



***WE WELCOME OUR PRESTIGIOUS
FRANCHISE PARTNERS***

www.dixychicken.com.pk

Safdar Jamal, Mobile # 03005530119,
M.Afiat Khan: 03212672407 Phone # (051)-5172056

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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Dixy Chicken Now Offering Franchising Opportunity in Pakistan

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Our Products (Chicken, Burgers & Pizza)

DIXY CHICKEN
Now



**Lahore, Faisalabad, Sailkot, Gujrat, Gujrawala, Multan
D.G.Khan, Rawalpindi, Peshawar & Bahria Town(Lhr& Rwp)**

For More Franchise Details Contact Us:

0300-5530119 Safdar Jamal

0336-9346493 Muhammad Ali

FRANCHISING

OPPORTUNITY



Our Chicken Menu

2 Pc	225
Meal	325



Crispy Chicken

250/-

6 Wings	275
Meal	375



Crispy Wings

225/-

6 Strips	275
Meal	375



Crispy Strips

1/2 Kg	550
1 Kg	1100



Kids Deal



Kids Nuggets Meal



Fried Fish

Our Chicken Menu



Peri Peri Chicken & Wings

Peri Peri			Peri Peri Wings		
		Meal			Meal
1/4	325	425	5 Wings	250	350
1/2	575	675	8 Wings	399	499
Full	1099	1199	12 Wings	599	699



Our Burger Menu

Healthy Food

Dixy

Burger



Fish

Chicken

Double Cheese

Sizzler
Steak

Sizzler
Mega Mix

Supreme



1 325

2 250

3 325

4 325

5 375

6 395

Our Pizza Menu



Pizza



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
Location	Important factors	The most important factor is location which generates substantial revenue through out
		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
Investment & Revenue Share	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
	Medium value investment	Franchisee can open Dixy Chicken Restaurant which will have people to sit-in, delivery and takeaway. <u>Approximately investment is 6 Million and renovation & essentials will be the responsibility of franchisee.</u>
	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

Dixy Chicken Outlet (seating, takeaway & delivery)

One time Investment

Rs 6 Million

The price covers initial survey, processing fee, approvals, franchise fee, equipment cost, installations, local marketing based on agreed terms, surveys and quality controls checks and inspections, staff training and kitchen layout



35%

1%

8%

2%

Type of franchise

Approx Monthly Sale
(Franchisee's responsibility) can be up & down

Monthly Salaries
(Franchisee's responsibility) can be up & down

Monthly Rent
(Franchisee's responsibility) can be up & down

Monthly Utilities Bill
(Franchisee's responsibility) can be up & down

Monthly Food Cost Approx

Monthly Misc (O&M)

Royalty

Marketing

Net Profit

Remarks

Dixy outlet

3,000,000

250,000

250,000

200,000

1,050,000

30,000

240,000

60,000

920,000

Monthly Sales is Franchisee's responsibility.
Location, franchisee's interest and cooking standards are key factors to make income

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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
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Sales

Average food bill	500
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B	27 meals a day	13500
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Or 15 Customers a day

Food cost 35%	-4725
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A	fixed Cost per day	-8400
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Total

Break Even

If fixed cost per day is	8400
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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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Interior & exterior design of Dixy

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الموخر
بجانبه

UK'S NO.1 HALAL FOOD

Dixy
CHICKEN

LOVE FOOD LOVE LIFE

- PIZZA
- BURGER
- PERI PERI
- CHICKEN

GRAND OPENING
16 JAN THURSDAY 4-00 PM

PLOT 157, JALAN KOTA BUKIT, KUALA LUMPUR, MALAYSIA
PH: 011-260116, 011-260117, 011-260118

YOUR LANE
DAYTIME





Franchise Opportunity

Dixy Chicken

Offer's Franchise opportunity in Pakistan

UK's No. 1 Halal Food

Safdar Jamal (Franchise Manager)

Contact No: 0300-5530119

Muhammad Ali (Marketing manger)

Contact No: 0336-9346493

Office No: 051-5172056

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

Thank you

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