



Herrons

Country Fried Chicken

Franchise Prospectus

We at Herrons Country Fried Chicken believe with the right franchisee and the correct site selection we have a unique business opportunity with the potential to provide a significant financial return. We are not simply trying to find people with money to invest; this in our book rarely works.

We are looking for committed franchisees that are looking to establish a long-term profitable business for themselves.

The Franchisee

Deciding to start a new business is quite an undertaking but with the security of an already established brand it could be the most challenging and rewarding career move. After our rebranding and considerable development of every aspect of our business we are in a great position to find passionate committed enthusiastic franchisees to help develop the brand for the future. We have expansion plans and ideas and are looking to go throughout the United Kingdom and Ireland.

At Herrons Country Fried Chicken you won't be fraught with risks and unknown, we will help you minimize, manage and even remove many of the risks associated with setting up a new business as you will benefit from a proven business model with over 30 years experience.



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Benefits Of Herrons Country Fried Chicken

A franchise provides you with the opportunity to operate a business under a well-recognized brand name.

Under a Franchise Agreement you have the following:

- Use of the name & logo
- Use of operating methods/systems
- Launch program
- POS/cash register system
- Training system/manuals
- Operations manual
- Fellow franchisees support
- On-going field and headquarters support
- Protected Territory
- Site selection design, construction advice and support



Home of the Super Chip

A Recipe For Success

After an application form has been received and you have been successful in fulfilling all our criteria we will arrange an introductory meeting. This will be the first step on your road to owning your own business. This one to one meeting will outline our commitment to you and give you the opportunity to inform and enlighten us as to your hopes for the business. With full approval from ourselves the next steps will help you along your road.

Site Selection and Evaluation

We will offer advice on your proposed location and we will guide you through the options you may have and the long term goals you may want.

Financial Projections

We will provide financial projections to help you source finance.



Signing of Franchise Agreement

Store Design

We will help you plan your store and the best layout for the best hygienic practices and customer flow. We will aid in the advice to help you draw up and best and most suitable CAD drawing for your selected site.

Fit Out and Equipment

We will introduce you to our equipment suppliers and shop fitters and give advice on which selection would be best.

Training

You must complete 4-6 weeks operational training at our head office and be knowledgeable on all aspects of the business including Food Hygiene and Management.

Launch Program

Each Franchisee will receive an individual promotional campaign to have immediate impact and achieve maximum exposure running up to the opening day.

Opening Week

Guidance and support to ensure the opening runs smoothly.





Franchise Costings

- Franchise Fee - £24,000 (Payable on signing of contract)
- Franchisees are responsible for the rent/lease of their premises
- Fit out costs and equipment can be can be estimated depending on site selection & size of premises
- Franchise & Royalty Fees, 5% gross monthly sales (includes 1% advertising)

