

# Franchise Guide







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## Introduction

Welcome to the Halal Fried Chicken Franchise Guide, your gateway to exploring the possibilities within our franchise system. This guide presents our brand philosophy, journey, specifications of our franchise system, and the support we provide to our franchisees. From application to grand opening, discover the essentials for launching and managing a Halal Fried Chicken store. Explore franchise benefits and investment requirements as we extend a sincere invitation to embark on a journey of shared achievement with Halal Fried Chicken.





**CONCEPT**

**BRAND**

**JOURNEY**

**VALUES**

**BUSINESS  
MODEL**





## CONCEPT

Halal Fried Chicken is a franchise system operating in the fast-casual dining industry and running a growing chain of restaurants in Europe. We launched our concept first in Amsterdam in 2014 with a commitment to offer delicious halal food while ensuring standard and quality service. Since then, we have developed a proven trademark registered in the EU, an effective corporate structure, and a team dedicated to achieving sustainable and manageable growth across Europe.



# Brand

## *Beyond Food Great Mood*

Our brand motto reflects our dedication to providing outstanding food experiences. It is a succinct expression of our brand statement:

**We welcome everyone  
who seeks a distinctive food experience  
to lift the mood up!**

Our statement  
conveys the three  
core messages  
of our brand.

Everyone is embraced as  
they are, regardless of  
their background, lifestyle  
or dietary preferences.

Our offerings extend  
beyond mere sustenance,  
delivering a unique food  
experience.

Our aim is to elevate  
customers' mood beyond  
their pre-visit state.

# Brand

**Our branding is accordingly based on three fundamental elements:**

## **Taste Delicious Food**

Our menu boasts diverse flavors prepared with high-quality and completely halal ingredients. From juicy burgers to crispy chicken options, our offerings cater to various tastes and budgets, ensuring a unique culinary experience.

## **Feel Appealing Ambiance**

Our welcoming store ambiance provides a comfortable space for anyone who seeks a distinctive food experience. With stylish decor and comfortable seating, we aim to elevate our customers' moods and enhance their overall dining experience.

## **Enjoy Quality Service**

We prioritize responsive and friendly service, ensuring every guest receives prompt and courteous assistance. Our focus on customer satisfaction leaves a lasting impression of hospitality and professionalism.



# Our Journey

**Our journey was sparked by a modest inception and driven by the ambition for European expansion. Here are the milestones that have shaped our path.**



**2015**

We registered our brand in BENELUX.  
We opened three new stores in Amsterdam and Rotterdam.

**2020**

We developed our concept with new branding and store design elements.  
We moved our head office to Belgium.  
We opened the first store in Germany.

**2022-2023**

The number of stores was doubled, with new stores in Almere, Amersfoort, Breda, Haarlem, Rotterdam and Lokeren.

**2014**

We embarked on our journey in Amsterdam at Burgemeester de Vlugtlaan.

**2018**

We registered our brand as an EU Trademark (EUTM).  
Brussels Investment Group became our parent company.  
We established a new corporate structure.  
We opened the first store in Belgium.

**2021**

We opened new stores in Dusseldorf, Brussels, and Rotterdam.

**Today**

We stride forward with a rapidly expanding franchise network.

# Values

**Our values define our every action. They not only define who we are but they also guide us in delivering an unmatched experience that our stakeholders cherish.**

## QUALITY

We ensure that every meal, service, and experience meet the highest standards.

## CONSISTENCY

We strive to consistently deliver excellence across all locations, build trust, and ensure unwavering reliability.



## AFFORDABILITY

We are committed to make our products within reach for all. We offer value-for-money meals and promotions that cater to various budget ranges.

## PARTNERSHIP & SYNERGY

We strive to develop a sense of community with our stakeholders as we connect, care, support, and trust each other to enrich our lives and achieve prosperity.

## DIVERSITY & INCLUSION

We embrace individuals of all backgrounds, fostering an environment where every customer and employee is valued and treated with respect and fairness



# Business Model

**Since 2014, we've cultivated a dynamic franchise system. As we prepare to expand our operations to other countries, our success is underpinned by a robust business model built on four elements.**

## Extensive Know-How

You benefit from our proven concept, recognized brand name, and extensive experience in the fast-casual dining industry. We provide comprehensive support and guidance from competent consultants to help you navigate the complexities of running a successful franchise.

## Joint Interest:

We believe in creating a common interest where all stakeholders, including franchisees, become partners in our collective success. We can achieve mutual growth and profitability by working together and creating value.



## Mutual Commitment

Trust and commitment are the foundation of our franchise system. We are committed to fulfilling our responsibilities and expect the same dedication from our franchisees. Through mutual commitment, we can build a strong and enduring partnership.

## Sustainable Growth

We prioritize sustainable and manageable growth, ensuring operational efficiency, quality service, risk mitigation, and profitability. We are committed to running our franchise system with dedicated business partners who share our vision for sustainable growth.

**SYSTEM**

**FRANCHISE  
SYSTEM**

**ROADMAP**

**TRAINING**

**RESPONSIBILITIES**

**STORE TEAM**

**MACHINES  
EQUIPMENT  
TECHNOLOGY**

**BENEFITS**

**STORE  
TYPES**





# SYSTEM

We are a franchise system that thrives in the fast-casual dining industry and expands its footprint across Europe. Since the launch of our concept in 2014, we have crafted a proven and proprietary franchise system through strategic investments, knowledge acquisition, asset creation, and network development.



# FRANCHISE SYSTEM

Our franchise system consists of four elements, each offering specialized expertise and experience:



# BENEFITS

Under our franchise system, you not only run your own restaurant but also receive several benefits to achieve greater success for your business.



# RESPONSIBILITIES

Becoming a franchisee also entails a range of crucial responsibilities. By fulfilling these responsibilities, our franchisees not only secure the prosperity of their own business but also contribute to the overall success of the whole franchise network.





# STORE TYPES

We offer four distinct store types, each tailored to align with specific market conditions, location characteristics, investment capacity, and business models. These store types are categorized by location, function, size, and royalty structure.

Store Type	Location	Function		Dimension (m²)	Royalty Type
		Required	Optional		
PREMIUM	High street* Dynamic Street** Shopping mall	Seats (80) Delivery Playground Café Prayer room	Drive thru	> 300 m2	Percentage based
OPTIMUM	High street* Dynamic Street** Shopping mall	Seats (40-80) Delivery Prayer room	Playground Café	200-300 m2	Percentage based
MEDIUM	Dynamic Street** Shopping mall	Seats (20-40) Delivery	Playground Prayer Room	100-200 m2	Percentage based
KIOSK	Dynamic Street Shopping mall	No Seat No delivery	Seats (0-20) Delivery	30-80 m2	Fixed

\* High Street: Primary business or retail street of a city or town  
\*\* Dynamic Street: Close to/extension of High Street and other catching zones

# ROADMAP

We guide our franchisees through every step of getting their stores ready to operate.



# ROADMAP



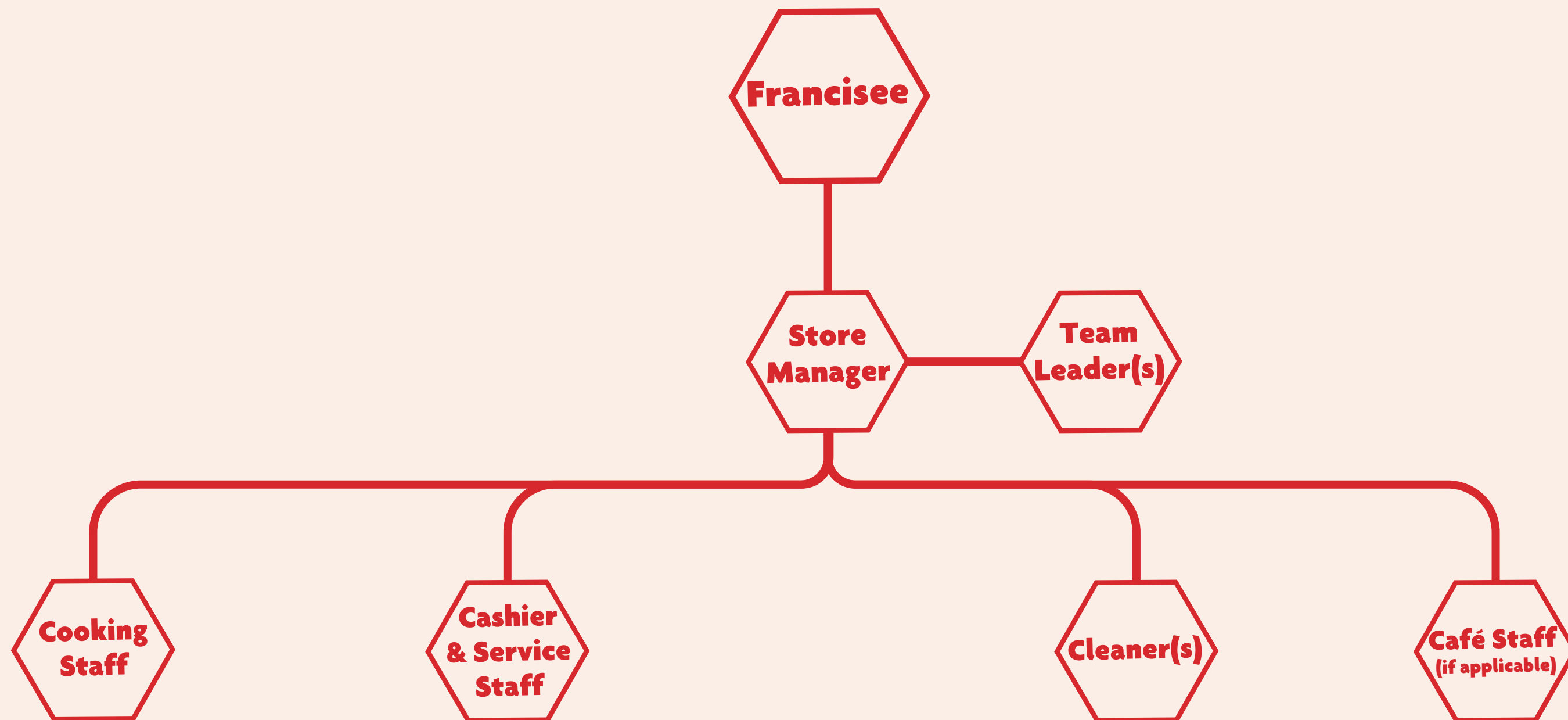
# ROADMAP





# STORE TEAM

The following schema shows the team structure in a typical Halal Fried Chicken store. As you build up your team as a franchisee, you receive support from our operational team to structure your team and recruit individuals with the required skills.




# TRAINING PROGRAMS



Under our franchise system, you receive comprehensive operational, technical, and administrative support. Training programs are crucial elements of this support. They are designed to assist you in successfully managing your store and achieving optimal performance. Training programs are provided by the Halal Fried Chicken Academy.

Halal Fried Chicken Academy is the administrative unit established to assist our stakeholders in managing their human capital by providing support for the selection, recruitment, performance evaluation, career planning, reward management, and design, organization, and implementation of all training and orientation programs.

You must ensure that you, as a franchisee, and your store team attend and complete all required training designed and provided for each role.



# TRAINING PROGRAMS

Below is the list of the training programs given under the Halal Fried Chicken Franchise System:

- Management Skills and Leadership
- Financial Management
- Personnel Management
- Hygiene and Food Safety
- Emergency Aid and Occupational Safety
- Machine & Equipment Usage and Maintenance
- Ordering and Warehouse Management
- Recipes & Product Preparations
- Cash Register, Kiosk, and Screen Management
- Local Marketing
- Customer Service and Sales
- Online Sales and Delivery Service Training

# MACHINES, EQUIPMENT, TECHNOLOGY (M.E.T) SETS

Machines, Equipment, and Technology sets are essential components of our franchise system. They are indispensable to achieving operational excellence and offering the delicious food and quality service we promise our customers. The size and number of the M.E.T sets vary according to the size of the location and store type. The following list includes those sets required for a typical Halal Fried Chicken store.

Building & Storage	Cooking Area	
Extraction System	High Pressure Fryer	Corn Roaster
Ventilation System	Open Fryers	Coffee Machine
Air Conditioner	Clamshell Grill	Display Counter
Freezer(s)	Warmer Cabinets	Stainless Counter
Refrigerator(s)	Bun & Wrap Toasters	Cooking Materials
Security & Sound System	French Fries Station	Dishwasher
Hot Air Curtain	French Fries Dispenser	Steam Cleaner

Service Area	Decoration & Signboards
Tills, Kiosks & POS System	Tables & Chairs
Kitchen and Order Displays	Sofas & Stools
Automatic Cash Checkout	Ceiling & Wall Design
Post-Mix Machine	Lightening
Beverage Refrigerator	Poster Boards
Ice Cube Maker	Signboard Set
Soft Ice-Milkshake Machine	Waste Bins



**INVESTMENT**

**SET-UP COSTS &  
INVESTMENT**





## **INVESTMENT**

Launching a Halal Fried Chicken store involves an initial financial commitment that includes various setup costs and investments. The expenses can vary depending on the location, store type, and the franchisee's financial capacity. Understanding the full scope of the financial investment is crucial for planning and securing the necessary funding to ensure your business's successful start and long-term growth.

# SET-UP COSTS & INVESTMENT

This breakdown outlines an estimate of the principal cost items associated with each store type — Premium, Optimum, Medium, and Kiosk—helping you plan effectively for your entrepreneurial journey.

	Premium	Optimum	Medium	Kiosk
Initial Franchise Fee	€40.000	€30.000	€20.000	€10.000
M.E.T – Building & Storage	€55.000	€35,000	€25.000	€15.000
M.E.T – Cooking & Service Area	€150.000	€110.000	€80.000	€35.000
Decoration & Signboards	€70,000	€60,000	€45.000	€25.000
First Inventory Purchase	€30.000	€20.000	€15.000	€10.000
Advertisement for Opening	€5.000	€5.000	€5.000	€5.000
Total	€350.000	€260.000	€190.000	€100.000

# SET-UP COSTS & INVESTMENT

When calculating initial investment costs, you should also consider the following cost items. They are location-dependent and vary according to your store's size, condition, and specific requirements.

- Rent Deposit & Goodwill
- Permits & Licences
- Construction/Renovation Costs

You should also consider the following as possible investment cost items. They are variable depending on the investment type you utilize to fund your franchise business and/or consultancy services (legal, accounting, financial, etc.) you may need to launch your store.

- Consulting Costs
- Financial Costs

You should also allocate enough “working capital” - the fund required to cover the day-to-day operational expenses of running your franchise business until your store becomes self-sufficient. This working capital ensures you have enough liquidity to manage short-term financial obligations without facing cash flow issues.



# JOIN US!

We're looking for passionate entrepreneurs who will join a network of dedicated stakeholders committed to upholding our brand promise. With comprehensive support and proven systems, we empower you to succeed in the competitive food industry while making a positive impact in your community.

Explore the potential of partnering with Halal Fried Chicken and embark on a rewarding journey toward entrepreneurial success.

Let's create together moments of joy and satisfaction for customers while building a prosperous future for your business.



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