



**THE**  
**HANDBOOK**  
**OF**  
**SUCCESS**



**CHICKING FRANCHISE PROSPECTUS**

# INVALUABLE FRANCHISE TIPS

No one ever said running a business is easy. Starting a franchise is hard work: whatever the type of product or service. You're putting your time, talent and money behind a new business venture and it can sometimes feel overwhelming, especially at the beginning. Yet with careful planning, focus, a solid network and the right training and support, you can position your business for growth and success. In the following pages, you will find some very practical, time-tested tips to help you and your franchise flourish.

**Mr. A. K. Mansoor**  
Chairman



# Chicking®

it's my choice

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Born in Dubai, UAE, Chicking® is proud to be one of the first fully Halal compliant, international quick service restaurant (QSR) brands that serve customers globally with great tasting food. The entire product range is infused with the largest selection of top quality herbs and spices from around the world to create some of the most exciting flavors in a modern, friendly setting.

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## RULES FOR SUCCESS #1

**Choose a franchise that you will be proud to own.**

*Love the work you do. Do the work you love. That way you will always feel totally committed and full of belief. Also, be confident of your own skills and abilities - never underestimate your proficiencies. Aim high - there are many new and famous brands that are looking for people with your capabilities and financial resources, which can provide you with the returns you seek.*

## BRAND HISTORY

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Created in 2000 through a vision of its founder Mr. A. K. Mansoor and established in Dubai, Chicking® is a leading quick service restaurant (QSR) company with business across the Middle East and Asia. The brand is distinctly known for its longstanding tradition of product innovation and commitment to high quality, Halal compliant, freshly prepared food infused with exciting flavors. The brand has grown into a 90-strong chain and today serves more than 500,000 customers each month. The brand's point of difference is its adherence to providing a varied menu inspired by taste cultures from around the world in modern and inviting family-oriented settings.

## BRAND LINEAGE

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Established in 1999 in the UAE, the Al Bayan Group of Companies has grown dynamically to become a highly diversified corporate entity with wide-ranging interests in the high growth industries of fast food, healthcare, bottled drinking water, manufacturing of food-safe plastic products and construction. Confident of identifying yet another winning concept, Al Bayan incorporated Chicking® as a registered international trademark into its group.

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**ChicKing®**  
Fried Chicken



شيكينج دجاج

السبان للاغذية ذ.م.م فرع

AL BAYAN FOODS L.L.C. BR.





# DRIVING GROWTH WITH OUR PARTNERS



## OUR BUSINESS STRATEGY

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We believe there are significant opportunities to grow our business, strengthen our competitive position and increase profitability. Although well established with a strong base of loyal customers in the UAE, Oman, Kuwait, Bahrain, Malaysia and India, we will enhance the brand through the execution of the following strategies:

- Due to high demand we will expand to more than 500 outlets over the next 5 years and to 1,000+ outlets worldwide by 2025.
  - We will increase traffic by continuing to innovate and by adding new premium products to our menu.
  - We will update our interiors to make our premises even more attractive to families, friends and individuals.
  - We will maintain the Chicking® brand reputation by offering the highest quality and widest range of family-friendly, Halal compliant food among QSR companies.
  - Our franchise business model, along with continued operational improvement results in a satisfactory level of profitability for all franchisees.
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## RULES FOR SUCCESS #2



### **Set clear goals.**

*Seems obvious but it really helps if you know deep down exactly the outcome you would like to achieve. Decide on your goals and carefully agree on how much time, effort and money you are willing to invest. Success is measured by having definite milestones so you will know when you are heading in the right direction.*



## **RULES FOR SUCCESS #3**

### ***Devise an action plan.***

*Right, you know what you want to achieve. Now figure out how to get there. Be persistent, determined and resilient. Flexibility is also a key characteristic of a successful franchise owner.*

## **THE CHICKING<sup>®</sup> FAMILY**

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From employee to partner to management, we are passionate about the Chicking<sup>®</sup> brand and committed to ensuring its continued success. To maintain our unique culture we ensure each applicant is carefully evaluated before joining our family.

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MICHELLE

SALMAN

LEWIS

Chickening



# BE SPOILT FOR CHOICE AT CHICKING®



Royal Wrap



Soho Rice



Fried Chicken Bucket



Tandoori Fries



Veg Burger



Crispy Chicken Rice



Tandoori Burger



Beef Burger



I want  
Chick-Pops



Royal Crunchy



Shall I have  
Spaghetti



or Crunchy Supreme?



Fried Chicken



& fries

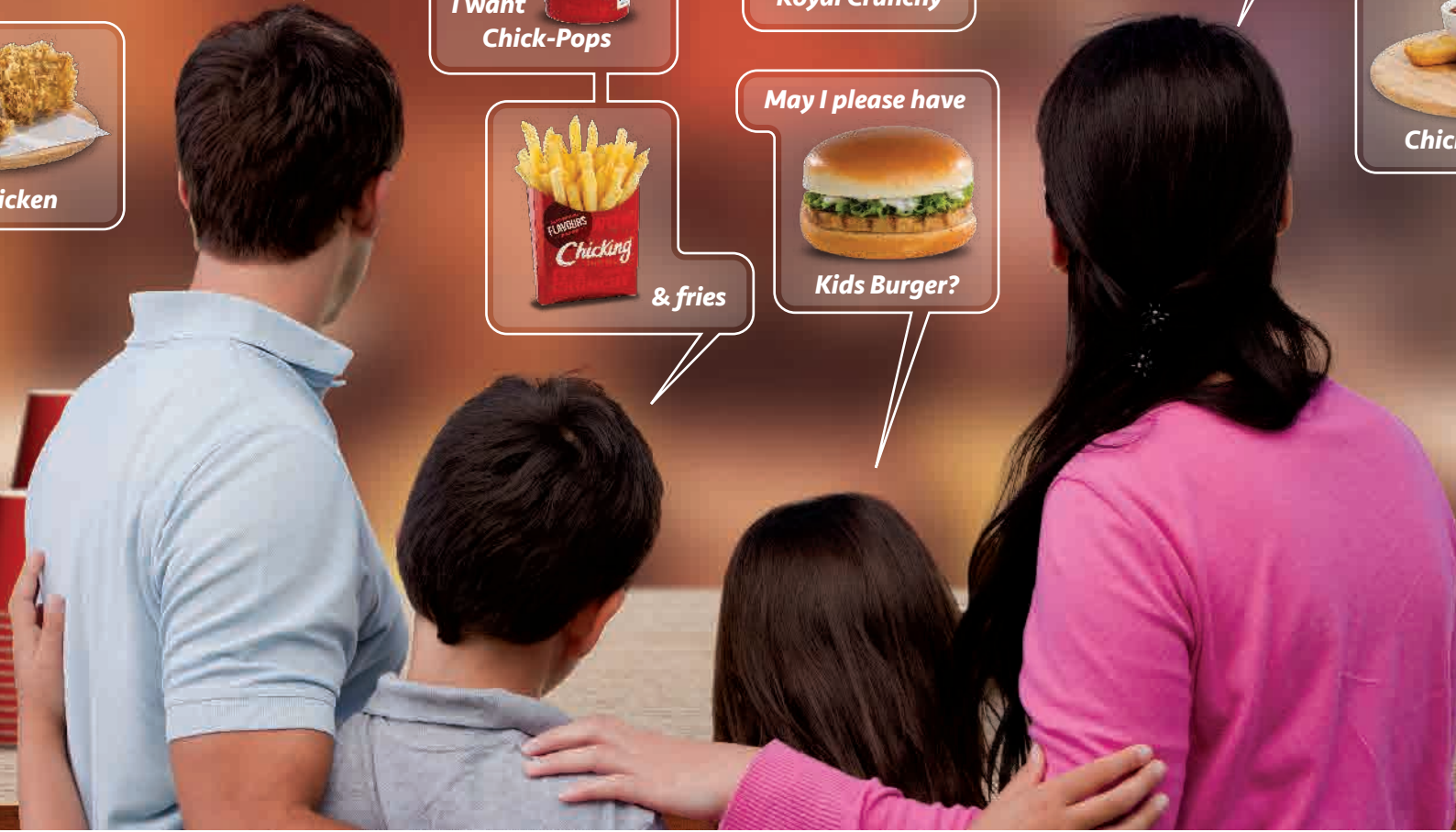
May I please have



Kids Burger?



Chicken Nuggets



## THE CHICKING® PRODUCT RANGE

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We are continuously developing and reviewing our tastes to ensure complete customer satisfaction. Our menu has evolved through innovation to not only include our signature dishes but to a wide range of top quality products that showcase the latest trends in food options. Catering to chicken, beef, vegetarian and pasta lovers alike, all of our products are constantly measured against the highest standards of taste, presentation and customer satisfaction.

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### RULES FOR SUCCESS #4

*Listen to and learn from the franchisor.*

*You are not only investing in the franchisor's brand but also in their team, who will be on hand to help you achieve your goals. Be inquisitive; develop a hunger for new information and fresh ideas that will help your business gain momentum. Your mind is a great asset and you need to invest in it wisely and regularly.*

## RULES FOR SUCCESS #5

### **Value your own time.**

*Whoever said time is money must have had franchisees in mind! Use your time to decide what you should and should not be doing, so that you can concentrate on working towards your objectives. Time is valuable - imagine that you are worth AED 1,000 a day and consider whether what you are doing is worth that amount of time.*

## THE CHICKING® QUALITY & HALAL STANDARDS

Halal forms an integral part of our quality commitment. We realize that Halal not only means maintaining Sharia compliance but also includes hygiene, sanitation and safety aspects of our day-to-day operations. All of our processes, from product development and designing of outlets to customer service are regularly monitored to ensure the highest standards are not only achieved but also maintained. We take great pride in being one of the leading 100% Halal compliant QSRs in the world.



**EXCEEDING STANDARDS**





# CREATING A GLOBAL FOOTPRINT



## YOUR OPPORTUNITY

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During the first decade of operations, Chicking® grew at a steady pace while defining and updating its offering into the world-class experience it is today. Chicking® used the first 10 years to establish more efficient operations, a greater product range and a truly valued experience.

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## RULES FOR SUCCESS #6

**Associate with business leaders.**

*Rub shoulders with success-orientated individuals – you will be surprised how much you can learn from established business people. Try to emulate their achievements and become a leader yourself. Determine who can best help you succeed so that one day you too can help others achieve success.*

## RULES FOR SUCCESS #7

**Look after your integrity and reputation.**

*First impressions last so make sure yours is very impressive! By being straightforward with people and helping them to achieve their own goals, be it staff, customers or other business owners, you will benefit in turn by the goodwill and respect you generate.*

## YOUR CHOICE

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Currently serving in excess of 500,000 customers per month, you will be hard-pressed to find a more suitable concept that can cater to all markets. Chicking® has consistently proven its ability to adapt to customer demand and offers an exciting and modern concept that quickly builds a loyal customer base.

Chicking® provides a potential franchisee with a comprehensive support system tailored to the needs and requirements of the franchise model chosen. Each model is developed to accommodate the strategic geographical development requirements in line with our Master Plan for Global Franchising;

### **Unit / Sub-franchise**

A single unit Chicking® franchise model with options of operating in a food court or as a stand-alone (full dine-in) concept; typical locations are shopping malls and high footfall street areas.

### **Area Development Franchise**

A multi-unit franchise model with the option of operating both as a food court and as a full dine-in concept within a defined territory: this is usually defined as district, town, city or state. Area Development Franchise is limited to the pre-defined geographical regions as set by Chicking® and the prospective franchisee should have the financial capability to support the growth targets for the territory.

### **Master Franchise**

The Master Franchise model is offered in a territory defined as Region, Country or State as per pre-determined territorial status. Given the significant financial investment, the master franchisee has the option to operate equity outlets and sub-franchising. The prospective master franchisee organization requires a proven management team to support the development agenda for the territory.

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WOW!  
I LOVE CR  
**Chicking**  
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Chickening تشيكينغ  
it's my choice

it's my choice

THE GREATEST  
CHICKEN  
BUCKET EVER

THIS BUCKET  
IS FULL OF  
SURPRISES  
JUST ADD US  
TO YOUR BUCKET LIST

**DON'T  
BE CHICKEN  
TRY OUR  
SPICY  
CHICKEN**



تشيكينغ



## RULES FOR SUCCESS #9

### **Focus on customer service.**

*The customer is always right, especially when it comes to something as important as food. In franchising, both you and your franchisor become the brand. Customers are, therefore, the most important people and should be treated with respect at all times. Imagine each customer is going to spend AED 100,000 or more with you, and the wheels of your business will start to turn.*

## YOUR COMMITMENT

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Chicking® has developed into a great concept that accommodates modern trends and provides excellent growth opportunities. That said, the brand requires active partners as franchisees that will become Chicking® brand ambassadors and will participate in the understanding and execution of day-to-day operations of the franchise unit.

## OUR SUPPORT

BFI Management DMCC is the Chicking® global franchise management division created solely to manage the brand's global agenda. A dedicated team consists of highly experienced and qualified individuals geared toward supporting the development of the Chicking® franchise system every step of the way.

Turnkey franchise systems and on-going support ensure that franchisees get the business up and running in minimum time with maximum efficiency. With a process-driven operations manual and open communication channels with Chicking® headquarters, franchisees possess exceptional management skills, excellent quality standards and the right attitude to build a successful business. The record speaks for itself when it comes to successful franchisees, quality of training and franchisee recruitment.

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# AGREEMENT

...agreement provides success  
...the powerful  
...evidence that the  
...shared places  
...share  
...the agreement  
...the agreement

## YOUR NEXT STEPS

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Tap into our extraordinary franchising system that has been designed with one objective in mind – to make you profitable. Our highly systemized franchise operating and management systems together with our mentoring programs ensure that franchisees enjoy reduced business risk as well as a strong support structure.

Before submitting your application we invite you to:

- Experience the brand – Visit any of our stores, taste the products, and experience the atmosphere and concept.
- Meet with us – Visit our offices and we will be delighted to brief you further on franchise packages.
- Like us – Only apply if you really like our concept. Profit without passion is not a great motivator to success.

Once you have successfully done all of the above, and are still feeling enthused about our brand, we then welcome you to apply online and submit your application at [www.bffranchise.com](http://www.bffranchise.com)

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## RULES FOR SUCCESS #10



**Work hard.**

*Hard work never hurt anyone and it shows when you are running a successful business. Dedication and devotion to the job will help you make your dreams a reality. Never hold back and never look for short cuts. With a dogged determination you will be able to achieve the satisfaction and material rewards that you have set your heart on.*



**Chicking**<sup>®</sup>  
it's my choice

**BFI Management DMCC**

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