



*Just Baked,  
Just For You*

# COMPANY PROFILE

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SIMSIM is a Saudi brand from Riyadh, delivering fresh-from-the-oven pastries daily through online platforms, creating warm moments for families and friends.

# Introduction

*SIMSIM was born from a desire to reintroduce authentic Saudi baked goods with a modern twist for today's taste. Starting in Riyadh with freshly baked products made daily with quality and innovation, Sesame has grown into a brand with a clear vision for local and regional expansion.*



*Saudi Brand  
Focus on Quality  
Bakery Sector*

About

*Sim sim*



*SIMSIM is a Saudi brand offering traditional pastries with a modern twist, supported by a scalable business model for local and regional growth. With a focus on quality, freshness, and customer experience, Sesame stands as a strong investment opportunity in the bakery sector.*

same is a Saudi brand specializing in pastries and sweets, established to deliver an experience that blends authenticity with innovation. We reimagine traditional baked goods in a modern way that meets today's consumer expectations, while maintaining the highest standards of quality and daily freshness.

Our philosophy is built on three key pillars: authentic products with a creative twist, a warm and memorable customer experience, and a scalable operational model for local and regional growth.

With a strong presence in Riyadh, and significant visibility across delivery platforms and digital channels, Sesame today represents a promising investment opportunity in the F&B sector, combining the strength of local identity with the potential for regional and international expansion.

VISION  
MISSION



## OUR *Vision*

*To become Saudi Arabia's leading destination for modern pastries, rooted in heritage and recognized globally.*



## OUR *Mission*

*We deliver pastries that combine daily freshness with uncompromising quality, creating warm experiences that stay memorable.*



## OUR Values

01

**Heritage:**

Our recipes are inspired by Saudi heritage with a modern touch.

02

**Innovation:**

We continuously innovate to meet today's taste and create uniqueness

03

**Excellence:**

We strive to provide a complete experience that reflects the highest standards of excellence.

04

**Quality:**

We are committed to using the finest ingredients to ensure consistent quality in every product.

05

**Reach:**

We connect with our customers through outlets, delivery apps, and social platforms

06

**Experience:**

SIMSIM is not just a store — it's a warm moment lived with every bite

# What Sets Us Apart

1

## ***Authentic Saudi Recipes***

Preserving heritage with flavors rooted in tradition.

2

## ***Modern Twist***

Reimagining traditional pastries for today's lifestyle.

3

## ***Daily Freshness***

Freshly baked products, straight from the oven every day.

4

## ***Strong Digital Presence***

Wide reach through delivery apps and social platforms.

5

## ***Scalability & Growth***

A scalable business model ready for local and regional expansion.



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## OUR *Products*

*At SIMSIM, we reimagine Saudi baked goods with a modern touch, offering four main categories baked fresh daily for an unforgettable experience:*

- ***SIMSIM Manakish***
- ***SIMSIM Pies***
- ***SIMSIM Sambousek***
- ***SIMSIM Sandwiches***
- ***SIMSIM Sweets***

“

*From the oven to your heart...  
daily freshness crafted to be  
part of your day.*

# SIMSIM

## *Manakish*

*At SIMSIM, manakish is a daily favorite baked fresh with authentic flavors and a modern touch. We offer two main options to suit every preference:*



### **CLASSIC MANAKISH:**

Traditional style with a variety of flavors to suit every taste



### **WHOLE WHEAT MANAKISH:**

A healthier option, rich in fiber, for customers seeking more balanced choices

# SIMSIM

## *Pies*

*Our pies are baked fresh every day with golden dough and flavorful fillings. They combine authenticity with variety, making them perfect for every occasion.*



### **CLASSIC PIES:**

Traditional favorites such as cheese, vegetables, and meat



### **WHOLE WHEAT PIES:**

A healthier, fiber-rich option that combines authentic taste with balanced choices

# SIMSIM

## *Sambousek*

*Our pies are baked fresh every day with golden dough and flavorful fillings. They combine authenticity with variety, making them perfect for every occasion.*



### **TRIANGLE SAMBOUSEK:**

Oven-baked traditional bites, perfect for sharing



### **ROLL SAMBOUSEK:**

Oven-baked in a classic shape, filled with rich flavors

# SIMSIM

## *Sandwiches*

*At SIMSIM, our sandwiches are crafted with fresh ingredients and bread baked daily. Designed as quick, satisfying meals, they combine authentic flavors with a modern touch.*



### **CLASSIC SANDWICHES:**

Popular options such as chicken, tuna, and cheese.



### **SIGNATURE SANDWICHES:**

Innovative recipes with creative flavors for today's taste.

# SIMSIM

## *Sweets*

*At SIMSIM, sweets are not just an addition, they are an experience blending tradition and creativity. Baked fresh every day, our desserts reflect authentic Saudi flavors with a modern flair.*



### **HONEYCOMB BREAD:**

A traditional Saudi recipe that symbolizes sharing and warmth, freshly baked with a variety of flavors.



### **SIGNATURE SWEETS:**

Seasonal and exclusive creations by Sesame, combining authentic taste with innovative twists.

# PRESENCE & Expansion

*SIMSIM began in the Central Region, where it has successfully built a growing customer base through quality and daily freshness. Today, Sesame serves its customers via:*

## **Current Presence**

### **- Current Branches**

SIMSIM currently operates through its branches in the Central Region, with plans to expand into strategic locations across the Kingdom. This presence brings SIMSIM closer to customers, making it a part of their daily moments.

### **- Delivery Platforms**

Partnerships with major apps (Jahez, HungerStation, Mrsool, etc.), ensuring availability anytime.

### **- Digital Presence**

Active engagement on Instagram, TikTok, and Snapchat, boosting brand awareness and customer connection.

## **Expansion Plans**

- *Opening new branches in various cities and regions across the Kingdom.*
- *Launching new products with a modern touch to match customer tastes.*
- *Expanding into catering services for events and occasions.*
- *Building strategic partnerships with local and regional brands and suppliers.*
- *Working towards opening branches in selected GCC markets.*

# WHY

## *Invest in SIMSIM?*

### *Standards & Processes of Operation*

*we maintain unified operating standards to ensure consistent quality and smooth management of new branches. The SIMSIM SPOS framework includes:*

#### **01 Operational Standards:**

Standardized recipes, selected ingredients, and precise production procedures.

#### **02 Setup & Equipment:**

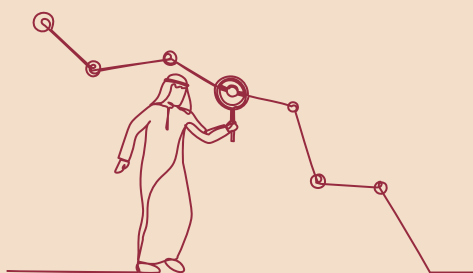
Branches are designed with a unified layout to deliver the same customer experience everywhere.

#### **03 Training:**

Comprehensive training programs prepare teams for operations and customer service excellence.

#### **04 Supervision:**

Regular monitoring and visits ensure full compliance with SIMSIM's brand standards.



**“**  
**Your Gateway to a  
Successful Bakery  
Franchise**

# MARKET

## *Opportunities*

*The bakery and fast-food sector in Saudi Arabia and the GCC is experiencing rapid growth driven by several factors:*

- 01** Rising demand for high-quality fast meals that combine convenience with freshness.
- 02** Consumers' preference for authentic local brands with a Saudi identity.
- 03** Frequent consumption makes pastries and pies a daily choice.
- 04** Aligned with Vision 2030, supporting entrepreneurs and local brands.

## *Market Positioning.*



Authentic recipes reimaged with creativity, blending tradition and innovation.



A Saudi visual identity with a modern, innovative touch.

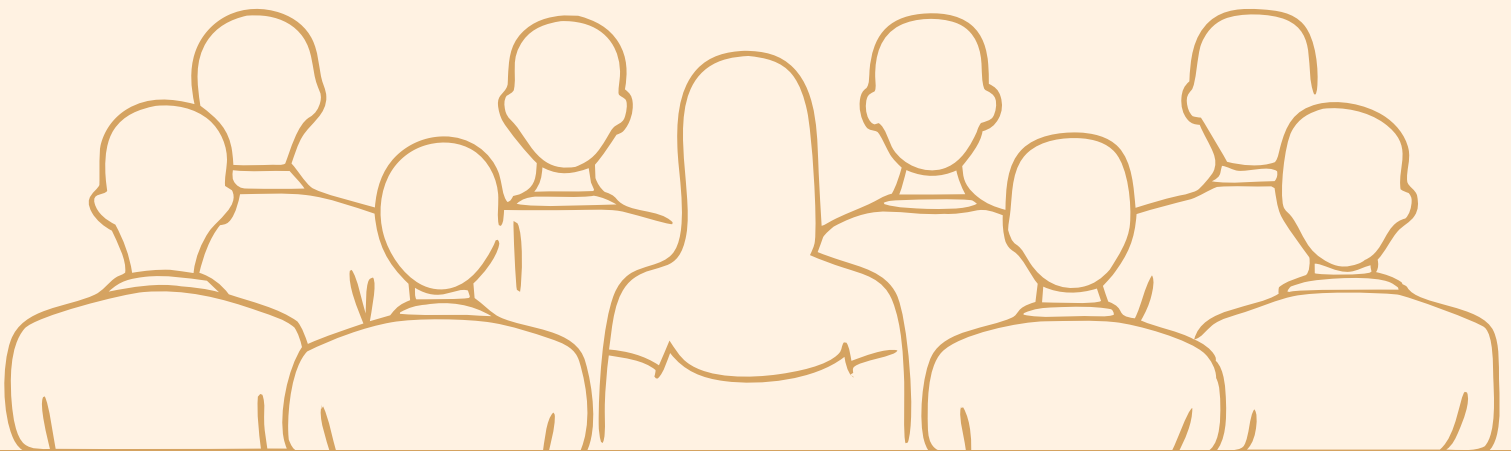


Strong digital presence and a growing customer base.

## TARGET *Audience*

*SIMSIM targets a wide range of customer segments, including:*

- *Families: seeking warm moments around freshly baked goods.*
- *Young adults: looking for quick meals with a modern twist.*
- *Employees and students: who need practical, filling options during their day.*
- *Occasions and gatherings: with friends and family.*
- *Delivery app users: who prefer convenience and instant orders.*



*Our Target Audience Ensures a  
Recurring Customer Base & Offers  
Investors Broad, Sustainable  
Growth Opportunities.*

# FRANCHISE

## *Acquisition Steps*

01

Fill out the franchise application form, attach the Letter of Intent, and submit it to the Marketing Department.

02

Application review by the SIMSIM team and initial contact with the candidate.

03

Invitation to discuss details and review franchise requirements.

04

Sign disclosure documents (LOI + NDA) to ensure transparency.

05

Visit proposed locations and select the most suitable site for the branch.

06

Sign the franchise agreement officially.

07

Obtain the necessary licenses to commence operations.

08

Begin construction and preparation of the new branch.

09

Train the franchise owner and team on operations according to SIMSIM standards.

10

Conduct a soft opening with operational and marketing support from our team.

11

Official opening supported by intensive marketing campaigns to increase awareness and drive traffic.

# *SIMSIM Franchise in Numbers*

**SAR 70,000**  
FRANCHISE FEE

**5%** ROYALTY  
FEE.

**2%** ADVERTISING  
FEE.

**12-10** MONTHS  
PAYBACK PERIOD.

## *The franchise package includes:*

- License to use the SIMSIM trademark.
- Certified copy of the operations manual.
- Training for the franchisee and staff.
- Support during and after the opening.
- Intensive marketing campaigns to boost awareness and demand.

## *Get in Touch*

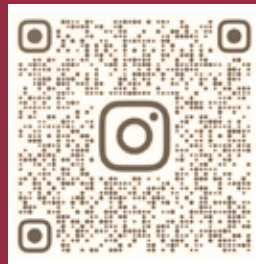
*At SIMSIM, we believe our story truly begins with our partners and customers. For inquiries, collaborations, or investment opportunities, we'd be delighted to connect with you through the following channels:*



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