

WE WELCOME OUR PRESTIGEOUS FRANCHISE PARTNERS

www.dixychicken.com.pk

Introduction on Dixy Chicken

Dixy Journey 1986-to date: Dixy chicken has been trading since 1986; it was founded by two very accustomed businessmen who had a foresight for a Chicken brand which could cater for the diversified population of UK. Dixy was an instant success & soon there were over 50 branches of Dixy in UK alone.

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Introduction on Dixy Chicken

In 2008 Dixy was taken over by Church's Chicken which is a successful Chicken Brand since 1952 with over 1500 restaurants, two different brand names and franchises in four continents. Church's Chicken planned to convert all operating Dixy Stores into Texas Chicken (Church's Chicken Brand in UK) but the present owner's of Dixy saw a lot more potential in Dixy Brand itself and took over Dixy in late 2008 to make Dixy a Global Brand.

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Dixy Chicken Presence in the Globe

At present, we have over 172 restaurants all over the world, which covers Europe, Asia and Middle East. Dixy Franchise model is gaining momentum and fast becoming a business to reckon with Dixy soon plans to enter American and African market.



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Our Products (Chicken, Burgers & Pizza)



Our Chicken Menu

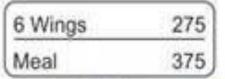




Crispy Chicken

250/-







Crispy Wings

225/-



Kids Nuggets Meal

6 Strips	275	
Meal	375	



Crispy Strips

1/2 Kg	550	
1 Kg	1100	



Fried Fish

Our Chicken Menu



Our Burger Menu

Healthy Food



Burger



375

Our Pizza Menu



Small =499, Medium=750, Large=999

Our Drinks and Misc Items

All deals comes
with fries, drink, Soup,
Chick Peas and Beans



NOTE:

- All prices are subject to government taxes.
- Actual meal may vary from pictures.
- Please confirm availability of item from staff.



Franchisee Partner's Program

Description	Breakdown	Remarks
		The most important factor is location which generates substantial revenue through out
Location	Important factors	The area should not block the entrance & should have traffic flow
		Should have parking space and in neat & clean area. No other Dixy Chicken outlet to be opened within 3KMs
	High value investment	Dixy Chicken provides to the very high value Franchisee for an area options like district or a city in which Franchisee can open number of Dixy Chicken outlets
Investment	Medium value investment	Franchisee can open Dixy Chicken Restaurant which will have people to sit-in, delivery and takeaway. Approximately investment is 6 Million and renovation & essentials will be the responsibility of franchisee.
&		
Revenue Share	Revenue share	Dixy chicken also offers joint investment on case by case basis with the franchisee based on revenue share. Our team shall closely work with you to come up right proposal
ROI & Monthly Profit	Return on Investment	Dixy chicken has the plan for Franchisee to get the investment return in short period of time & provide you the document on monthly sale & net profit based on sales factors. Sales will be the responsibility of franchisee

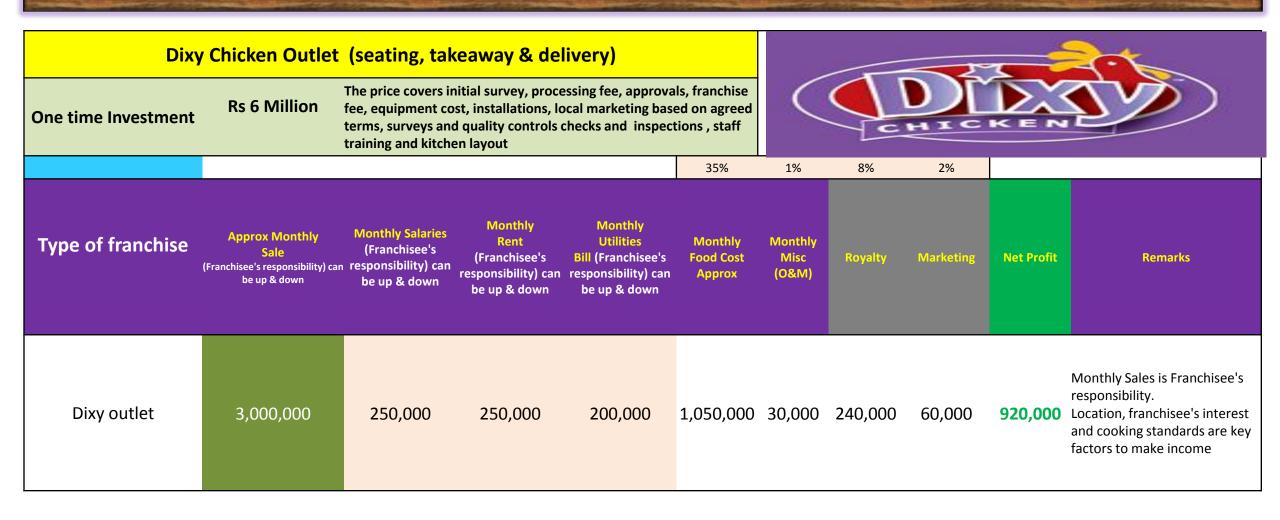
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Franchisee Partner's Program

Description	Breakdown	Remarks
Sales operations	Staff Training	Dixy chicken shall provide free training to the franchisee one time only and Dixy chicken shall make sure that staff gets well professional training For initial trouble shooting of the equipment each franchisee shall train his own staff. On call advise shall be provided on request directly from the vendor or existing franchisee's expert It is advised that Franchisee should hire good staff and also need to have back up staff ready just in case if any employee leaves.
Supply Chain	Food Items	Food items are provided to Franchisee as per the list.
	Equipment	Equipment (only) will be provided by Dixy Chicken whose cost is included in the asking price
	Other Supplies	Ongoing supplies like boxes, tissue papers, etc Shall be provided by Dixy chicken on recurring basis
QA/QC	Quality	Franchisee shall adhere the policies to keep the standard of Dixy chicken always high. In case of negligence or mismanagement may create complications

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Approximate Monthly Calculation of Dixy Outlet



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REVENUE SHARE (JOINT INVESTMENT)

Dixy chicken & the franchisee become partners together in which both parties contribute money and efforts based on mutual agreement (our team will assist you)

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Equipment provided by Dixy Chicken part of asking price

Equipment List			
Item	Description	Qty	
Chicken Fryers	4 head pressure fryer	1	
Chips fryer	open fryer with digital control	1	
Pizza oven 1300 mm	Deck oven	1	
Peri Peri Grill (small)	Heated grill	1	
Steam Oven -3 Tray	Chicken before grill	1	
Breading Table	Preparation	1	
Landing Table	Preparation and for packing	3	
Dough Mixer	Hobart for pizza	1	
Cheese Crusher		1	

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Break Even

Rent/Month		100,000	
Salaries	100,000		
Utilities		50,000	
Fixed Expenses /Month		250,000	
A Cost	per Day	8400	
Sales			
Average food bill	500		

500

3 27 meals a day

13500

Or 15 Customers a day

Food cost 35%

-4725

A fixed Cost per day

-8400

Total

Break Even

If fixed cost per day is

8400

And at your selected location you are 100% confident to sell minimum 27 meals a day. Usually we reach at break even in the first month but it may take 2 months.

In the above example you can increase your fixed costs but meal cost will remain the same.

Required Area for Kitchen

Required Area

Kitchen & Counter 300 sq/ft

Store 100 sq/ft

Washroom Male+ Female 50sq/ft

Seating / person 9/sq/ft

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Breakdown of all food preparation and counts for each grams shall be provided on request

Thank you

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