Dixy CHICKEN

Quality Food • Quality Business

YOUR FRANCHISE OPPORTUNITY

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You are our next success story

It was the dream of two seasoned businessmen; their vision simply being to bring the best eating experience to all and create a unique business model that reaped profits for those who ran it. Thus the *'Dixy Chicken'* brand was born and, with it, a business potential for individuals with a desire to embrace success.

Over the last twenty years, *Dixy Chicken* has become synonymous with quality and efficiency, unmatched by any other brand. The *Dixy* brand has epitomised customer loyalty and the rest is history. In a short span of time, *Dixy* has added to its credit millions of satisfied customers and a rapidly growing number of satisfied and successful franchisees. The fast food industry today is showing continuous growth and a ***Dixy franchise*** **has now become a lucrative business option in the industry, giving a premium return on investment.**

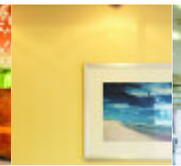
What is it that really makes entrepreneurs like you want to start a *Dixy franchise?* The answer to this is reward, continuous support and value for money. **The credibility of a *Dixy franchise* has been strengthened due to the fact that it strives to flourish your business and ensures you optimum return on your investment.**

The *Dixy* Head Office supports you in setting up the business through to its smooth running. Every product sold under the *Dixy* brand, be it the franchise we sell you or the fast food you sell to your customers, is great value for money. This is precisely what makes us a fast growing chain in Europe.

At *Dixy Chicken*, our dreams are yours to share. Our vision and a dynamic and experienced management team have put us on the global map. We are a brand our franchise holders take pride in being associated with, and we take pride in their triumphant stories! We have backed, and seen, our associates work their way to success and fortune.

Our support and your commitment can lead to a proven reward-earning business option…a *Dixy Chicken franchise.*

It's time we begin writing your success story ...



Our alma mater, our roots

Mission statement

Our vision is to become the world's leading brand in fast food, bringing great value food to food lovers from all communities, the world over.

In addition to providing superior service and quality to our customers, we offer excellent growth opportunities to franchisees and employees alike.

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

Vision

- To establish a world class brand
- To be the leading and fastest growing fast food chain in Europe and Asia
- To be synonymous with quality and profitability
- To bring innovative products and business models to customers and franchisees, respectively, across the globe

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.

About Dixy

Our beginnings

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.

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 Mr Shakeel Arshad the present Owner of Dixy saw a lot more potential in Dixy Brand itself and took over Dixy in late 2008 to make Dixy a Global Brand.

Mr Shakeel Arshad (The owner & Managing Director) has a strong business and commercial sense, enabling to provide excellent guidance to franchisees for the set up of successful franchise. His commitment to constantly work with the franchises to improve their business is a quality that we have now adapted as our core philosophy.

Mr Shakeel's business acumen and vision have lead Dixy to a thriving path.

Dixy today

Dixy Chicken has been highly instrumental in introducing the Halal meat concept in the fast food sector, across the UK. In our desire to maintain the highest Halal standards, we have sourced only reputable suppliers to ensure that they do not engage in cruel or unethical practices towards the poultry. All our franchisees purchase Halal meat from these suppliers and there is continuous quality monitoring to ensure adherence to the highest standards.

At Dixy, we have **something to stimulate every taste bud!** We are known for our variety and the healthy options on our menu. As well as serving juicy, tender, crispy coated chicken, our menu also offers grilled chicken, a variety of fresh salads, deserts, and other side dishes.

All *Dixy* staff undergo rigorous training and reviews before facing customers, to ensure quality customer interaction and service. Head Office runs a training centre and is deeply involved in introducing the best operations and service practices across all the franchises.

All *Dixy* products are prepared according to set quality standards. Surprise inspections and thorough guidance from the field managers have enabled us to maintain the supreme quality of all our products. The consistency in the quality of our products makes them popular and highly sought-after.

At present, we have *Dixy Express* outlets that provide take away services, and bigger *Dixy Restaurants*, for eating in. Our restaurants are set up at strategic locations such as cinemas, shopping malls and city centres, to name a few. Our outlets are frequented by young groups and families through to business executives and party planners.

With its restaurants, *Dixy* is entering into an earmarked league of popular fast food chains. These restaurants are set to create a niche in the fast food restaurant market. It's a new 'quality-conscious, healthy fast food culture' that *Dixy's* success is moulding.

We take it upon ourselves to provide you with expert advice and strategic plans to ensure a thriving business.

The Dixy franchise rationale

An impeccable aspect of our business success is the number of applications we receive from interested franchise entrepreneurs. Accelerated growth and a quick return on investment have been the key factors driving the *Dixy* name to every prospective businessman's mind. The attraction of opting for a *Dixy franchise* lies in the fact that *Dixy* management goes the extra mile to support the franchisee, equip him with the tricks of the trade and ensure he has a smoothly running business to reach soaring heights.

Considerations when choosing a Dixy franchise include:

You have three options when considering a franchise. You can open a *Dixy Express* outlet (at least 700ft^2 /65m^2), a bigger restaurant (at least 1500ft^2 /140m^2, that would essentially have some seating and restaurant ambience) or take over an existing *Dixy franchise*.

With *Dixy's* increasing popularity and growth, investors and prospective franchisees realise the importance of pre-determining locations for future business. At *Dixy*, we call this 'securing your territory'. This enables you to select and reserve prime and strategic locations for your *Dixy franchise*.

Dixy has dedicated departments for franchisee support. We take it upon ourselves to provide you with expert advice and strategic plans to ensure a thriving business.

Our franchisee support division supports you at every stage:

Pre set-up support

- **Location selection:** Where you set up your outlet is crucial to the growth rate and popularity of your business. Our experts will therefore study the location game for you, analyse the regional performance variations and suggest the most lucrative options.

- **Finance:** We will strive to help you realise your dream. Since the financial history and requirements of no two individuals are the same, we cater for this on a case-to-case basis. Our strong network and credibility in the industry will assist you when we introduce you to a reputable broker to take you through the process of acquiring the required funds.

- **Set-up:** We assist you in setting up the entire outlet. This includes acquiring the equipment, refurbishing the interiors, maintaining brand identity and the initial marketing and launch of the outlet.

Initial and Ongoing Operations Support

- **Initial operations:** We assist you soon after the launch of the outlet to make certain that you do not face any operational difficulties. An experienced field manager from Head Office is appointed to supervise the staff and the product preparation methods in the outlet. We also provide you with any required technical or marketing support. Our aim is to hand you an efficiently running, hassle-free business.

- **Staff training:** A dedicated training centre has been set up by Head Office to provide food hygiene and customer relations training to all staff members, equipping them to adhere to the quality and service standards, set by *Dixy*.

- **Quality control:** We are committed to maintaining premium quality standards for all our products and services. Benchmarked product quality and services are maintained through regular quality tests, hygiene tests and mask test, where a third party employed by Head Office poses as a customer, without the knowledge of counter staff, to ensure customer service and relationship management.

Additional Support

- **Franchisee partnering sessions:** Regular franchisee partnering sessions are conducted at Head Office where management and the franchisee discuss operational issues and other factors affecting the business.

- **Accounts and audits:** Although individual franchisees are required to maintain their own accounts and tax payments, we do provide assistance and also help you obtain the services of a reputed chartered accountant to ensure all regulatory requirements are met.

- **Marketing and communications:** Head Office supports you with campaigns, to promote your outlet and its products. National advertising and public relations campaigns have been planned to benefit the *Dixy* brand, and thereby your outlet. At the local level, you can plan promotional material and ideas and implement them with prior approval from Head Office.

- **Regular business advice:** At any time, you can make an appointment with the management team to seek his advice and suggestions on various aspects of running your business. Management experts come together to provide you with solutions for problems and queries and to review further growth plans.

Once you are associated with the *Dixy* brand, we work towards success together, bringing in all our resources, experience and suggestions to make you our next satisfied and successful franchisee.

Your return on investment

Assessment of capital requirements

A typical restaurant requires about £75,000 for equipment and shop fitting, In addition to above there are other costs like franchise fee, solicitor's fee, property acquisition, gas connections etc.

The total cost including a franchise fee of £15,000+VAT is about £110,000 for an average shop.

The cost varies depending on the number of factors from size of the shop to location. Hence the approximate cost can be provided at the initial meeting.

Franchise Fee & Royalties:

The franchisee fee is £15,000+VAT and royalty fee is 4% of the turnover.

Some success stories

We take pride in introducing to you, entrepreneurs who have added new facets to the Dixy brand ...

Abby

"I worked with Morrisons superstore and, although I was doing extremely well at work, I aspired to run my own business one day. A business, where I would be in charge and put my skills and understanding to work for myself. Around the same time, I read an article about Dixy franchises in a magazine. I took almost six months to do my research, and after having studied the industry, the competitors and the demands in the market, I was convinced that Dixy was the right choice. This has indeed proved to be true! I started a Dixy franchise in February 2004, and in a short span of 7-8 months I have been able to expand my business from one franchise to three franchises. This has been possible due to constant support and guidance from the team at Head Office. Their support has helped me realise the optimum potential of my investment. For someone who wants to start business with a good brand name, a very professional organisation and a very health and hygiene led business emphasis, Dixy is the best choice. You must bear in mind that the most important consideration for setting up a franchise is the location, this is key to the success of this business and, of course, nothing can replace the commitment and passion that come straight from the heart."

Shafiq

"I have been closely associated with the fast food business for around 22 years. Being a poultry wholesaler, I have observed operations at leading fast food and take away chains. When I decided to step into the franchise business, the choice and competition in the industry were immense. But in terms of product quality and personalised guidance and support to set up a franchise, no one could really meet the Dixy benchmark. I got immense support from the team at Head Office and their guidance was extended in many areas making setting up a new venture a more positive experience for me. Today, I am the Master Franchisee in Pakistan and my franchise in Birmingham is a profitable business and I am now looking to develop it further. The good image that Dixy enjoys in society and the fact that it shares, and in many ways surpasses, the standards of other leading players in the industry, are prime reasons why Dixy is now turning into a preferred choice. The one thing I can say for sure is that if you have half a mind of getting into the franchise business and you do not opt for a Dixy franchise, you are missing out on something! It's a venture you will live through, not survive through."

… Some success stories *(continued)*

Amir

“ It’s amazing when I think back on my move from the world of advertising to the franchise business. While I was pursuing my advertising dreams with a well-known agency in the U.S. my father asked me to join the family business. It was growing and becoming more challenging by the day. We had a couple of *Dixy franchises* where my father had put in years of passion and business knowledge. For me, it was a consideration very close to my heart for I have always valued and nurtured family acceptance and ties more than anything else. I moved to our *Dixy franchise* business to work with my father, and my experiences so far will be cherished for a lifetime. It is so vital to bring in good management skills, good staff and business tactics to run a successful venture. Fortunately, the right team and immense dedication and commitment from our end saw us break-even in the initial years of setting up the business. In three years, we have set up four *Dixy franchises* and each one is a profit making venture. The current team at *Dixy* has helped me sustain my business and have provided valuable guidance and support, whenever required. Immense family support, dedication, motivating suppliers and the team at *Dixy* have been instrumental in my success. It’s work I always look forward to and am passionate about. ”

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 *Dixy* brand in that perspective. 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.

At present, we have over 100 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.

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 regard.

The steps to success

Obtaining a *Dixy franchise* is a very organised and simple process. Just follow our guide to signing a franchise agreement, as detailed below. At any stage, should you feel the need to discuss or further enquire about the process, please do not hesitate to contact our Franchising Department at Head Office.

Just six steps…

Franchise enquiry: The franchise brochure and an application form will be sent to you once you have expressed interest in a *Dixy Franchise*.

Application form review: Once we receive your completed application form, we will proceed to review your application. We will then contact you to let you know the outcome of our review and, if your application is successful, arrange a suitable time and date for a meeting.

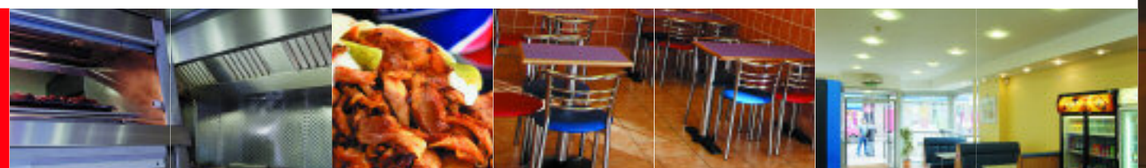
Initial meeting: We will discuss with you, in detail, the location options and a breakdown of costs. This will give you a fair understanding of the requirements of the business and give us a grasp of your business plan.

Site approval: Once site approval has been obtained, we will send you a confirmation letter and request another meeting at Head Office to finalise matters.

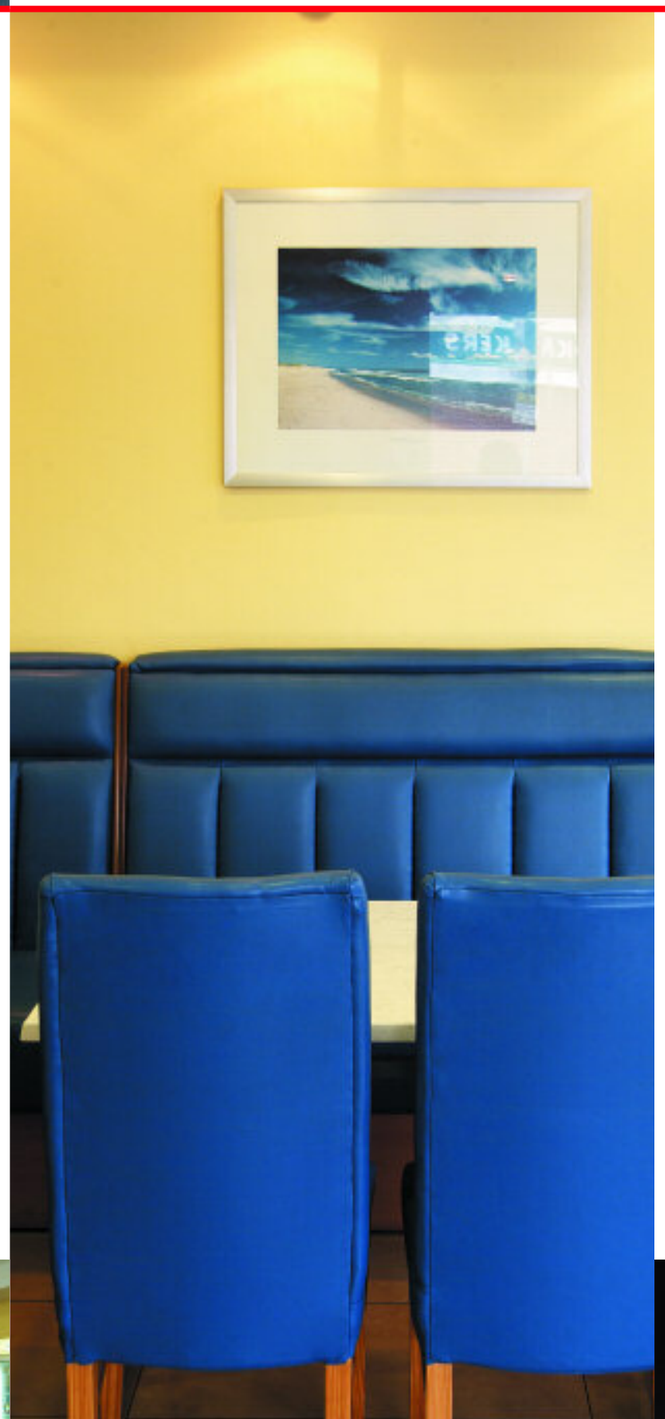
Franchise agreement: At the meeting at Head Office, we will proceed to sign the franchise agreements to make the status of the franchise application official. A pre-requisite to signing the franchise agreement will be the successful receipt of the licence fee.

Setting up your Dixy franchise: We will conduct a shop survey and then Head Office will set out a plan to commence work as soon as the investment balance has been received. We will then begin work to set up your *Dixy franchise* (which will take approximately six to eight weeks) and support you to induct staff and train them. With all the technology and functional aspects carefully thought through and implemented by us, you will be well positioned for a smooth beginning.

These are the six easy steps to set up a *Dixy franchise*. What remains remarkable about the initial setting up process is the kind of support and advice that you will receive from Head Office. Where most people are anxious about incorporating the right balance of operational, financial and marketing levels to their business, a *Dixy franchisee* will be provided with tailor-made solutions and tactics to run a successful business. The section on the *Dixy franchise* rationale explains what kind of support you can expect from Head Office, at all times.



What we look for



At *Dixy*, each application form is carefully reviewed to ensure that we bring on board like-minded and allegiance-driven individuals who strive to succeed. 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 *Dixy*, anyone who strives for quality, innovation, rewarding returns and strong growth across continents is welcome to write their success stories.

Frequently asked questions

Q: What do I get for my Investment?
A: You'll get a chance to run your own business; your initial investment will cover your shop fitting, equipment hiring & franchise fee.

Q: How much do I pay as Royalty fee?
A: The Royalty fee is fixed 4% of the turn over.

Q: Can I open more than one franchise?
A: Yes, we have franchisees successfully running more than one Dixy Resturant.
The opening of your second Restaurant depends on how successfully you run the first one.

Q: Can I use my own equipment?
A: It depends on the suitability of the equipment for Dixy brand; our technical team can access the suitability after the initial meeting.

Q: What support do I get from Dixy Head Office?
A: Our franchise Support team supports you at every stage, from pre start up stage (location & property accusation, finance & shop fitting) to on going support with regular business advice, quality control, staff training & marketing.

Next steps for you

Please send your completed application form to:

THE FRANCHISING DEPARTMENT
Dixy Chicken
Suite 2, Imperial House
79-81 Hornby Street
Bury
BL9 5BN

Telephone: 0161 705 4316

E-mail: info@dixychicken.com

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