



Fri-Chicks
Mom's Kitchen

Pakistan's Fastest Growing
FAST FOOD BRAND



Fri-Chicks
Mom's Kitchen

COMPANY PROFILE



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About Us



Fri-Chicks
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Established in Pakistan in 2002, (FC) Fri-Chicks is a rapidly growing fast-food chain in the region. (FC) Fri-Chicks is specialized in serving the tastiest crumbed fried chicken using a secret recipe which includes a unique blend of the choicest herbs by spices. It is therefore of little wonder, that (FC) Fri-Chicks is synonym to words such as "Real Recipe, Real Taste, Real Fried Chicken. (FC) Fri-Chicks began its journey with a simple yet determined dream to create a brand that brings happiness, satisfaction and smiles to our valued customers.



Over the years, it has successfully realized this dream by making (FC) Fri-Chicks a favorite destination for real and tasty fried chicken. Stringent quality standards are followed to provide our products with high standards of quality, service and cleanliness.



Fri-Chicks is going to open 50 new outlets in different cities of Pakistan, Fri-Chicks has maintained its title, for the last 16 years, of being the chicken Experts. Fri-Chicks wore the title of being the market leader in its industry Serving delicious d hygienic food in a relaxing environment mode Fri-Chicks everyone's favorite. Now Fri-Chicks going to introduce its new food products and opening new restaurants for their customers.





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Our Vision

(FC) Fri-Chicks provide highest quality of food and services with secret recipes from Mom's Kitchen.

Our Mission

To provide an exceptional recreational experience that satisfies our guests' taste buds and to achieve distinction and reputation by serving quality products, excellent service, amusing atmosphere to all sections of society. We are aiming to reach every single city of the country, gaining first class reputation and setting standards as a most caring fast food and family restaurant brand in the country.

CEO Message



I have been working in the food business since 2002. It's been a long journey as I, being a middle class individual and a conscious food lover, came across many ups and downs during this whole time but endless efforts and motivation of my whole team helped me in reaching this far to establish and recognize Pakistan's biggest fast food local chain.

So what makes a difference is the way one perceives food and consumes it. Delicious and healthy food, served with delicacy and standards is the best worldly gift, I would like to expect from every one. We pay equal attention to the youth, families and business community. We are also looking into diversifying as a socially corporate responsible food brand of Pakistan. Your constructive feedback and suggestions are always welcomed like recipes selling as hot cakes.

Upon assuming the responsibilities as Chief Executive of (FC) FRI-CHICKS I shall make all efforts to follow the policies of the company in letter and spirit. Despite enormous challenges in the food business today, I shall do my utmost to increase the number of (FC) FRI-CHICKS outlets. I pray to Almighty ALLAH to make my efforts bear fruits. With the support of my talented and professional management team, I shall remain committed to providing the best, delicious and healthy food for all of the Food Lovers.



Hasnain Mehdi
Chief Executive Officer



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NationWide BRAND Presence

Today, (FC) Fri-Chicks has more than 50 (Nation-wide) outlets established & operational all over Pakistan. Our passion is to build the (FC) Fri-Chicks brand image as a favorite family destination of real and tasty fried chicken. We are obsessed to serve our customers in nicest manner and this is what drives us to innovate and grow successfully. (FC) Fri-Chicks being a National brand of Pakistan has become a buzz word among the people living across Pakistan and the brand has attained highest brand value due to its great taste and quality. (FC) Fri-Chicks has ambitious global expansion plans, backed with an unbeatable differentiated product range, strong corporate governance structure and an authentic reputation across all major cities of Pakistan. (FC) Fri-Chicks is adding franchises in all over Pakistan with its brand potential and growth prospective and is achieving the status of the fastest growing fast-food chain of restaurants in the country!





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Our Quality

Establishing high standards of product and service quality and adhering to them stringently over the years is our top priority. Each of the processes involved, from product development, designing of the outlets and setting up a feedback system to serve the customers in a better way, is regularly monitored. We make sure that the highest standards are maintained across all the platforms.

Halal is an integral part of (FC) Fri-Chicks' high esteem for quality. (FC) Fri-Chicks compliance towards "HALAL" encompasses the hygiene, sanitation and safety aspects on top of Pakistan requirements. Product that are prepared in our outlets compile with the highest standard of "HALAL" and it is (FC) Fri-Chicks' commitment to ensure that our food is safe and not hazardous to health. (FC) Fri-Chicks takes pride in being one of the few "100% HALAL" chain of restaurants across Pakistan. Fri-Chicks is also going to achieve its ISO 9001 2000 Quality Management Certification with this year.

Our Menu

(FC) Fri-Chicks destination quenches qualitative and tasty food. Boneless chicken stripes, crunchy burgers, burgers, Fish crunchy supreme, kid meals, energetic coleslaw are some of the menu items available to cater the requirements of people in different category. Fried for their chicken food hunt is love for a real crispy fried chicken. Healthy grilled special chick-pop, rice and energetic coleslaw are another tip of the spice to add value.

Expanding from Fast Food to Continental, Chinese to Bar-Bee-Que, and Steaks to Mexican and Thai Food, (FC) Fri-Chicks emphasize on International standard of providing diversified, hygienic and refreshing food for our guests to enjoy in a clean, luxurious & entertaining environment.

Trained & Friendly STAFF



Our Customer Commitment

At (FC) Fri-Chicks, nothing is rather granted from customers, to business expansion, to existing products, everything is under constant scrutiny.

Taste

This is the principal factor for the growth of (FC) Fri-Chicks and our priority. We constantly review the taste of our products and ensure that it never fails the stringent standards of customer's approval.



Presentation

Good food is a complete experience. We aim to indulge all senses and ensure our products look as delicious as they taste. The look and feel of each dish are carefully crafted to attract and treat the customer's desires.



Customer Satisfaction

The overall experience of (FC) Fri-Chicks and its effect on customers as compared to other brands is that we constantly monitor to ensure that the brand stands up to the requirements of the changing market and is not behind in the competition with other brands. We regularly conduct Kitchen Food Safety Audits as well as Mystery Shopping and Customer Satisfaction Surveys & NPS to ensure all standards has been met in terms of operational customer excellence to deliver best and consistently delightful customer experiences.



Restaurant Categories

(FC) Fri-Chicks Fast Food Restaurants:

(FC) Fri Chicks Fast Food Restaurants are for fast food conscious diners who are having great taste in Fried Chicken, burger, steaks, sandwiches etc. These restaurants are ideally situated within 1500-200 sq. feet at ideal locations and serving millennial and quick food lovers with aesthetic atmosphere, fun places for kids, quick service and food which you will always prefer to eat and relate to mom's kitchen quality.



(FC) Fri-Chicks Continental Restaurants:

(FC) Fri Chicks Continental Restaurants are for all age of family audiences with diversified menu options to offer to its customers such as Italian, Mexican, Continentals, Bar-Bee-Que, Chinese Food, Fast Food etc. These restaurants are larger in size, usually above 2000sq ft, having multiple floors and serving customers with most lovishing ambiance, fine dining and astonishing customer service which is always memorable, once experienced.

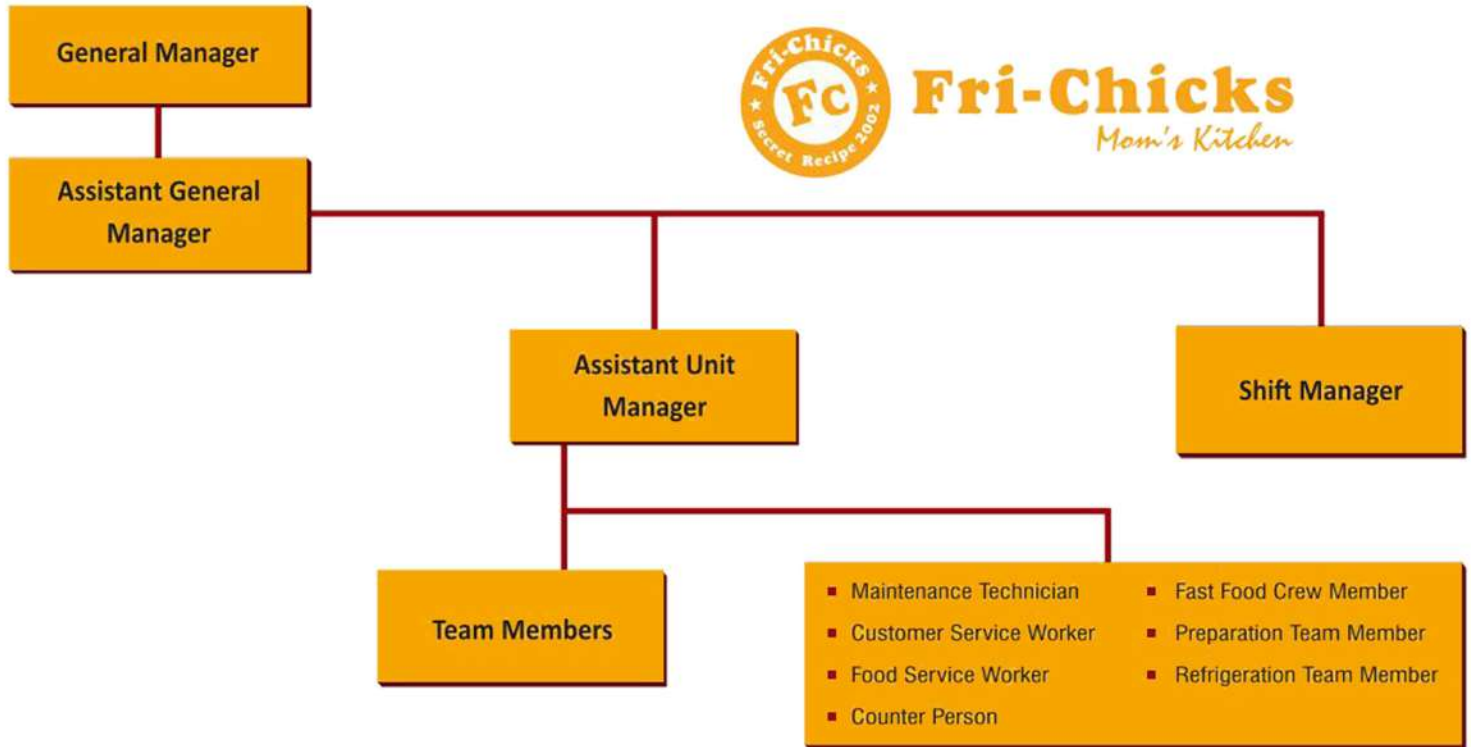


(FC) Fri Chicks Express Restaurants:

(FC) Fri Chicks Express Stalls/venues are for people who love to eat while shopping, travelling and hang out. These are quick serving stalls situated in malls, markets and busy locations and serving fast food chicken recipes to its customers. These stalls usually require smart spaces in between 500-700 sq.feet at locations where customers has highest footfall, preferably shopping places and serve healthy, refreshing food in quickest monner of ordering intervals.



Our Branches HR Organogram



Our Restaurants



Our JOINT Venture



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SHELL Petroleum



GO Petroleum



EURO Petroleum



Motorway
M2 | M3 | M5 | M9



CPEC 200 Locations



Telenor-Pakistan



PAF Kamra AIRBASE



Pakistan RAILWAYS



Pakistan's Major
College&Universities



Pakistan All Border
Terminals

Our Vendors

Food & Beverages



Equipments





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Our EXPANSION GOALS

For (FC) Fri-Chicks, the past decade of developments and achievements reflects the beginning of Fri Chicks Journey. (FC) Fri-Chicks route map towards becoming the leading Nationwide "HALAL" brand.

In the coming years, (FC) Fri-Chicks is planning to accelerate its plans to extend its nationwide reach. By the end of 2022 (FC) Fri-Chicks plans to establish more than 500 outlets in all over Pakistan, hence alizing (FC) Fri-Chicks Nationwide agenda.

It is an overwhelming task but we rely on a fitting set of dedicated and inspired partners with a common vision, who will stand hand in hand with us and strive to make the dream a reality.

Outlet Types



Restaurant



FC Premium



FC Express



Drive Thru



Food Court



Take away



Mobile Truck



Container



Kiosk



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Possible AREAS

Petrol Station
Public House
Garage
Retail parks
Roadside
Office Blocks
Disused Buildings
Retail Developments

Car Parks
Train Stations
Airports
High Streets
Hotels
Car Show Room
Shopping Centres

Our NATIONAL Network

Branches in Lahore

- Al Rehman Garden
- Askari XI
- Baghban Pura
- Barket Market
- Bata Pur Manawan
- DHA Phase 6
- Jallo
- Kala Shah Kaku
- Model Town
- Mughalpura
- New Lahore City
- Pak Arab
- Paragon City
- Raiwind Ashraf Garden
- Raiwind Bhuptian
- Riwaz Garden
- Secretariat
- UCP
- Valancia Town
- Walton

Branches in Faisalabad

- Ghulam Muhammad Abad
- Khurian Wala
- Misakul Mall
- Satiana Road

Branches in Bahawalpur

- Bahawal Pur Model Town
- Bahawal Pur Sattelite Town

Branches in Gujranwala

- Gujranwala (Capri Cinema)
- Gujranwala (Wapda Town)

Branches in Other City

- Burewala
- Chiniot
- Gojra
- Gujrat
- Jhang
- Jouharabad
- Mardan
- Mianwali
- Sangla Hill
- Sargodha Food Str.
- Sheikhpura
- Sialkot
- Talagang
- Toba Tek Singh

Contact Us



Fri-Chicks
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HIGHLY CONFIDENTIAL

NO. _____



Fri-Chicks
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Franchise Application

Name of Applicant *(Please Write in Capital Letters)*

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|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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National ID Card No. (CNIC)

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|--|--|--|--|--|--|---|--|--|--|--|--|--|--|--|--|--|---|--|

Date:

Applied Franchise Location / Area *(Pls indicate complete address)*

Other Areas of Preference

Submission of this form does not obligate any party in any way or manner.

**PLEASE FILL UP ALL ITEMS
INCOMPLETE APPLICATION FORMS WILL NOT BE PROCESSED**



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Personal Information

Please type or print neatly in dark ink

Most Recent
1.5" X 1.5" (Inch)
Color Photo

Name (in full)

Age

(First Name)

(Middle Name)

(Last Name)

Residential Address (in full)

Email Address

Home Telephone Number

Mobile Number

Fax Number

Marital Status

Citizenship

Tax Identification No.

Date of Birth

Place of Birth

If single, Name of
Parents

Ages

Occupations / Business

Describe any physical disability or limitation

Are you doing any business currently?

☐ YES

☐ NO

If YES, please give details:-

Are you doing any food business currently?

☐ YES

☐ NO

If YES, please give details:-

Is this the first time you're applying for a franchise?

☐ YES

☐ NO

If NO, please give details of previous application and the applied franchise area.