

SEBUAH
KONSEP UNGGULAN

PT DONS BOGATAMA



STONE GRILLIN'
SINCE 2007



MAJUBERSAMA

DONS BURGER MITRA

SAJIAN BERKELAS
DENGAN
HARGA TERJANGKAU





www.donsburger.id

Our Story



Dons Burger® bermula di 2007. Terlahir dari sebuah kontemplasi, tentang menerjemahkan suatu konsep dalam meracik dan meramu sajian yang sempurna, orisinal dan terjangkau.

Tak hanya **Authentic Burger**, kami juga terus berinovasi meracik dan menciptakan menu baru.

Signature Beverage, Signature Toast dan masih banyak lagi kreasi kami yang akan datang.





www.donsburger.id

Brand Value



Freshly Hygiene



High Quality



Affordable



Customer Oriented



GRILLIN'
SINCE 2007



Cheesy Mushroom
BURGER



Egg
BEEF BURGER
+ Cheese



BIG BURGER
+ Cheese



Original
BEEF BURGER
Cheese



Jumbo
CHILI SAUSAGE



DONS BURGER

Signature Grill



Smoked
BEEF BURGER
+ Cheese



GRILLIN'
SINCE 2007

COFFEE SERIES



ES KOPRI

ES SUSU NYONYA

ES KOPRAL

Boba SERIES



TARO CHEESE
BRULEE

ROYAL DONS BRULEE

REFRESHING SERIES



APPLE LEMONGRASS TEA

DONSPUNCH MOJITO

DRAGON YAKULT



DONS BURGER Signature Beverage



Ice
Salted Caramel
Matcha Latte



GRILLIN'
SINCE 2007



DONS BURGER

Signature Toast



Beef Truffle mayo



Smoked Beef and
Cheese



Egg and Cheese



Beef Spicy bulgogi



Crispy
Chicken
Mentai



GRILLIN'
SINCE 2007



DONS BURGER

Signature Concept



BULK HEAD



SHOP FRONT



FRONT COUNTER



3D Front look



www.donsburger.id



Keunggulan Dons Mitra



Proven Business



Worth Investment



Supply Chain Warranty



Integrated IT System



www.dons
burger.id

Investasi Awal Dons Mitra



Franchise Fee*

Rp 135.000.000

*Excl. Security Deposit Rp. 25.000.000,- (Refundable)



3 Years
License



Feasibility
Study



Start Up
Food Material



Uniform



Training
and SOP

70% OFF GRAND
OPENING
SALE
DISCOUNT FOR ALL PURCHASE ORDERS

Opening
Promo

Kitchen Equipment & Utensil

Rp 65.000.000

IT Software & Hardware

Rp 15.000.000

Constructions*

Rp 120.000.000

*Depends on outlet space, around 3 - 5 million/m² (excl. logo, signage, billboard)

Total Investment*

Rp 335.000.000



www.dons
burger.id

Financial Projection



Initial Investment Rp 335.000.000

Projected Sales	Low	Med	High
Avg. Daily Trans.	60	90	120
Avg. Per Trans	Rp 45,000	Rp 45,000	Rp 45,000
# of Day	30	30	30
Monthly Sales	Rp 81,000,000	Rp 109,350,000	Rp 145,800,000
COGS 45%	Rp 36,450,000	Rp 49,207,500	Rp 65,610,000
Gross Profit	Rp 44,550,000	Rp 60,142,500	Rp 80,190,000

Operational Expenses (IDR)

Rental	4,166,667	4,166,667	4,166,667
Staff Salary	12,100,000	14,900,000	17,700,000
IT Software Charge	500,000	500,000	500,000
Utilities	3,240,000	4,374,000	5,832,000
Internet	500,000	500,000	500,000
Brand Royalty (4%)	3,240,000	4,374,000	5,832,000
Transport	2,000,000	2,500,000	3,000,000
Others	1,500,000	2,000,000	2,500,000
Total Ops. Exp.	27,246,667	33,314,667	40,030,667

Net Profit	17,303,333	26,827,833	40,159,333
	21%	25%	28%

Estimated

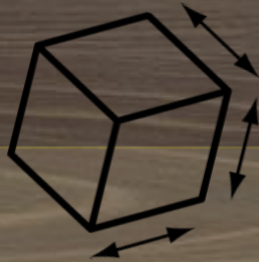
BEP (In Month) 16,2 12,5 8,3



www.dons
burger.id



Kriteria Outlet Kemitraan



LUASAN

Minimal 7 X 3 m²



UTILITAS

- Listrik 80A - 3 Fase (16.500 VA)
- PAM / air bersih
- Instalasi pipa gas



FASILITAS

- Jaringan internet tersedia
- Saluran pembuangan air kotor tersedia
- Ada area parkir mobil / motor



www.donsburger.id



Six Steps to Join Us

1



Enquiry and concept presentation

2



Payment of Commitment Fee

3



Location survey and feasibility studies

4



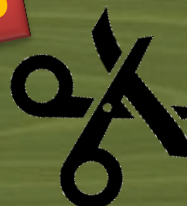
Agreement and full payment

5



Design and built, set up and training

6



Opening Outlet



www.donsburger.id

*Thank you and
let us grow
together*



Enquiry



**For more info contact
0813 1212 1101**

