



Chicken Base

Franchise Document





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Chicken Base are now expanding and have Franchise Opportunities available in your area

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Who is Chicken Base?

Chicken Base was established in 2003 by two young and energetic entrepreneurs Waseem Ayub and Iffikhar Ahmed in Reading, Berkshire.

These highly motivated and successful business people have extensive knowledge and experience in developing and running a fast food restaurant/business. They already have four thriving outlets in the Reading area, with a flagship store located at Wokingham Road, Reading.

The following business opportunity will appeal to people looking to run their own business within the security of a tried and tested brand. They will be happy with a hands-on approach to operations, and looking for a standardised format to slot into place.

Chicken Base is the UK's leading multiple fast food group selling pizza, fish/masala fish and white meat products, and is the only franchise chain offering this combination.

Territories are divided town by town per franchisee, which is offered exclusively of operation within that area, be it for single or multiple units. The design and equipping of shops and restaurants must be to Chicken Base's specification, as are the highly competitive menu structure, uniforms and packaging.

In all franchised territories, support will be provided to franchisees including advice with property selection, store design, supply of equipment, menu planning, pricing, distribution, retail systems, promotions and advertising. Training is given in existing Chicken Base units.

Chicken Base is the first and only HMC Certified Halal outlet in south east region of the UK, which gives the guarantee of 100% halal products.

In your search for the perfect fast food franchise you will no doubt have looked into alternative brands, and will have found that Chicken Base offers a very competitive franchising option with very low royalties. Our method tends to ask less of you financially as you develop your new business, in the belief that for many business operators this represents a more attractive proposition than the offer and cost of multiple and sometimes superfluous layers of support.

For many this smaller financial commitment in the early stages has led to an accelerated rate of success. Similarly, many franchisees find that the reduced interference ("support") from head office presents them with a true opportunity to really be their own boss, but within the framework of a tried and tested brand.

However, this method does require a higher degree of self-dependency from you as a franchisee, which is why we tend to recruit franchisees with relevant retail/fast food experience, whose hands-on approach and attention to operations aids their success.

Franchisees are provided with a tried and tested system of operation and recognised brand to promote in their territory, complete with a franchising package that fully enables them to run their own unit. Advice is provided wherever and whenever requested, and our honest concern for you and the success of your business is in no way compromised by the lower fees that we charge. Chicken Base has been successfully operating in this way for nearly 3 years and we look forward to discussing your options with you and inviting you to join our successful team.

Chicken Base is now expanding and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.



Site Criteria and Equipment



The criteria involved in seeking suitable sites can be looked at on two levels. For companies looking to develop the Chicken Base brand as a multiple unit operator a sound understanding of the catering and retail trade will be assumed and with it a knowledge of the retail property market. This kind of operator may be looking to either convert an existing chain of outlets add a further brand to their business, or to maximize the potential of existing sites within shopping centres, service stations, airports and the like.

For owner operator franchised sites the following guidelines apply: Chicken Base units can be from 750 square feet upwards. They are usually secondary location shops, with car access, trading seven days a week, with A3/A5 catering use. Corner locations on busy roads with signage on both sides are preferred. Availability of parking is important, but not essential. The units should be close to pubs and clubs, schools universities and high density residential populations. The responsibility of finding suitable sites falls to individual franchisees, although advice will be provided, and ultimate authorization is required from Chicken Base.

Also, existing fish and chips or other fast food operators may well be interested in converting their current premises to a Chicken Base unit, and special rates will apply in these circumstances. Where we have previously carried out these conversions sales increases of over 100% have been achieved.

All the major Chicken Base equipment is designed in the USA, but with the British standard seal of approval. The use of the best equipment in the cooking and display of food is of paramount importance to the success of Chicken Base. High quality equipment enhances the quality of the final product served to our customers, it assists sales by means of good displays of hot food served at the correct temperature, and it helps to control costs.

The use of tried and tested high quality equipment in Chicken Base shops brings untold gains, and it is for this reason that no compromise on standards in this area will be allowed by the franchisor. The franchisee or license holder is responsible for the purchase of the equipment and its maintenance. The need for replacement of equipment is at all times the decision of the franchisor.

The worldwide branding and design of Chicken Base shops is used by franchisees to provide a high standard of shop fitting and image. The Chicken Base logo and brand colours are used on shop fronts, menu boards, packaging and counters, as well as on uniforms and promotional materials. The final interior décor is agreed between the franchisee and the franchisor, and is at the cost of the franchisee.



What does a Chicken Base Franchise consist of? What do you get as a Franchisee?



So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Chicken Base, you can reduce them even more!

Everyone working for Chicken Base is an important player on the team. We believe in building personal professional relationships with our customers and being polite and helpful at all times. We must make it easy for people to do business with us.

As a Franchisee you buy the right to develop your business in a defined geographical area, with a guarantee from Chicken Base of no Chicken Base competitor in that area. Franchisees can offer their Clients the full breadth of Chicken Base expertise, all supported by the full span of our capabilities.



We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Chicken Base Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

The operations manual contains all the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It is a step by step guide on how to run and operate the business. This manual alone is worth the franchise fee. It's a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy to understand format. All the facts of the business without the fuss, and all at your fingertips from day one.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Chicken Base name synonymous with excellence.

So if you're looking for a Franchise opportunity with some real strengths search no more.



The Set Up Costs



Franchise Option Fee – Chicken Base currently charges £10,000 as an initial fee. A further £10,000 will be payable on opening each franchise unit within the franchise territory.

Ongoing Royalty – Chicken Base charges an ongoing royalty payable monthly. The royalty is a fixed fee, not a percentage, agreed between franchisor and franchisee for the term of the licensing agreement, and it is dependent on shop size and location.

Equipment and Shop fitting Costs – The investment required to set up and launch your first Chicken Base can range from between £105,000 and £125,000.

The table below sets out the estimated costs involved in opening a take-away Chicken Base shop.

The figures provided are for illustrative purposes only.

Item	Cost
Option fee	£20,000
Shop fitting	£25,000+
Equipment	£45,000
Ventilation	£12,000
Signs & display units	£10,000+
Administration (legal & property)	£3,000
Total	£115,000
Additional cost of opening (promotion etc)	£5,000
Contingency	£5,000
Grand total	£125,000

Turnovers are not easily predicted as they will vary from site to site dependant on location. Gross margins after food and packaging costs are approximately 65%.

Franchisees are encouraged to spend up to 4% of their turnover on promotional and advertising activated within their territory in order to help their business succeed. The company will provide franchisees with tried and tested ideas using the Chicken Base brand and logos, which must be respected on all materials. As part of the recent marketing activity aimed at developing the brand, plans are in place to set up advertising co-operative in the near future

Satisfied Customers



DON'T JUST TAKE OUR WORD FOR IT – READ WHAT OUR SATISFIED CUSTOMERS HAVE TO SAY ...



"Chickenbase is a fantastic brand and it's fun to be involved with...! What drives me is continuing to grow the business - taking this opportunity, really runing with it and making it as big as I possibly can. Chicken Base Owners are great People to work with. Chicken Base brand and it's supporting team, I know I am going to continue to have great success".
- Offikhar Hussain, Chicken Base Franchisee



"Food arrived hot, drinks cold. Really nice delivery man. Delicious pizza as always from this place" – EMMA

"Forget the big brands; Chicken Base beats them all on quality and value for money". –C HARLIE

"Just ridiculously good service. Pizza was good too!" – MARK



"Brilliant Pizza and excellent service!" – ARI

"My favourite of all Take-Aways! Outstanding service, delicious food and it's actually open late enough for those of us who finish work at night and arrive home hungry". – DARREN

What do you need to be successful as a Chicken Base Franchisee?

There is just no escaping the fact that running your own business can be hard work.

However, you are doing it for yourself and the rewards of a Chicken Base franchise will be there for you to see from day one. If you possess the following attributes then a Chicken Base franchise could be just what you have been looking for:

- A willingness to work hard, because there is simply no substitute for hard work.
- A willingness to persevere, because there will always be times when things don't go according to plan.
- The desire to work for yourself, and take proper control of your own destiny.
- The desire to work with others who all share your commitment to the highest standards.

If everything you've read so far makes sense, and you think that a Chicken Base Franchise is something you want to know more about, we should talk further. **Call us on 07815151576.**





Your Seal of Assurance!



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