



Eddy's Chicken Franchise Document

FOR UNITED KINGDOM & EUROPE

INFORMATIONAL DOCUMENT



CONTENTS

FRANCHISING	2
ABOUT EDDY'S CHICKEN	3
HALAL CERTIFICATION	4
OUR VISION	5
MISSION STATEMENT	
VALUES	
ADVERTISING, BRANDING AND PRODUCT INNOVATION	6
STORE CONCEPT VISUALS	7
WE LISTENED TO OUR FRANCHISEE'S	8
MARKETING LEAD SUCCESS	9
WHAT WE LOOK FOR	10 - 11
YOUR GUIDE	12 - 13
OUR FUTURE AND YOURS	14
FREQUENTLY ASKED QUESTIONS	15
WHAT HAPPENS NEXT?	16
CONTACT DETAILS	17

FRANCHISING

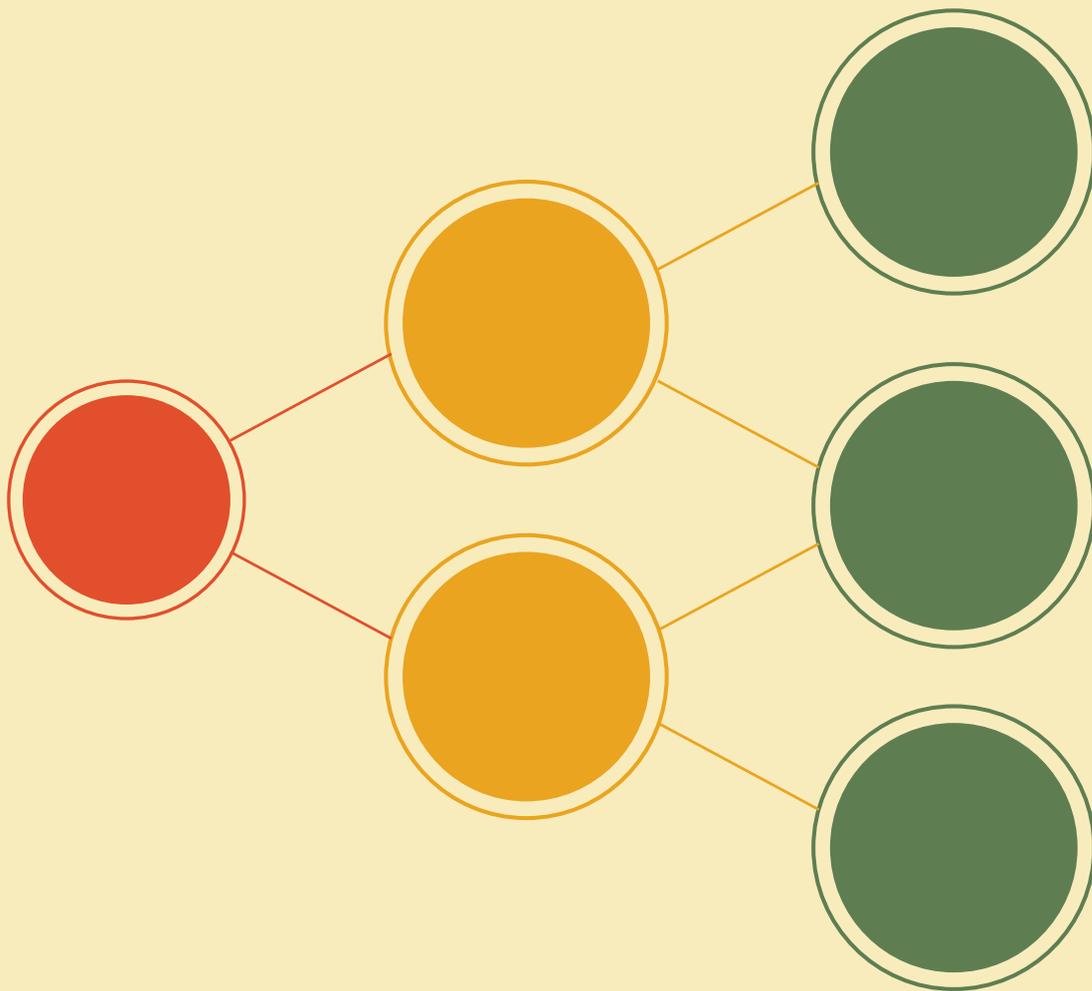
A franchise built on growth and success. Our current expansion focus presents fantastic opportunities for single and multi-site franchise operators who have the Energy, commitment and skill to share in the potential rewards on offer.

The franchise industry has come a long way over the past 20 years.

Once treated with caution, the now-proven track record of many franchise Businesses in the UK and Ireland has resulted in the franchising industry Being widely commended for its increasingly significant role in supporting the Economy with buoyant sales and job creation.

The profitability and success rates of franchise businesses are known to be higher Than non-franchised start-ups. The main reason for this is the lower risk associated with a tried and tested business format.

That's not to say that franchising is the easy option. The personal time commitment required by a franchisee is often round-the-clock but with over 91% of franchisees claiming to be profitable, the rewards are clearly worth it.



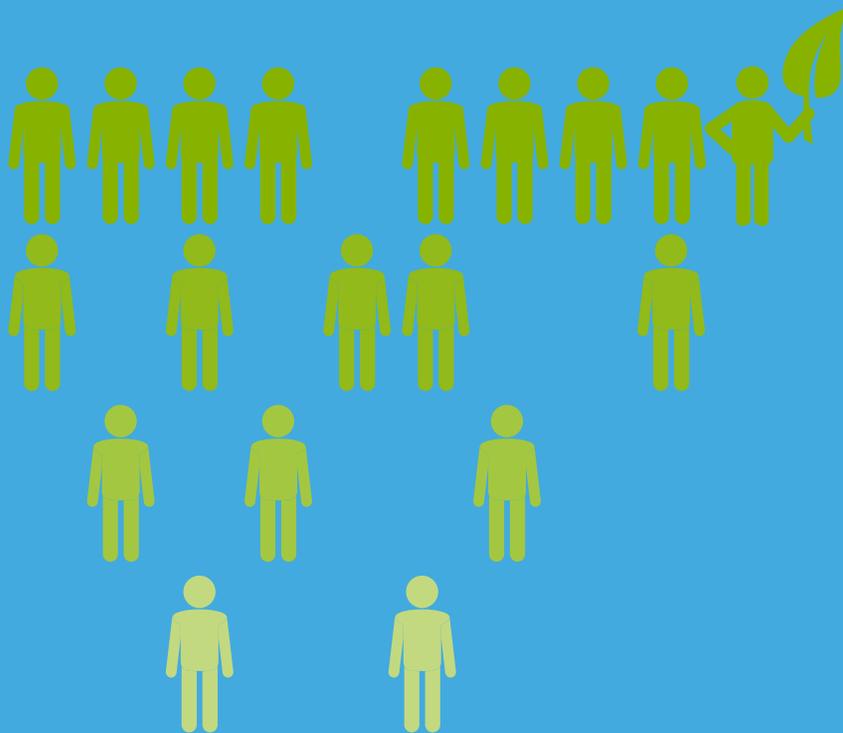
ABOUT EDDY'S CHICKEN

The Eddy's Chicken story is a classic British success story built on providing the finest quality halal chicken meals under the slogan "no one does chicken like Eddy's Chicken".

After opening our first shop in 2009 Eddy's Chicken has grown into one of the most popular independently owned fast food chain in UK.

The secret to our success is really simple. We simply produce high quality, great value meals based on our own unique cooking and seasoning method which produces the best tasting, moistest, most succulent chicken on the planet! Partner that with a range of delicious side dishes, innovative and tasty chicken burgers, and fresh rolls and wraps and not surprisingly, our customers keep coming back for more.

"it's spicier than other fried chicken I've tasted, and since the outer bit is the best bit, this is my take away chicken of choice. The shop is clean and the staff are friendly, pretty much what you want from a quick take away meal. Prices are reasonable too". Eddy's Chicken Manchester customer.



HALAL CERTIFICATION

Halal Certification

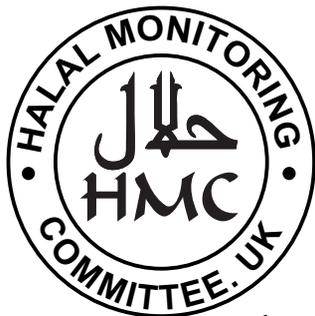
For the customer

The benefits of Eddy's Chicken Halal certification are clear: knowing a product is halal-certified means he or she does not have to check all ingredients. The customer can purchase the product with the assurance that it does not contain anything that is haram or doubtful.

What about the franchisee?

What benefits does the franchisee receive from Eddy's Chicken Halal Certification? Actually, the benefits for the franchisee are just as great.

For starters, a franchisee gets the expertise of the Eddy's Chicken product development team in reviewing the ingredients, the preparation, processing and hygiene procedures that are requisite in manufacturing products. Furthermore, Eddy's Chicken Halal Certification provides an independent third party quality assurance step valued by conscientious customer. At Eddy's Chicken our supply chain network will ensure that all products delivered to franchisees meets halal criteria and certificates are issued upon through inspections.



Your Seal of Approval!

OUR VISION

Eddy's Chicken's vision is to be recognised as the best fast food Chicken Franchise Company in the UK offering great tasting chicken Meals, great service and a cool culture. Our key values are summed up as genuine, fun, approachable and friendly.

Additionally we will provide the best valued and return on investment for all our franchisees who are dynamic entrepreneurs with a strong desire to share in our vision for success.

Eddy's Chicken's takes pride in its food quality and food safety standards which is why we continue to invest heavily in state of the art equipment to ensure a clean healthy environment within all our stores.

Mission Statement

- .Provide high quality Halal food
- . stay ahead of the competition,
- .supply clients with good value for money Eddy's Chicken brand name to be synonymous with high quality Halal products.
- . strengthen Eddy's Chicken branding

We are the only franchise company that sources Halal products internally, and ensure each product complies with Islamic guidelines and products. In addition to providing superior service and quality to our customers, we offer excellent growth opportunities to franchisees and employees alike.

Our environmentally friendly polices and community support initiatives also ensure that we make a wider contribution to society.

Values

To invest in people, technology and ethical business practices in order to ensure accelerated and organic growth with unparalleled commitment to quality, efficiency, customer service and the community.



ADVERTISING, BRANDING AND PRODUCT INNOVATION

The Eddy's Chicken 'brand' is more than simply a name, sign, symbol and design. It is a relentless, high creative and effective marketing driven 'campaign' combining branding, advertising and product innovation to great effect.

'The chicken' is loved by an audience of all ages and demographics and we will continue to develop the brand into one of the 'top 10 Fast food takeaway brands' in Britain.

Television advertising plays a major part in the Eddy's Chicken marketing mix and we will be rolling out our television advertising Campaign shortly. Radio and press advertisements, including local community Newspapers target promotional activities and strong retail offers specifically to the local market. They also play a crucial tactical Role in enticing customers to go back to their local Eddy's Chicken on a Regular basis.

All franchisees benefit from the national advertising and Marketing and in turn are required to contribute a set percentage Of sales to the group advertising fund.

A dedicated R&D and supply chain department is constantly Looking to introduce new and innovative products and determine best prices for the products used.

All of the above compounds the strength and awareness of Eddy's Chicken brand at individual store level and as a large, quality British fast food chain.



STORE CONCEPT VISUALS

All Eddy's Chicken store outlets are finished to similar standard as you would expect from a leading international fast food retailer. Whether you are looking to create your own outlet from a new and empty shell or taking over an existing outlet we have an experienced team who can help produce visuals of your store from initial plans.

This is a great way to see what possibilities are available and gives you insight into what a finished store could look like. Besides furniture and shop fronts you can choose a variety of wall finishes that represent Eddy's Chicken.

Specialist software provides the ability to adapt and make changes to the visuals quickly and produce a playable walkthrough movie.



WE LISTEN TO OUR FRANCHISEE'S

Eddy's Chicken has been setting trends in the fast food industry since 2009 and has become the format to follow for most fries chicken Outlets in UK and abroad.

Our commitment to our franchisees to help them become successful we allow introduction of special menu items to help retain local Market share. Part of this has been the popular Eddy's Chicken bolt on allowing participating franchisee to provide best of both worlds.

Chicken and Beef from one outlet as you would expect it has proved to very popular. (we only offer bolt on Beef Burgers menu on few stores with delivery



MARKETING LEAD SUCCESS

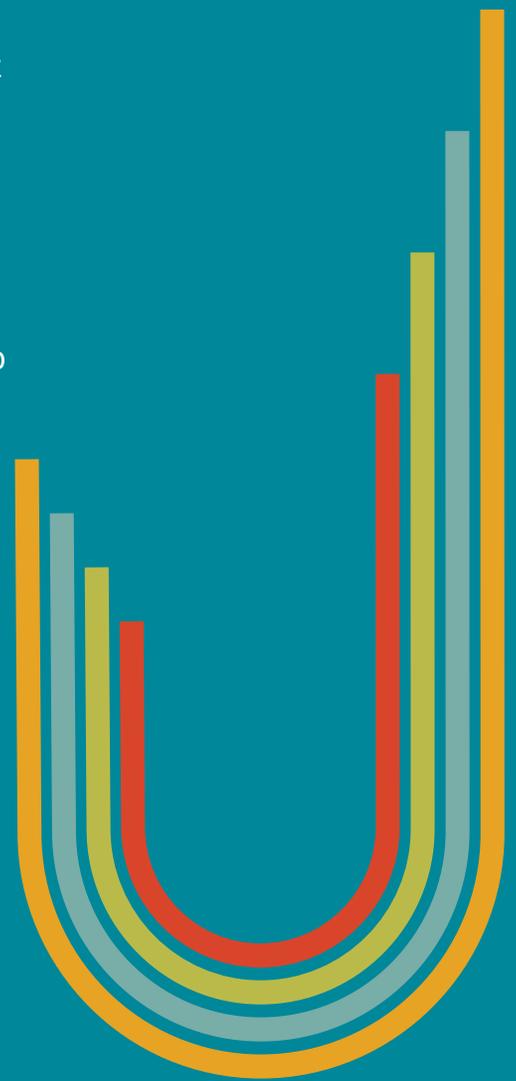
Eddy's Chicken success lies in our franchisees. We know, so we at Eddy's Chicken provide franchisees with the best marketing tools they need to help them convert not only footfall orders but to help bring in Customers who would normally pass by or do not necessarily live in the immediate area.

To do this we have introduced a user friendly web based ordering System Eddy's Chicken WEB that has available to purchase instantly (for Delivery usually within 48hrs) all the marketing material you will need.

Offer posters, transparencies, window hanging system, picture Frames, window decals, leaflets, stationery etc. Eddy's Chicken web is regularly updated with new offers and Franchisees and log in from anywhere in the world and place their order.

With unique login details, orders can be placed and payments made. Eddy's Chicken has partners in all markets who help deliver market Leading solutions. Door to door leaflets drop is essential for continued growth in sales and in return increase of market share.

Place leaflets Orders on Eddy's Chicken and you will be contacted within 48 hours by our preferred partner to confirm your order and to discuss any amendments if required.



WHAT WE LOOK FOR

The Eddy's Chicken Franchise markets the finest quality Halal chicken Meals under the slogan 'no one does chicken like Eddy's Chicken and strives hard to maintain the quality and standards from which the Business derives its strength.

We are constantly looking for motivated and entrepreneurial Individuals with a strong desire and the vision for success to join Our franchise group.

“Franchising is an exciting method of expanding Eddy's Chicken by Sharing the business and its rewards with other highly motivated 'Owners', whilst providing a rapid means to grow our brand and distribution system as well”.

Eddy's Chicken promotes the values of our brand in every aspect of the Business including the marketing materials, television commercials, training and development, cashiers and customer service and even The presentation of the stores and its products. Our marketing strategy aims to capture all segments of the products such as snacks, new products and bulk family offers. Right now this expansion presents fantastic opportunities in two different categories:

Area Master Franchise

Developer Single Unit Franchise Developer

At Eddy's Chicken, each application form is carefully reviewed to ensure that we bring on board like-minded and allegiance driven individuals who strive to success.

People are at the core of our business and we Therefore give due consideration to their backgrounds, previous work areas, the level of expertise and the urge to translate the business into a success story.

Whilst strong entrepreneurial skills and a thorough grasp of business tactics are extremely essential, we also support individuals who have In them the potential to take up the business challenge and move ahead, equipped with a new learning process, backed by head office.

At Eddy's Chicken, anyone who strives for quality, innovation, rewarding returns and strong growth across continents is welcome to write their success stories.



IF YOU ARE EXCITED ABOUT BECOMING PART OF OUR GROWING SUCCESS YOU MAY BE AN IDEAL EDDY'S CHICKEN FRANCHISEE. YOU WILL NEED TO HAVE:

- A commitment to excellence in customer service.
- An entrepreneurial spirit and strong desire to succeed.
- A willingness to undergo training (food or retail experience isn't essential but the drive to learn is).
- The desire to be the owner - operator of their Eddy's Chicken franchise.
- A strong work ethic.
- Good leadership skills, to manage several young staff in a busy retail outlet.
- A high level of energy and charisma, and the ability to maintain an atmosphere of fun.
- The ambition to develop and grow a business, and have the passion to maximise a store's potential.
- Sound management and administrative skills.
- Willingness to follow the Franchisor's proven systems.

Franchisees can expect to receive.

- Full Franchise network support.
- Intensive training; all Franchisees complete a two weeks comprehensive training program.
- Comprehensive recruitment and staff training support.
- Ongoing marketing and promotional support.
- Prime site selection and a complete shop fit out.
- Assistance in your application for credit and finance approval.
- Supply, distribution and price negotiation of all product.

If you are keen to be part of this leading British success story with a proven track record and commitment to successful franchising, then complete the enquiry form and we will be in touch.



YOUR GUIDE

Successful Franchising the Eddy's Chicken way.

Franchise overview

We offer franchises in two different categories:

1. Area master franchise developer

- Exclusivity within a specific territory.
- Works with Eddy's Chicken to develop a minimum of 10 stores within the specified territory.
- Ability to sub franchise.
- invests infrastructure to support the sub franchise owners in terms of training, marketing, store design.
- Deals with all the Franchise queries from the defined territory on behalf of Eddy's Chicken
- Pays a territory fee for exclusivity within the defined area (fee depends on the territory).
- Shares revenues with Eddy's Chicken chicken from sub franchising.

2. Single unit franchise owner

- Exclusive rights to a particular location
- Pays a franchise fee of £10,000 for the use of Eddy's Chicken logo, trademarks, branding and business know how.
- Keeps 100% of the profits generated from the outlet
- Pays a set fee of £300 per calender month to a partner marketing company for marketing, management, stock procurement and business development advice.



FRANCHISEE'S BENEFITS

- Assistance with marketing and promotion to maximise sales
- Real estate, site selection, store design and construction assistance
- The complete Eddy's Chicken business formula
- An extensive training programme
- Ongoing development & monitoring to guide franchisees throughout the terms of license
- Access to power purchasing and discounts on products and services from our negotiated suppliers
- Top quality products, services and marketing materials
- Regular promotions to optimise sales
- Advice on health and safety rules and legislation.

Eddy's Chicken Expectations

- Maintain standards of our branding.
- Adhere to health and safety guidelines.
- Purchase only approved products from approved suppliers.
- Offer for sale only approved rooster spot menu items.
- Comply with all relevant legislation.
- Pay all fees and charges in relation to the business.



OUR FUTURE AND YOURS

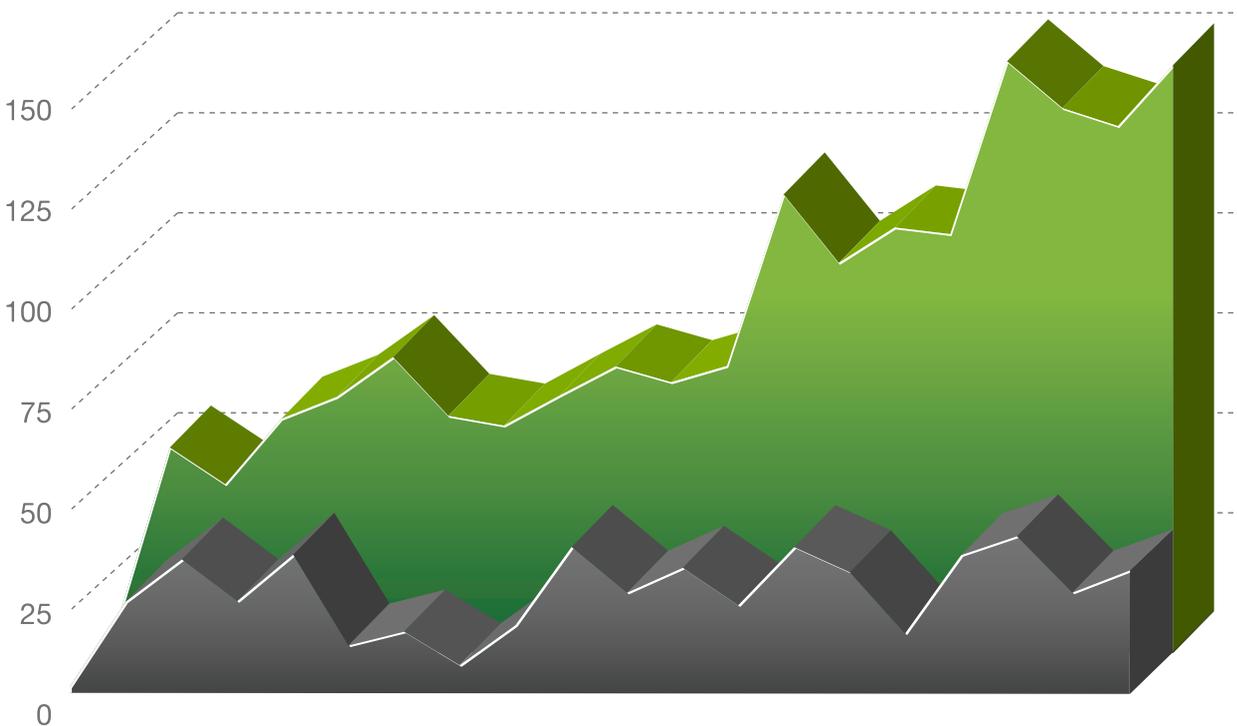
With our vision set clearly on business expansion, we strive to Increase our global presence two-fold and continue building the Strong brand you would want to be associated with.

We will Continue to build opportunities in the growing halal and mainstream market, in the UK and the rest of the world.

A dedicated international business development team constantly tracks and studies lucrative markets in order to expand and Strengthen our business. The team whets the scope for the growth Of the business from a franchise point of view, estimating the market life cycle and the potential for the Eddy's Chicken brand in that prospective.

The demands and requirements of these markets are also studied and thus customised menus and marketing strategies Are developed for each market. We understand markets locally and also create a competitive advantage for our franchise business model.

Our corporate philosophy and work ethos have been the stepping stones to our performance. Our relationships with our associates Have been the inherent strength we have nurtured and always held in high regards.



FREQUENTLY ASKED QUESTIONS

What do I get for my investment?

You'll get a chance to run your own business; your initial investment will cover your shop fitting, equipment hiring & franchise fee.

Is previous catering or retailing experience necessary?

No. Most of our franchisees did not have previous catering or retailing experience. The most successful franchisees are entrepreneurial, Owner/operators and have excellent people skills.



What training is offered?

You will receive three weeks initial training (the franchise development Programme) incorporating classroom and practical work at a company Owned store. Further training courses are offered to franchisees and Their team members on an on-going basis.

What ongoing operational help is given to new franchisees?

A franchise consultant will be assigned to assist you with recruiting and training new staff, marketing, product control, pricing and other operational areas.

A development consultant gives support for five weeks during launch. There will then be benefits of on-going support from the rooster Spot operation team. What is the length of term of the franchise agreement and is there an

Additional charge for renewal?

The initial agreement is normally for 10 years. Subject to lease and other considerations, the franchise is renewable by the franchisee at no additional charge.

During the course of the franchise agreement, is it possible to sell a store?

Yes, as long as rooster spot approves the sale. Are there any stores immediately available for me to franchise? Yes, rooster spot has a list of available sites that do not yet have Franchisees assigned to them. Please enquire for more details.

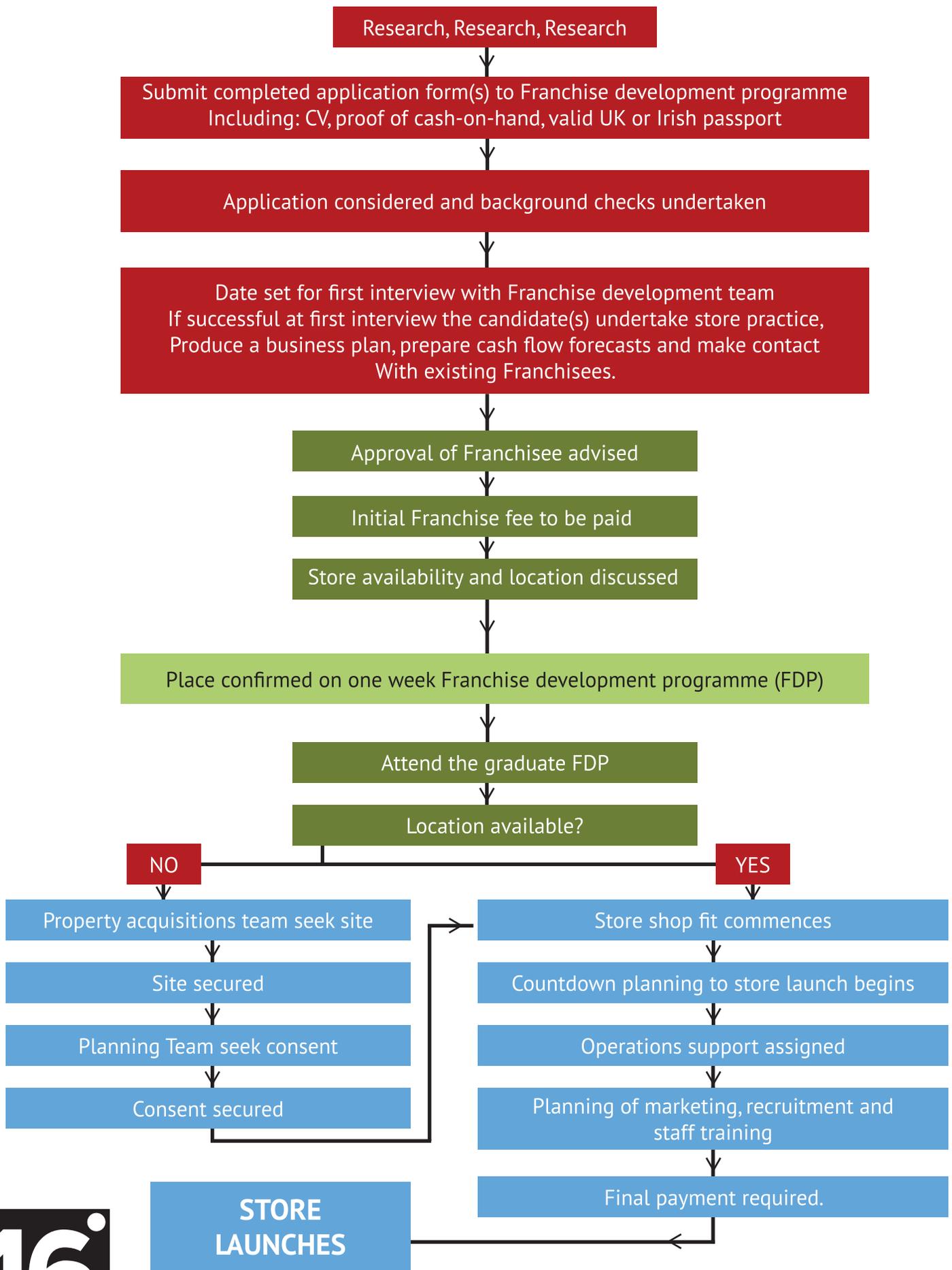
How soon can I open more stores?

Normally, a new Franchisee will not be permitted to open a second store until six months after the opening of the first store. This is so that we can ensure every Franchisee develops the experience needed to achieve high operational standards in multiple stores.

Can I use my own equipment?

It depends on the suitability of the equipment for Eddy's Chicken Brand, our technical team can assess the suitability after the initial meeting.

WHAT HAPPENS NEXT?



CONTACT DETAILS

Please use the contact details bellow for all enquiries related to franchise & investment opportunities.

Telephone: +44(0121) 233 0944

Email: enquiries@eddyschicken.com

Web: www.eddyschicken.com

