



# Bright - YELO Franchise

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2024



# — About

## franchiser - Yelo

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- At Yelo, extensive network comprises **over 90 branches** across Saudi cities and airports, including key locations in the United Arab Emirates and Egypt. Our widespread presence underscores our commitment to serving customers seamlessly across multiple regions, ensuring accessibility and convenience at every touchpoint.
- After 20 years of its launch in the car rental sector October 2020: Twenty years after its lunch, and after it has been classified as the fastest growing company in the field of car renting, ALWEFAQ RENT A CAR has announced the change of its name and visual identity to become "Yelo" (iyelo.com). However, this strategic change in the company's history has been revealed during a conference that was



# — About

## franchiser - Yelo

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### Vision

We go beyond the expected to surprise and delight your journey.

### Mission

We provide you the service that fits your need by considering every step in your journey and make it as relevant and personalized as possible..

### Belief



team work



quality



growth



community

# Founding team

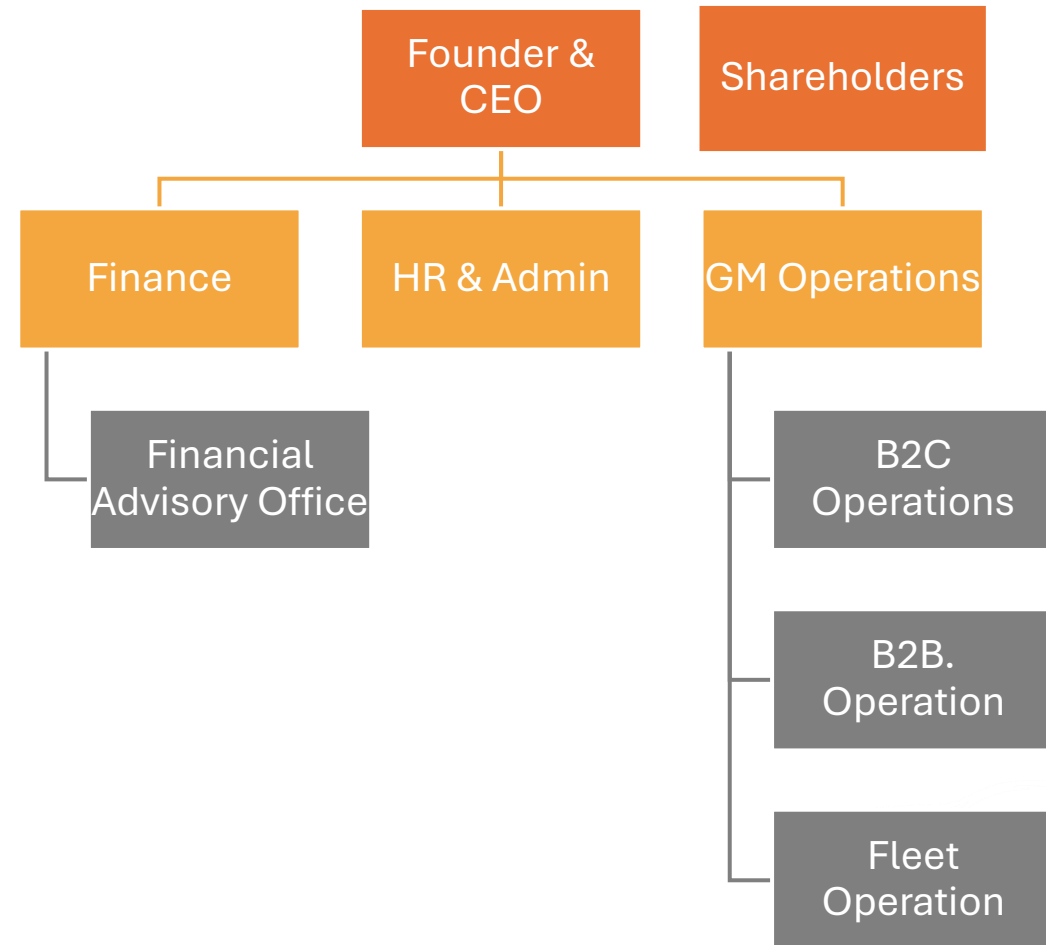
- Bright Destination Company established in May 2024 which has awarded as Yelo Trademark (Al Wefaq Transportation Solution) Master Franchise in Eastern Region at July 2024.
- Company has a target to establish three new branches at eastern region, afterwards, existing Yelo branches at eastern region will be handed over gradually.



# About us



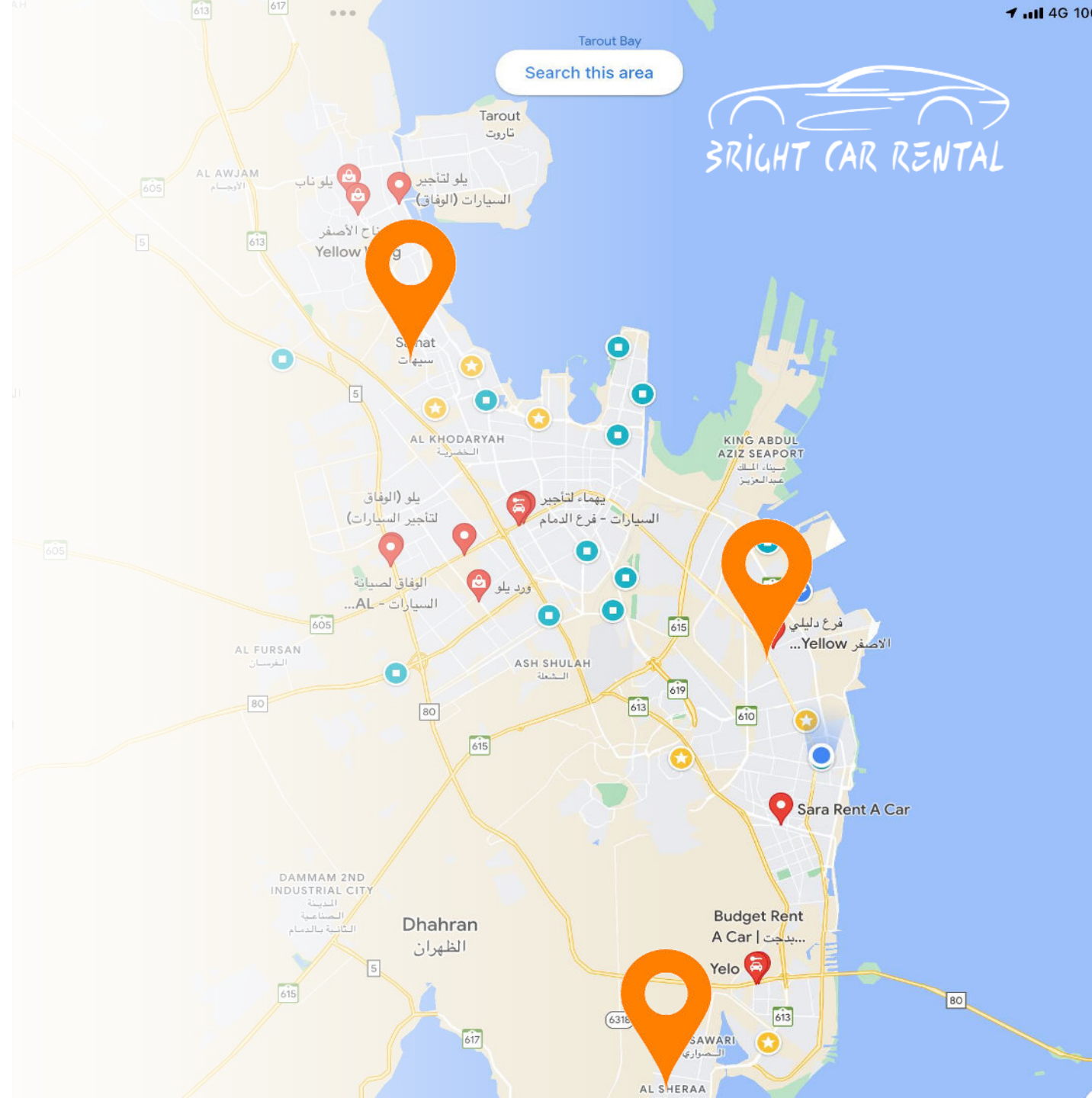
- Founder has more than 15 years wide experience as well previous experience with Yelo as Executive Vice President of Operations.
- GM Operations is currently Operation Manager with Yelo and accepted job offer.



# — Study Bases

- According to Transportation General Authority “TGA” Minimum 100 Cars in main cities (DMM, RUH, JED) to start operations.
- Franchiser Tuition:
  - 8% of Revenue.
  - 10,000 SAR annually.
- Three Branches locations recommended:
  - Aziziah – King Khalid St.
  - Qurtobah – King Fahad St.
  - Gulf Road Saihat.

# Mapped Location





# Financial Aspects

## Investment Forecast:

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Forecasted Revenue  
**5.2 M** SAR Annually.



Forecasted Manpower:  
**39**



Estimated Wages  
Annually: **1,100,000**  
**SAR**



**1.9 M** SAR is project  
initiation.



**30 M SAR** for  
Vehicles (100 Cars) &  
Working Capital.



# Financial Aspects

## Sales Forecast:

### B2C

- ADR 350 SAR/Day.
- Utilization 55%
- Fleet Allocation 80-84%

### B2B

- ADR 120 SAR/Day.
- Utilization 100%
- Fleet Allocation 15-19%

### Chauffeur Service

- ADR 550 SAR/Day
- Utilization 50%
- Fleet Allocation 1-2%

# Investment required



45% of company shares  
(equivalent to 15 MSAR)



Worst case scenario is  
promising IRR 15%.



Preferred minimum number of  
investors with good solvency.



Investment Expenditures will  
be for assets (Vehicles, Towing  
facility).



Preferred to have experience on basic finance and  
logistics service.





# Future Plan

Performance will reflect capability of Franchisor (Yelo) for Existing branches (5) take-over.



Performance indicate possibility to acquire with existing Qatif Franchise (two branches), MOU initiated.

Bahrain Franchise is potential

**Thank**  
**you**

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**2024**

