

JACKS

Chicken & Chips Co

Franchise Brochure

For United Kingdom and Ireland



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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 Europe 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 JAQKS

The JAQKS Chicken and Chips Co. story is a classic British success story built on providing the finest quality fresh products under the slogan "The best fried chicken in the country."

After opening our first store in 2014 JAQKS has grown into one of the most popular independently owned fast food chains in the UK.

The secret to our success is really simple, we produce high quality great value meals based on our own unique cooking methods.

Our seasoning and sauces produce the best tasting and most succulent fried chicken, partnered with delicious hand cut chips and side dishes, as well as a range of burgers. Not surprisingly, our customers keep coming back for more.

"Probably the best chicken and chips I have ever eaten - unbelievable quality and value."

"Great food. Great price."

"Absolutely wonderful. The chicken was delicious; juicy and tender. The chips were crispy and piping hot, having just come out of the fryer. The portions were generous, well worth the money. We were served by a very pleasant gentleman, which made such a difference to our experience. Please try this place, you won't regret it. Five stars."

JAQKS customers on Google.



HALAL CERTIFICATION

For the customer

The benefits of "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.

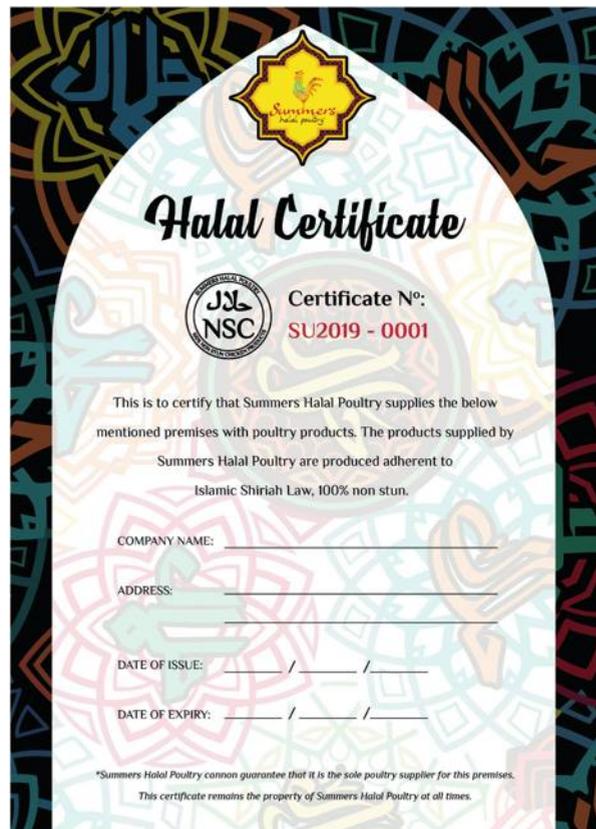
What about the franchisee?

What benefits does the franchisee receive from Halal Certification?
The benefits for the franchisee are just as great.

For example, a franchisee gets the expertise of JAQKS Chicken and Chips Co. product development team in reviewing the ingredients, the preparation, processing and hygiene procedures that are requisite in manufacturing products. Furthermore, JAQKS team will provide an independent third-party quality assurance step valued by conscientious customers. At JAQKS our supply chain network will ensure that all products delivered to franchisees meet the halal criteria and certificates are used upon through inspection.



Your Seal of Approval!



OUR VISION

JAQKS Chicken and Chips Co. vision is to be recognized as the best fast food Chicken & Chips Franchise Company in the world offering great tasting chicken meals, great service and a friendly atmosphere.

Our key values are summed up as genuine, fun, approachable and customer-focused.

Furthermore, we will provide the best value and return of investment for all our franchisees who are dynamic entrepreneurs with a strong desire to share in our vision of success.

JAQKS Chicken and Chips Co. 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
- JAQKS brand name to be synonymous with high quality Halal products
- Strengthen JAQKS Chicken and Chips Co. 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 policies 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 AND BRANDING

The **JAQKS Chicken and Chips Co. brand** is based on playing cards concept and its unique characters which have been developed over the years using highly creative illustrators. The brand story revolves around the characters starting a revolution in fast food industry by offering fresh quality food.

Social media plays a major part in the JAQKS Chicken and Chips Co. marketing mix and we put continuous effort in organically growing our social media profiles. We put social media budget into both national and localized advertising, engaging with local communities and running targeted promotional activities.



We implemented a simple yet very effective reward scheme for JAQKS customers based on collecting JAQKS playing cards that can be exchanged for free chicken and chips at any of the JAQKS branches. This cost effective and fun campaign plays an important role in enticing customers to visit JAQKS Chicken and Chips Co. on regular basis.

OUR STORY BEGINS WITH JAQK, SORCERER OF SPICE AND ALL-ROUND CHICKEN CONNOISSEUR.

For decades, Jaqk along with his trusted pack, the King, the Queen and the Joker believed that the world had been dealt a bad hand when it came to fast food. And so, they set themselves an important mission: To deliver hungry diners with the best chicken and chips in the land.

AFTER ALL, THE WORLD DESERVED DELICIOUS FRIED CHICKEN AND FRESHLY-CUT CHIPS.

And whilst the sceptic words of many others, "It's not on the cards" ringed in his ears, our hero set off on his valiant journey and promised to return with the freshest solution to fast food.

AGHAST WITH THE REALITY OF THE CULINARY WORLD,

Jaqk quickly became lost in the shuffle. Wherever he turned, fried food lovers were being fooled by the likes of Burglar King, the imposter who'd robbed the country of edible meat patties, Colonel Sandmix whose herbs and spice mix tasted no better than sand, and the Crooked Clown who'd trick young children into eating more cardboard-flavoured nuggets, with his misleading Hungry Meals.

BUT, JAQK HAD A CARD (OR 3) UP HIS SLEEVE.

Knowing that he couldn't battle with these chain villains alone, he used his wizardly skills to instil life and incontestable power in the King, the Queen and the Joker, who after hearing Jaqk's heroic story, all followed suit.

THE PACK, NOW STRONGER THAN EVER,

POW!!
SLAP!!

UGHH.

Combined secret herbs and spices to create the most irresistible breaded chicken coating, in the country. Not only this, but Jaqk and his friends swore by fresh chips, hand-cut and fried to order, every time.

AND THAT, WAS THE ACE IN THE HOLE.

Because now the spice sorcerer Jaqk is celebrated throughout the country for battling evil and for succeeding in his mission of providing chicken-lovers with

JAQKS
Chicken & Chips Co.

STORE CONCEPT VISUALS

All JAQKS Chicken and Chips Co. store outlets are finished to similar standards 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 front you can choose a variety of wall themes that represent JAQKS Chicken and Chips Co.

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



PRODUCT INNOVATION

JAQKS Chicken and Chips Co. has been setting trends in the fast food industry and our objective is to become the format to follow for fried chicken outlets in UK and abroad.

Our commitment to our franchisees is to help them become successful and we allow introduction of special menu items to help retain local market share.

All franchisees benefit from the **national advertising and marketing** and in turn are required to contribute a set amount to the group advertising fund which is part of the fixed monthly franchisee fee.

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

At JAQKS we have developed our **own brand recipes** for the core products of the business: high quality chicken breadings, chips spices, homemade sauces, fast food packaging solutions and more.

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



MARKETING LEAD SUCCESS

JAQKS Chicken and Chips Co. success lies in our franchisees. We know, so we at JAQKS provide franchisees with the best marketing tools they need to help them convert not only footfall orders but to help bring 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 JAQKS Chicken and Chips WEB PORTAL that has available to purchase instantly (for delivery usually within 48h) all the marketing materials you will need.

Offer posters, transparencies, window hanging system, picture frames, window decals, leaflets, stationary, etc. JAQKS Chicken and Chips Co. web is regularly updated with new offers and Franchisees log in from anywhere in the world and place their orders.

With unique login details, orders can be placed, and payments made. JAQKS Chicken and Chips Co. has partners in all markets who help deliver market leading solutions. Leaflets drop is essential for continued growth in sales and in return increase of market share.

Place orders on JAQKS web 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 JAQKS Chicken and Chips Co. Franchise markets the finest quality Halal products under the slogan “The best chicken in the country” 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 franchisee group.

“Franchising is an exciting method of expanding JAQKS Chicken and Chips Co. 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.”

JAQKS Chicken and Chips Co. promotes the values of our brand in every aspect of the Business including the marketing materials, social media activities and advertising, 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, the expansion presents fantastic opportunities in two different categories:

Area Master Franchise Developer

Single Unit Franchise Owner

At JAQKS Chicken and Chips Co. 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 y head office.

At JAQKS Chicken and Chips Co. 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 MUST BE AN IDEAL JAQKS 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 JAQKS Chicken and Chips Co. franchise.
- Strong work ethics.
- 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 maximize 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 three-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 products.

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 JAQKS way.

Franchise overview

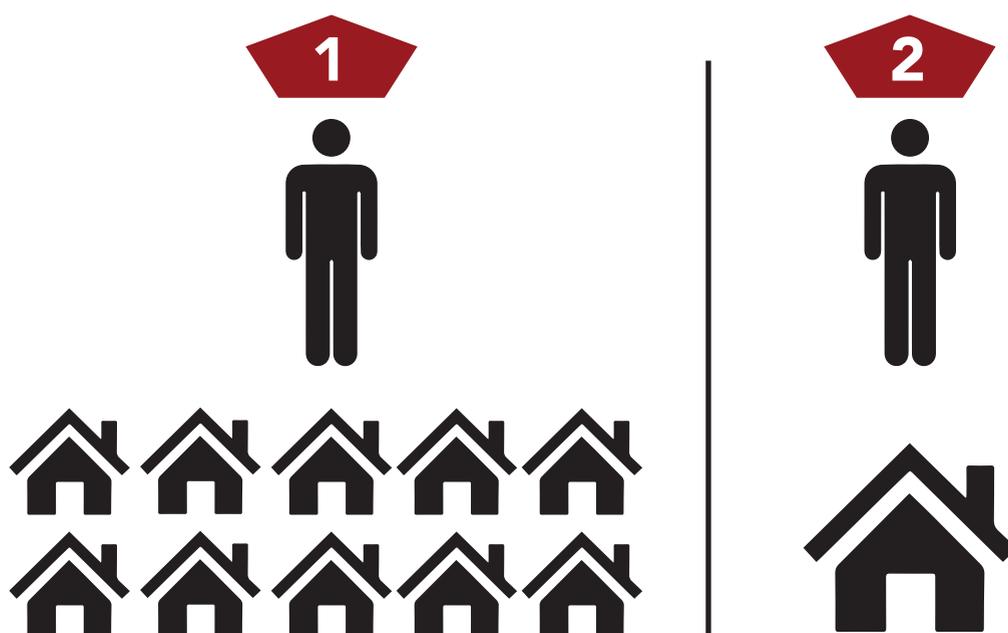
We offer franchises in two different categories:

1. Area Master Franchise Developer

- Exclusive within a specific territory.
- Works with JAQKS Chicken and Chips Co. 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 area on behalf of JAQKS Chicken and Chips Co.
- Pays a territory fee for exclusivity within the defined area (fee depends on the territory).
- Shares revenues with JAQKS Chicken and Chips Co. from sub franchising.

2. Single Unit Franchise Owner

- Exclusive rights to a particular location.
- Pays a franchise license fees of £25,000 for the use of JAQKS Chicken and Chips Co. logo, trademarks, branding and business know how.
- Keeps 100% of the profits generated from the outlet.
- Pays a set fee of £1000 per calendar month for royalties, marketing, operations, stock procurement and business development advice.



FRANCHISEE'S BENEFITS

- Assistance with marketing and promotion to maximize sales.
- Real estate, site selection, store design and constructions assistance.
- The complete JAQKS Chicken and Chips Co. business formula.
- An extensive training program.
- Ongoing development and 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 optimize sales.
- Advice on health and safety rules and legislation.

JAQK'S Chicken and Chips Co. Expectations

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

JAQKS
Chicken & Chips Co



OUR FUTURE AND YOURS

With our vision set clearly on business expansion, we strive to increase our presence and continue building the strong brand you 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 business development team constantly tracks and studies lucrative markets in order to expand and strengthen our business.

The team plans the scope for the growth of the business from a franchise point of view, estimating the market life cycle and the potential for JAQKS Chicken and Chips Co. brand in that prospective.

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

NOTHING BRINGS PEOPLE TOGETHER LIKE GOOD FOOD

OUR ORIGINAL RECIPES CONTAIN WHOLE BLEND OF NATURAL HERBS & SPICES

WE ONLY USE 100% FRESH CHICKEN NO NASTY SURPRISES

THE ONLY POP BITES MADE WITH 100% CHICKEN

TRY OUR Yummy SAUCES

PROPER HANDCUT CHIPS

WE COOK ALL OUR PRODUCTS FRESH IN STORE

OUR GRAVY IS A MUST-TRY FOR EVERY CHICKEN LOVER

always fresh & delicious bon appetit ENJOY! made WITH LOVE

THE BEST FRIED CHICKEN IN THE COUNTRY

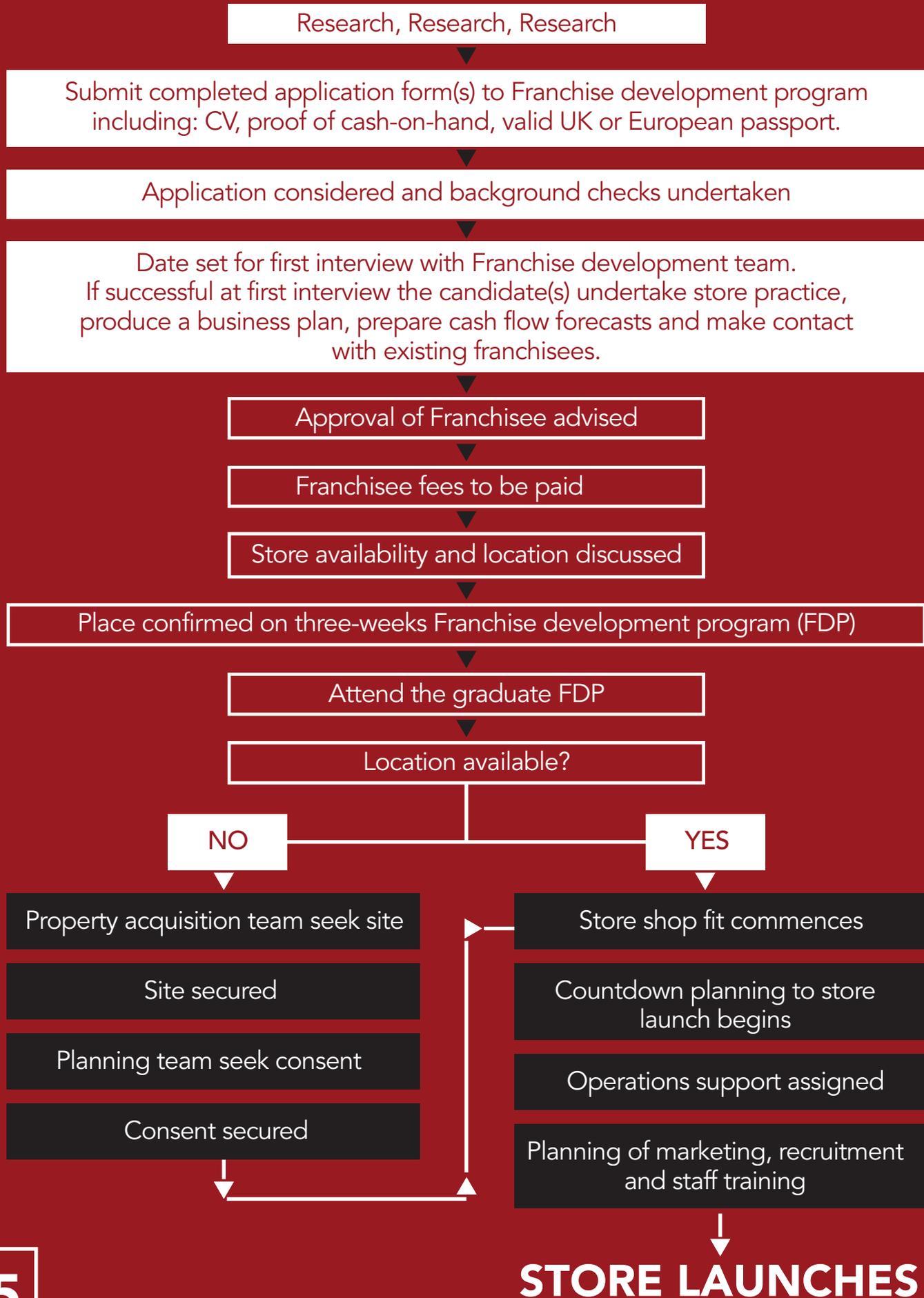
Delicious BUFFALO WINGS in a choice of FLAVOORS

FRIED TO Perfection EVERY SINGLE TIME

CHOICE OF BURGERS ORIGINAL OR SPICY

BEST VALUE FAMILY DINNERS

WHAT HAPPENS NEXT?



FREQUENTLY ASKED QUESTIONS

What do I get for my investment?

You will 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 program) incorporating classroom and practical work at a company owned store. Further training courses are offered to franchisees and their team members to 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, products control, pricing and other operational areas.

A development consultant give support for five weeks during launch. There will then be benefits of on-going support from the JAQKS Chicken and Chips Co. operation team.

Additional charge of 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 cost.

During the course of the franchise agreement, is it possible to sell a store?
Yes, as long as JAQKS approves the sale.

Are there any stores immediately available for me to franchise?

Yes, JAQKS Chicken and Chips Co. 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 JAQKS Chicken and Chips Co. Brand, our technical team can access the suitability after the initial meeting.