

Franchise Agreement

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- A. Ahmed Tours and Travels Ltd [reg no 4787287] whose registered office is at 162 Sebert Road, London, E7 0NN. Their principal place of business is at 275 High Road Leyton, London, E10 5QN.
- B. Your details:

Introduction

- A. Ahmed Tours and Travels Ltd specializes in Hajj and Umrah and is a Saudi Arabian Hajj Ministry approved agent.
- B. You have applied to own and operate your Franchise Business and your application has been approved by us in reliance on the information you gave us.
- C. You accept that it is essential that you comply fully with this Agreement.
- D. You accept that it is critical for you to adhere to our principles and objectives at all times and that failure to do this may result in us removing your Franchise.
- E. You agree to purchase all products that we specialize in from us, specifically
 - a. Umrah and Hajj visa
 - b. Air tickets
 - c. Hotels in Saudi Arabia and around the world
 - d. Transfers in Saudi Arabia
 - e. Hajj packages
 - f. And other products that we introduce from time to time

Grant

- A. You have been granted a franchise to operate the Franchised Business from the premises you have mentioned above and to use our Brand and our Systems in the operation of the Franchised Business and you accept that the grant to you is subject to each and every one of the terms of this agreement.
- B. You cannot use our Brand and/or offer our Services from any location except the area of _____ in the United Kingdom.
- C. We have given you exclusivity in the area of _____, and we will not ourselves operate or make use of or license any other person other than you to operate the Business in this territory.

Development and Opening Obligations

- A. You will start operating the Franchised Business within 2 months from the date of this Agreement.
- B. You are free to use any equipment that you deem is necessary. You are not obliged to purchase the interior decoration, computers and furniture from us.
- C. You must however use our publicity material at all times and we will provide samples of these. It is a failure to comply with this agreement to use marketing and publicity material without prior consent from us.

- D. You must acquire all the items set out in the Franchise Package before your start date.

Hardware and Software

- A. It is advisable that you undergo training in the use of all our software's, databases and other systems, before the opening of the Franchised Business.
- B. We will provide guidance and support in the operation of your Franchised Business.
- C. You will not, permit any person connected with you in any way to represent himself or you in such a way that others dealing with him or you might regard him or you as a director, officer or employee or agent of ours or otherwise authorized to act on our behalf. No part of our Trade Name or the Brands shall form part of your corporate name.

Trademarks

- A. You are granted a non-exclusive right to use our Brand and Logos subject to the provision of this agreement.

Relationships of The Parties

- A. You will always identify yourself as an independent owner of the Franchised Business using such wording as we specify from time to time.

Confidential Information, Non compete and Data Protection

- A. Both during the term of this Agreement and thereafter you agree
 - a. To use the confidential information only for the operation of your Franchised Business in accordance with the franchise agreement with us.
- B. Non compete – whilst being involved in this Franchised Business you will not
 - a. Have any direct or indirect interest anywhere in any Similar Business.
 - b. On termination of this agreement you shall not for a period of 6 months after the termination engage in, be employed by or be concerned or interested, directly or indirectly, in any business which is a similar business within the United Kingdom.
 - c. You or anyone appointed by you shall devote the whole of your or his time and attention to the operation of the Franchised Business.

Fees

- A. Initial fee is £10,000.
- B. There are no monthly payments.
- C. You must contribute a minimum of £5,000 per annum towards our marketing budget specifically for your area. However you are free to use an amount above and beyond this for your own marketing locally.

Operating Your Franchised Business

- A. You agree to operate your Franchised Business in full compliance with every aspect of our System and Procedures.
- B. You are free to use any equipment and stationary etc. However all marketing and publicity material must be in compliance with our templates.
- C. You will operate your Franchised Business in full compliance with all applicable laws. You will maintain high standards of honesty, integrity, fair dealing and ethical conduct in your business activities.

Marketing

- A. We have a marketing fund to promote the business and the Brand.
- B. We have sole discretion over all matters relating to the Marketing Fund.
- C. The Marketing Fund is accounted for separately and the yearly amount is mentioned in the Fees section above.
- D. You agree to participate in all Marketing Fund programmes which in our business judgment will benefit our franchisees.
- E. Locally you are free to advertise as per your ability and capacity. However this advertising must be in good taste and conform to ethical and legal standards and our requirements.

Transfer

- A. Transfers by us – this agreement and any or all of our rights and/or obligations under it, are fully transferrable by us, in whole or in part, without your consent.
- B. Transfers by you – neither this agreement, or any interest in, or the assets of your Franchised Business can be transferred without our prior written approval.

Renewal

- A. This franchise agreement will automatically renew each year, unless you wish to forfeit the Franchise Business.

Dispute Resolution

- A. It is your and our desire not to engage in court proceedings, except in rare instances, but rather to have disputes resolved through face to face meetings, mediations and if, necessary, binding arbitration.
- B. You and we view mediation as often being the most cost effective way of resolving disputes.

Signed
Ahmed Tours and Travels Ltd

Signed
New franchisee