



INDEX

06	ABOUT US
08	MISSION & VISION
10	VALUES
12	TEAM
14	PRODUCTS
16	DONUTS
18	SHELL'S
20	MUNCHKINS
22	BRAND IDENTITY
24	PACKAGING
26	INNOVATION
28	BRUNCH MENU
30	HYBRID CREATIONS
32	INTERIOR
	EXPANSION PLAN



ABOUT US



DOHI IS A LOCAL, ARTISANAL, HANDCRAFTED DONUT LINE ESTABLISHED IN DECEMBER 2016 BY THREE YOUNG AND PASSIONATE ENTREPRENEURS, FOUZ AL KHODAIMI, SHEYKHA AL THOWAINI AND KHALED AL GHUNAIM. THE BRAND LAUNCHED IN KUWAIT CITY, KUWAIT. THE CONCEPT WAS ESTABLISHED TO FULFILL A VOID IN THE REGIONAL INDUSTRY FOR SUCH PRODUCT, AND HAS PROVEN TO BE AN ITEM OF HIGH DEMAND.

IN A SHORT PERIOD OF TIME, **DOHI** EXPERIENCED A RAPID AND EXPONENTIAL INCREASE IN DEMAND. DUE TO SUCH EXCEPTIONAL INCREASE, THE COMPANY EXPANDED ITS OPERATIONS AND REACH. THE UNDERLYING OBJECTIVE IS TO PROVIDE THE REGIONAL MARKET WITH A PREMIUM LINE OF DONUTS, STEMMING FROM AN ESTABLISHMENT THAT BRINGS FORTH A MULTIDIMENSIONAL COMPETITIVE ADVANTAGE.



MISSION

DETAILS,
DESIGN
DELIVER
DETAILED A
DESIGN A
DELIVER



VISION

VALUES

WE AIM TO PUT FORTH A BRAND THAT ESTABLISHES A MULTI-DIMENSIONAL COMPETITIVE ADVANTAGE FOCUSED ON THE FOLLOWING VALUES:

QUALITY
INGREDIENTS, PACKAGING, SERVICE, PRODUCTS, AND OVERALL CUSTOMER EXPERIENCE

HYGIENE & CLEANLINESS
IMPLEMENTING THE STRICTEST GLOBAL STANDARDS

INNOVATION & CREATIVITY
PRODUCTS, CUSTOMER EXPERIENCE, AND OVERALL BRAND OUTLOOK

INTEGRITY
STRONG MORAL AND ETHICAL STANDARDS

CUSTOMER EXPERIENCE
EXCEPTIONAL SERVICE PROVIDED MULTILATERALLY DURING ALL STAGES OF THE CLIENT'S EXPERIENCE AND INTERACTION WITH OUR BRAND AND PRODUCTS



TEAM

OUR TEAM IS A VITAL COMPONENT OF OUR SUCCESS. WITHOUT THE TALENT AND DEDICATION SET FORTH BY OUR TEAM MEMBERS WE WOULD NOT BE ABLE TO DEVELOP NOR GROW OUR COMPANY. WE DEEPLY VALUE AND APPRECIATE THE TIME, EFFORT, AND ENERGY THAT IS PUT INTO EVERY DETAIL OF MAKING THIS COMPANY WHAT IT IS. DUE TO OUR EXCEPTIONAL TEAM, WE HAVE AN EXCEPTIONAL BRAND.

SUCCESS COMES IN VARIOUS FORMS, IN EACH FORM THERE MUST BE A PROACTIVE TEAM PUSHING IT TOWARDS REACHING ITS GOALS AND OBJECTIVES. WE GROW TOGETHER, SUCCEED TOGETHER, AND BREAK BARRIERS TOGETHER.

WE SERVE DONUTS AND COFFEE BOTH ONLINE VIA DELIVERY PLATFORMS
AND OFFLINE AT OUR BRANCHES.

PRODUCTS

12

15





DONUTS

SHELLS

TOUGH LOVE

KINDER CRUSH

THE ROCKUP

BIRTHDAY BASH

RUSH

BIG MESS

ORIGINAL

AFTER DARK

LOTUS LUST

BOSTON BAE

KICKSTART

CLOUD 9

BROMANCE

16

17



MUNCHKINS

TOUGH LOVE



KINDER MUNCHKINS

RUSH



ORIGINAL MUNCHKINS

A'DOREO MUNCHKINS



LITTLE MESS MUNCHKINS



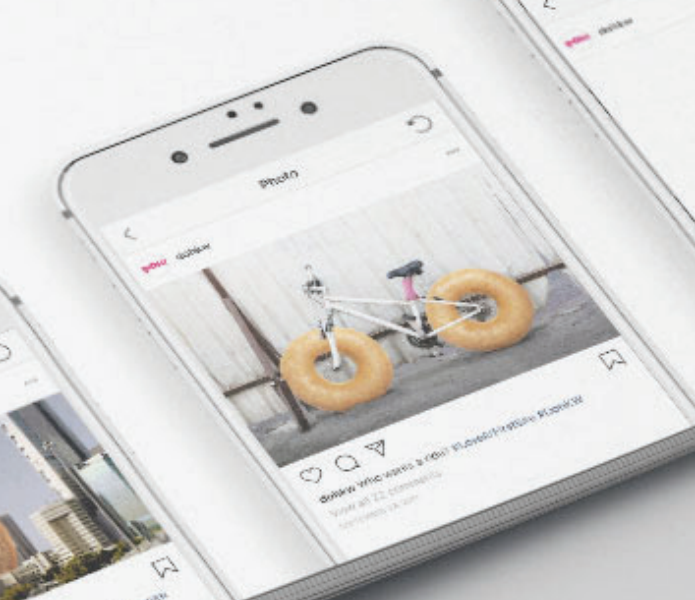
NUTELLA MUNCHKINS



BRAND IDENTITY



WHY NAME IS
DOH!



BRAND IDENTITY PACKAGING

METALIC
PINK

20



22



23





24

INNOVATION



VALENTINE'S BOX



BUCKETS

26

ON

XXL DONUT



27

BRUNCH MENU



MORNING MUNCHKINS



AVOCADOH!



SCRAMBLE



FRENCH TOAST DONUT



KIWI DONUT



PANCAKE DONUT



BROWNIE DONUT



MALIBU DONUT

HYBRID CREATIONS

MODERNIZING THE NORM





LOCAL, ARTISANAL, HANDCRAFTED DONUTS!

34



