5,000	\$18,000	As Arranged	Before beginning business	Architect & Engineer
Restaurant Equipment	\$70,000	\$120,000	Lump Sum by ACH	Before beginning business	Our Affiliate
POS System	\$1,700	\$5,000	As Arranged	Before beginning business	Third Party Vendor
Security Alarm and Video Monitoring System	\$2,000	\$5,000	As Arranged	Before beginning business	Third Party Vendor
Signage	\$6,000	\$8,000	As Arranged	Before beginning business	Third Party Vendor
Utility Deposits	\$500	\$1000	As Arranged	Before beginning business	Utility companies
Vehicle	\$10,000	\$20,000	As Arranged	As Arranged	Dealer or Private Owner
Vehicle Wrap	\$1,300	\$2,500	Lump Sum by ACH	Before beginning business	Our Affiliate

INLINE / BRICK & MORTAR RESTAURANT MODEL

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Office and Store Supplies	\$800	\$1,500	As Arranged	Before beginning business	Third-Party Vendors, Us and/or our affiliate
Opening Inventory	\$1,500	\$20,000	As Arranged	Before beginning business	Third-Party Vendors, Us and/or our affiliate
Insurance	\$2,500	\$3,500	As Arranged	Before beginning business	Insurance Agent or Company
Licenses and Permits	\$1,000	\$3,500	As Arranged	Before beginning business	Governmental Authorities
Professional Fees	\$1,500	\$4,500	As Arranged	Before beginning business	Attorney, Accountant
Travel, Lodging, Meals, Etc. for Initial Training	\$10,000	\$15,000	As Arranged; or Upon Invoice by ACH	Before Beginning Business	Airlines, Hotels, Restaurants and Us
Additional Funds (for 6 months)	\$45,000	\$168,000	As Arranged	During the first 6 months of operation	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$361,300	\$794,500			



INVESTMENT OVERVIEW

THE FOLLOWING ESTIMATED INITIAL INVESTMENT RANGES ARE BASED ON THE CURRENT FRANCHISE DISCLOSURE DOCUMENT.

PERMANENT FOOD TRUCK MODEL

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Initial Franchise Fee	\$35,000	\$35,000	Lump Sum by ACH, less any Deposit Fee paid	On signing the Franchise Agreement	Us
Grand Opening Advertising & Marketing	\$10,000	\$10,000	Lump Sum by ACH	45 days before beginning business	Us
Prepaid Rent and Security Deposit	\$6,000	\$12,000	As Arranged	Before beginning business	Landlord or Other Third Party
Architect's and Engineer's Fees	\$1,500	\$2,500	As Arranged	Before beginning business	Architect & Engineer
Food Truck Equipment	\$80,000	\$150,000	Lump Sum by ACH	Before beginning business	Our Affiliate
POS System	\$1,700	\$5,000	As Arranged	Before beginning business	Third Party Vendor
Security Alarm and Video Monitoring System	\$4,000	\$8,000	As Arranged	Before beginning business	Third Party Vendor
Signage	\$3,000	\$5,000	As Arranged	Before beginning business	Third Party Vendor
Utility Deposits	\$0	\$1,000	As Arranged	Before beginning business	Utility companies
Vehicle	\$10,000	\$20,000	As Arranged	As Arranged	Dealer or Private Owner
Vehicle Wrap	\$1,300	\$2,500	Lump Sum by ACH	Before beginning business	Our Affiliate
Food Truck, Wrap & Signage	\$60,000	\$100,000	Two Lump Sum Payments by ACH	50% upon ordering & 50% upon delivery	Our Affiliate

PERMANENT FOOD TRUCK MODEL

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Office and Store Supplies	\$800	\$1,000	As Arranged	Before beginning business	Third Party Vendors and Us
Opening Inventory	\$1,500	\$20,000	As Arranged	Before beginning business	Third Party Vendors and Us
Insurance	\$2,500	\$3,500	As Arranged	Before beginning business	Insurance Agent or Company
Licenses and Permits	\$1,700	\$2,000	As Arranged	Before beginning business	Governmental Authorities
Professional Fees	\$1,500	\$4,500	As Arranged	Before beginning business	Attorney, Accountant or Other Professional
Travel, Lodging, Meals, Etc. for Initial Training	\$10,000	\$15,000	As Arranged; or Upon Invoice by ACH	Before Beginning Business	Airlines, Hotels, Restaurants, and Us
Additional Funds (for 6 months)	\$22,000	\$44,000	As Arranged	During the first 6 months of operation	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$266,000	\$440,500			



INVESTMENT OVERVIEW

THE FOLLOWING ESTIMATED INITIAL INVESTMENT RANGES ARE BASED ON THE CURRENT FRANCHISE DISCLOSURE DOCUMENT.

COMBINATION MODEL (RESTAURANT + MOBILE FOOD TRUCK)

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Initial Franchise Fee	\$61,250	\$61,250	Lump Sum by ACH, less any Deposit Fee paid	On signing the Franchise Agreement	Us
Grand Opening Advertising & Marketing	\$10,000	\$10,000	Lump Sum by ACH	45 days before beginning business	Us
Prepaid Rent and Security Deposit	\$13,500	\$66,000	As Arranged	Before beginning business	Per Lease
Restaurant Leasehold Improvements	\$150,000	\$300,000	As Arranged	Before beginning business	Various contractors/suppliers
Architect's and Engineer's Fees	\$6,000	\$20,500	As Arranged	Before beginning business	Architect & Engineer
Restaurant Equipment	\$70,000	\$120,000	Lump Sum by ACH	Before beginning business	Our Affiliate
Food Truck Equipment	\$80,000	\$150,000	Lump Sum by ACH	Before beginning business	Our Affiliate
POS System	\$4,000	\$10,000	As Arranged	Before beginning business	Third Party Vendor
Security Alarm and Video Monitoring System	\$4,500	\$10,000	As Arranged	Before beginning business	Third Party Vendor
Signage	\$9,000	\$13,000	As Arranged	Before beginning business	Third Party Vendor
Utility Deposits	\$1,000	\$2,000	As Arranged	Before beginning business	Utility companies
Vehicle	\$12,000	\$18,000	As Arranged	As Arranged	Dealer or Private Owner

COMBINATION MODEL (RESTAURANT + MOBILE FOOD TRUCK)

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Vehicle Wrap	\$1,300	\$2,500	Lump Sum by ACH	Before beginning business	Our Affiliate
Food Truck, Wrap & Signage	\$60,000	\$100,000	Two Payments by ACH	50% upon ordering & 50% upon delivery	Our Affiliate
Office and Store Supplies	\$1,600	\$2,500	As Arranged	Before beginning business	Third-Party Vendors and Us
Opening Inventory	\$20,000	\$25,000	As Arranged	Before beginning business	Third-Party Vendors and/or Us
Insurance	\$5,000	\$6,500	As Arranged	Before beginning business	Insurance Agent or Company
Licenses and Permits	\$2,700	\$5,500	As Arranged	Before beginning business	Governmental Authorities
Professional Fees	\$1,500	\$4,500	As Arranged	Before beginning business	Attorney, Accountant
Travel, Lodging, Meals, Etc. for Initial Training	\$10,000	\$20,000	As Arranged; or Upon Invoice by ACH	Before Beginning Business	Airlines, Hotels, Restaurants & Us
Additional Funds	\$72,000	\$222,000	As Arranged	During the first 6 months of operation	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$595,350	\$1,169,250			

FAQ'S

WHAT IS THE TOTAL INVESTMENT REQUIRED TO OPEN AN ABU OMAR HALAL FRANCHISE?

The total investment required to open and begin operating an Abu Omar Halal restaurant franchise ranges from \$361,300 to \$794,500. The total investment required to open and begin operating an Abu Omar Halal permanent food truck franchise ranges from \$266,000 to \$440,500. The total investment required to open and begin operating an Abu Omar Halal restaurant and mobile food truck franchise ranges from \$595,350 to \$1,169,250.

WHAT IS THE INITIAL FRANCHISE FEE?

The Initial Franchise Fee is \$35,000 for a restaurant or permanent food truck franchise, and \$61,250 for a combination restaurant and mobile food truck franchise. However, we offer a discounted Initial Franchise Fee of \$25,000 to the first four Abu Omar Halal franchises we grant and the first Abu Omar Halal franchise that opens in a state. In addition, if you are an honorably discharged veteran, you will receive a 20% discount for your first Abu Omar Halal franchise. If you purchase additional franchises in the future, you will receive a 25% discount on the then-current Initial Franchise Fee for each additional franchise you open.

DO YOU OFFER AREA DEVELOPMENT (MULTI-UNIT) FRANCHISES?

Yes. The Development Fee is equal to the Initial Franchise Fee for your first Franchise Agreement (currently \$35,000) plus \$17,500 multiplied by the number of Abu Omar Halal Businesses (excluding your first Abu Omar Halal Business) to be developed under the Area Development Agreement. The Development Fee is paid in lieu of the Initial Franchise Fee for the additional Abu Omar Halal franchise businesses to be opened. Area Developers must open a minimum of two Abu Omar Halal Businesses, which may either be restaurants or permanent food trucks.





FAQ'S

WHAT IS YOUR ROYALTY FEE & ADVERTISING FEE?

Our Royalty Fee is 6% of weekly gross sales. Franchisees also pay a Brand Fund fee equal to 2% of weekly gross sales for our use in promoting and growing the Abu Omar Halal brand.

DO YOU REQUIRE FRANCHISEES TO SPEND A CERTAIN AMOUNT FOR LOCAL ADVERTISING?

Franchisees must spend 3% of their monthly gross revenues on local advertising and marketing.

DOES ABU OMAR HALAL OFFER FINANCING?

We do not provide direct financing. However, we can refer you to our preferred franchise funding company. The company offers IRA/401(k) retirement fund rollovers and other financing options.

CAN I PARTNER WITH ANOTHER INDIVIDUAL IF I DO NOT MEET THE FINANCIAL QUALIFICATIONS?

Yes. You may partner with another individual, provided that your partner owns at least 50% of the franchise business.

DO YOU ALLOW ABSENTEE OWNERSHIP?

Yes. Franchise Partners may hire a general manager to oversee daily operations. However, the Franchise Partner is ultimately responsible for the business's performance and management.

HOW LONG DOES IT TAKE TO OPEN AN ABU OMAR HALAL

The average time from signing the Franchise Agreement to opening the franchise business is 7 to 8 months for a restaurant franchise and 60 to 90 days for a food truck franchise. The timeline can vary depending on factors such as the time required to obtain a location, negotiate a lease, obtain financing, construct the restaurant location, hire and train staff, and complete initial training. If you operate a restaurant franchise, you must open your business within 255 days of signing the Franchise Agreement. If you operate a permanent food truck franchise, you must open your business within 60 days of signing the Franchise Agreement if we currently have a food truck in our inventory, or within 60 days after delivery of your food truck from us if we do not currently have a food truck in our inventory at the time you sign the Franchise Agreement.

FAQ'S

WHAT TYPES OF LOCATIONS ARE BEST FOR AN ABU OMAR HALAL FRANCHISE?

Abu Omar Halal restaurants are typically 1,000 to 2,500 square feet in size and are typically located in free standing outlets, shopping malls and strip malls, but other types of locations may be approved. Abu Omar Halal permanent food trucks are typically located in open air shopping malls, commercial office buildings, business parks, industrial parks, gas stations, convenience stores, and retail store plazas.

WHAT ARE THE STANDARD HOURS OF OPERATION?

Our corporate-affiliated restaurants and food trucks are open from 11:00 a.m. to 11:00 p.m. seven days a week. Franchisees are permitted to open as early as 10:00 a.m. and close as late as 2:00 a.m.

DO YOU RECOMMEND I VISIT ABU OMAR HALAL AS PART OF THE FRANCHISE PROCESS?

Absolutely. A Franchise Discovery Day provides a first-hand look at our operations and culture. During Discovery Day, you'll experience what it's like to be an Abu Omar Halal Franchise Partner, meet our founder and management team, tour a few of our corporate-affiliated locations, and enjoy a robust sampling of our authentic halal cuisine. Franchise Discovery Days typically run approximately seven hours.

WHAT ARE THE POTENTIAL EARNINGS FOR AN ABU OMAR HALAL FRANCHISE?

Under the Federal Trade Commission's Franchise Rule, franchisors may include Financial Performance Representations (FPRs) in Item 19 of their Franchise Disclosure Document (FDD). We believe this is valuable information for prospective franchisees, so our Item 19 includes FPRs showing the financial performance of our corporate-affiliated restaurants and food trucks.

I'M INTERESTED IN LEARNING MORE. WHAT IS THE NEXT STEP?

To get started, please complete our Franchise Inquiry Form. Following our receipt of your form, we will email you additional franchise information and include a link to our Franchise Brochure. The brochure provides important information concerning an Abu Omar Halal franchise, including a detailed breakdown of the initial franchise investment. In our email, we will also invite you to contact us to schedule a phone or web meeting to learn more about Abu Omar Halal and address any questions you may have. During the Franchise Presentation, we will review our FPRs with you.



FRANCHISE PROCESS

STEPS TO BECOMING A FRANCHISE PARTNER:

1

INTRODUCTORY CONFERENCE PHONE OR WEB MEETING

An initial conversation to learn more about Abu Omar Halal and our franchise program and discuss any questions you may have.

2

FRANCHISE PRESENTATION

The Franchise Presentation allows us to take a deep dive into our business model and franchise program, including reviewing Abu Omar Halal financial performance information.

3

FRANCHISE DISCLOSURE DOCUMENT REVIEW (FDD)

Following the Franchise Presentation, we will provide you with a copy of our Franchise Disclosure Document (FDD). Following your review, we will schedule a call or web meeting to discuss any questions you may have.

4

PRE-QUALIFICATION FOR FRANCHISE FUNDING (IF APPLICABLE)

If you plan to finance your Abu Omar Halal franchise, we will provide you with contact information for franchise funding companies that specialize in franchise financing.

5

FRANCHISE DISCOVERY DAY

The next step is to attend a Franchise Discovery Day, which includes a tour of our corporate-affiliated locations, meeting our team, and an in-person overview of our operating systems and franchise support.

6

FRANCHISE APPLICATION & AWARD OF FRANCHISE

Following Discovery Day, you will submit a Franchise Application. If approved, we will provide you the Franchise Agreement for signing.



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