



FRANCHISE DOCUMENT



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Who is Crunch Munch?

Crunch Munch specialises in making delicious fried Chicken, Spicy Chicken Wings, Chicken Strips, Wraps, Peri Peri Burgers and now Pizza!

We are a quick service restaurant chain specialising in freshly grilled, marinated chicken breast.

Crunch Munch focuses on quality, taste, and value combined with the convenience of fast service and the appeal of an awesome menu. Our food is served fresh and we always use the best ingredients for our menu. We use proven equipment and production techniques to ensure consistency in taste and presentation. Our customers return time and time again!

First of all we are not in the business of selling franchises!

We are interested only in establishing a franchise network that's successful in the long term. Franchising in our book is not about us simply trying to find people with the money to invest.

Long-term success in franchising involves us building relationships with our franchisees where mutual dependency, co-operation, trust and respect are the key to the future success of the whole network.

Chicken is the fastest growing of all fast foods. In 2008, according to a Mintel report, fried chicken represented 4% of the country's eating-out market, a sector estimated to be worth £15bn-£20bn. Its market share looks likely only to increase; fried chicken retailers saw sales grow by 36% from 2003 to 2008, compared with just 22% in the fast-food sector as a whole.

At Crunch Munch's we recognise there are many franchising choices out there and you need real value. We have a strong brand that offers growth opportunity and that give back to the community. Our Franchise offers support staff all focused on enabling you to compete, including:

- **Brand Recognition**
- **Customer Attraction**
- **Access to Financing**
- **Solid Business Support**
- **Great On-boarding & Training**
- **Reliable Supply Chain**
- **Fantastic Return on Investment**

Crunch Munch is now expanding and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion we would like to hear from you.



www.crunch-munch.net

What does a Crunch Munch Franchise consist of? What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Crunch Munch, you can reduce them even more!

Established Track Record - As a franchise buyer, you become part of a proven system of operation. Your franchisor offers a concept with products and services that have sold successfully. You have history to learn from and to help you predict your own future.

Faster Start Up - You have a short learning curve as a franchise owner, because you have assistance from a franchisor with lots of experience to draw upon in starting other new operations successfully. You and your personnel often get on-the-job instruction.

Less Risk - Your chances of failure are lower with a franchise operation, because of the experience, expertise and proven resources that support you in your business. Franchises succeed at the rate of 90%.

Low Investment - Most franchises keep their front-end investment demands low, which favours new entrepreneurs. Moreover, a franchisor will often help new franchisees borrow by facilitating arrangements with lending institutions, which look positively on lending to franchisees because of their high success rates.

Purchasing Power - The group purchasing power of franchisees can make a big difference in your costs of doing business. Large buying groups can typically demand significantly lower prices on goods and services.

Name Recognition and Brand Awareness - With an established franchise, you get the benefits that occur from marketing an established brand of products or services. With a new franchise, you can grow and contribute to the creation of the brand.



Business Support

As a franchisee, you will generally receive valuable, ongoing business support, including site selection, training, marketing, new technology and more. Franchisers will assist you in developing a business plan, in learning the best ways to hire and manage personnel, and in how to profitably manage your facility.

Everyone working for Crunch Munch is an important player on the team. We believe in building personal professional relationships with our customers and being polite and helpful at all times. We must make it easy for people to do business with us.

As a Franchisee you buy the right to develop your business in a defined geographical area, with a guarantee from Crunch Munch of no Crunch Munch competitor in that area. Franchisees can offer their Clients the full breadth of Crunch Munch expertise, all supported by the full span of our capabilities.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Crunch Munch name synonymous with excellence.

So if you're looking for a Franchise opportunity with some real strengths search no more. We believe that good service and serving of good quality food will gradually give us success along with the hard work of our whole team.

What kind of support can I expect from Crunch Munch as a Franchisee?

We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Crunch Munch Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

- Being your own boss -** You'll be the one to make the rules and set the pace, and the one who reaps the rewards of your effort
- Comprehensive training -** Crunch Munch provides extensive training in advance, covering systems, food preparation and staffing - everything you'll need to get your business under way
- Proven business plan -** A proven blueprint for success, making us one of the best franchise businesses today
- Operational systems -** We have designed, implemented and fine-tuned operational systems for efficient, effective management
- Superior products -** Our test kitchen is staffed by experienced chefs and nutritionists who are continually working on exciting new menu items
- Continuous support & training -** Ongoing support for your business, including advertising and promotional ideas, marketing ideas



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The Earnings Potential

What you can earn out of Crunch Munch Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

| | Year 1 | Year 2 | Year 3 |
|-----------------------|---------------|---------------|----------------|
| Sales per week | £6,000 | £8,000 | £10,000 |
| Gross income | 35% | 35% | 35% |
| Overheads | 13% | 13% | 13% |
| Net profit | 22% | 22% | 22% |

If you do home deliveries you can earn £4,000 per month profit!

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.



Satisfied Customers

Don't just take our word for it,
read what our satisfied customers have to say...

"Really friendly staff who delivered very swifty! The food was really good quality and piping hot so you could tell it was fresh from the oven!"

Claudia

"Very fast delivery within 15mins of placing order great food good size meals and portions, highly recommended."

Nazir

"Very good quality and service. Very fast delivery as well (came 20 mins earlier than stated)."

Abdul

"The order was delivered 20 minutes before time given which is quicker than most just eat takeaways I have ordered from. The man seemed a little sheepish on delivery but apart from that, he was perfectly polite. The meal itself was of a very good standard, particularly the chicken wrap. As well as the quality being high, the price was also very reasonable. I was pleased to find that the meal came with a generous assortment of complimentary condiment sauces which are normally chargeable at other restaurants. I would definitely recommend Crunch Munch to others and would order from here again. All in all, a great new takeaway on Just Eat."

Rachel



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What you need

What do you need to be successful
as a Crunch Munch Franchisee?

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of a Crunch Munch franchise will be there for you to see from day one. If you possess the following attributes then a Crunch Munch franchise could be just what you have been looking for:

- **A willingness to work hard, because there is simply no substitute for hard work**
- **A willingness to persevere, because there will always be times when things don't go according to plan**
- **The desire to work for yourself, and take proper control of your own destiny**
- **The desire to work with others who all share your commitment to the highest standards.**

If everything you've read so far makes sense, and you think that a Crunch Munch Franchise is something you want to know more about, we should talk further.

Call us on: 01295 722846





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