



FREDDY'S

Chicken & Pizza



FRANCHISE DOCUMENT





At Freddy's we recognise there are many franchising choices out there and you need real value. We have a strong brand, that offer growth opportunity and that give back to the community. Our Franchise offers support staff all focused on enabling you to compete, including:

-  **Brand Recognition**
-  **Customer Attraction**
-  **Access to Financing**
-  **Solid Business Support**
-  **Great On-boarding & Training**
-  **Reliable Supply Chain**
-  **Fantastic Return on Investment**



Freddy's Franchise

Being your own boss – You'll be the one to make the rules and set the pace, and the one who reaps the rewards of your effort.

Comprehensive training – Freddy's provides extensive training in advance, covering systems, food preparation and staffing – everything you'll need to get your business under way.

Proven business plan – a proven blueprint for success, making us one of the best franchise businesses today.

Operational systems – We have designed, implemented and fine-tuned operational systems for efficient, effective management.

Superior products – Our test kitchen is staffed by experienced chefs and nutritionists who are continually working on exciting new menu items

Continuous support & training – ongoing support for your business, including advertising and promotional ideas, marketing ideas

Who is Freddy's Chicken?

Freddy's Chicken is our own brand name which came into being in year 2006. Freddy's specialises in Kentucky fried chicken and our spicy wings are very famous. Recently we introduced the grilled peri peri chicken in our stores. We also do good quality pizzas for our valued customers'. At the moment we have a total of 15 branches in UK and still counting!

Freddy's Chicken delivers products of prime quality. Our food is served fresh and we always use the best ingredients for our menu. We use proven equipment and production techniques to ensure consistency in taste and presentation.

Our customers return time and time again!



First of all we are not in the business of selling franchises! We are interested only in establishing a franchise network that's successful in the long term. Franchising in our book is not about us simply trying to find people with the money to invest. Long-term success in franchising involves us building relationships with our franchisees where mutual dependency, co-operation, trust and respect are the key to the future success of the whole network.

Fried chicken is the fastest growing of all fast foods. In 2008, according to a Mintel report, fried chicken represented 4% of the country's eating-out market, a sector estimated to be worth £15bn-£20bn. Its market share looks likely only to increase; fried chicken retailers saw sales grow by 36% from 2003 to 2008, compared with just 22% in the fast-food sector as a whole.

Freddy's Chicken 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, Ireland and Internationally, we would like to hear from you.

"Our customers return time and time again!"



What does a Freddy's Chicken 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 Freddy's Chicken, you can reduce them even more!

Established Track Record - As a franchise buyer, you become part of a proven system of operation.

Faster Start Up - You have a short learning curve as a franchise owner, because you have assistance from a franchisor with lots of experience to draw upon in starting other new operations successfully.

Purchasing Power - The group purchasing power of franchisees can make a big difference in your costs of doing business.

Name Recognition and Brand Awareness - With an established franchise, you get the benefits that occur from marketing an established brand of products or services. With a new franchise, you can grow and contribute to the creation of the brand.

As a franchisee you will receive valuable, ongoing business support, including site selection, training, marketing, new technology and more.

Everyone working for Freddy's Chicken 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 Freddy's Chicken of no Freddy's Chicken competitor in that area.

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



Frequently Asked Questions

What is the minimum investment requirement for Freddy's Chicken Franchise?
The cost to open the business is £95000 to £115000 (including franchise fee) depends on the size of the store and the franchise fee is £15,000 +VAT

What do I get for my investment?
You'll get a chance to run your own profitable business; your initial investment will cover your shop fitting, equipment fitting, License fee and signage etc.

Can I use my own equipment?
It depends on the suitability of the equipment for the Freddy's Chicken Brand; our technical team can access the suitability for the licensee.

What support do I get from Freddy's Chicken Head Office?
Our franchise Support team supports you at every stage, from pre start up stage (shop fitting & training) to on-going support with regular business advice, quality control, staff training & marketing.

Can I open more than one franchise?
Yes of course! The opening of your second Restaurant depends on how successfully you run the first one.

What kind of support can I expect from Freddy's Chicken as a Franchisee?

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 Freddy's Chicken 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 finger tips from day one.

"Our customers return time and time again!"



The Earnings Potential

What you can earn out of Freddy's Chicken Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

	Year 1	Year 2	Year 3
SALE	£6000	£8000	£10000
Gross Income	13%	13%	13%
Overheads	13%	13%	13%
Net Profit	22%	22%	22%

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.

Satisfied Customers

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

"We have just eaten at The Blackburn branch, and I must say the meal was wonderful, The fries was perfect, NOT greasy, The chicken was cooked to perfection, they were very accommodating, they exchanged our can drinks for bottled water, (as we don't drink can pops) and our meals was delivered on time! I can recommend Blackburn branch of Freddy's, fantastic service and will order again!"

Deborah Barnes



"Love Freddy's Chicken, so do the kids! they even put in freebies now and again!! Would be nice if they used the same drivers so we didn't get calls asking where we are every time!"

Claire Victoria Whitson







"Only a fool would rate less than 5 stars!"

Scott McKenna

The Earnings Potential

WHAT DO YOU NEED TO BE SUCCESSFUL AS A FREDDY'S CHICKEN 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 Freddy's Chicken franchise will be there for you to see from day one. If you possess the following attributes then a Freddy's Chicken 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 Freddy's Chicken Franchise is something you want to know more about, we should talk further. Call us on **01295 722846**



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"Our customers return time and time again!"

“Our customers return time and time again!”

“perfect pizza”

I don't eat chicken, however the pizzas I've had from here have always been good!

“very good chicken and pizzas”

The Peri-Peri Chicken and Apna pizza are my faves.

“the meal was wonderful”

The chicken was cooked to perfection

“we love Freddy's Chicken”

so do the kids!

