



Steps to securing your International Arab Fried Chicken Franchise

Completion of application and
credit check form



Site evaluation



Preparation and signing of
Franchise agreement



Progress of legal procedures
Provision of all quotation.



Payment of deposits



Placement of orders, Fixing of
payment schedules, Payment
guarantees



Completion of works,
Commissioning of all Equipment



Arab Fried Chicken Units open.

A franchise application form is completed; this includes detailed personal and financial information, which is held by the Company in strictest confidence. If you already have a site in mind or have secured a site, a representative will visit and make a preliminary evaluation of its suitability.

A legally binding Franchise Purchase Agreement and a Franchise Agreement is drawn up for your signature. Draft copies of these Agreements are available to you for inspection in advance.

Legal processes required in advance of the construction program are commenced and quotations for building and all equipment prepared. At this point should you decide not to proceed with the development of your franchise, your franchise fee is refunded, net of administrative and legal expenses incurred to date.

Deposit requirements will be stated in written quotations. Terms and payment guarantees are arranged and orders placed with all involved contractors.

Following commencement of the agreed program the Company will provide all pre-opening assistance, including the provision of standard operating procedures manuals, operations guides, employee and management training and advertising, as stated under the Company's Agreement obligations.

Final payments will be due upon satisfactory completion of all works and installation. All equipment will be commissioned by representatives of the Company or by its nominated contractors.

The Company will provide every assistance in opening your Arab Fried Chicken outlet and supporting you and your staff in the critical early days.



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Cost Summary

Costs for developing and opening a Arab Fried Chicken will vary depending on many factors unique to the specific site or market. The following information is designed provide guidelines for initial evaluation purposes.

Franchise

A Multiple License may be granted to a qualified franchisee or group who agrees to develop multiple restaurants on a specific schedule of openings, commonly referred to as a Performance Schedule. In exchange for this development commitment and payment of the initial franchise fees of 30, 000 (US \$) per outlet, the company will grant exclusive development rights in a specific geographic area This fee also covers the use of our intellectual property including the brand name consultation, designs, manuals, pre-opening marketing, and backup assistance if and when required. However, this fee does not cover travel, accommodation and training.

Single unit franchises are granted provided they do not conflict with Area License territories.

Training

The Arab Fried Chicken trainer will assess your training requirements during the negotiations. Depending on how much training is required, a charge o \$ 400 s made for each full day of training required.

After the initial 3-months of trading the trainer wilt return to assess whether further training is required.

After that the trainer will visit your store twice a year to assess your training requirements. Should you require further training the trainer will provide you with a report on the number of days training which you must have.

You will be responsible for the trainer's daily charge of \$ 400.0 excluding travel, accommodation and subsistence.

Service Fees

There is an on going service fee of 6% of turnover per year to be paid end of each month .

Advertising Royalties

An advertising Marketing and Promotions fee of 3% of turnover per year is payable at the end of each six months

Renewal Fee

On the fifth anniversary of the franchise, the Franchise Agreement will come up for renewal. At this stage the Franchise Agreement is renewed and a fee of \$ 30,000 payable per each out let . This is equivalent \$ 6000.0 per year and is payable upon signing of the new Franchise Agreement and to be paid at once .



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Property

Premises required for a Arab Fried Chicken should generally be a minimum of 100 square meters, but must have a minimum shop front of 8.0 meter with access to high-traffic Street that permits a free flow of customer traffic. The Company must approve premises identified for the development of a Arab Fried Chicken. The Company provides assistance in site evaluation and preliminary legal enquiries.

Building and Fitting

A standard Arab Fried Chicken is approximately 100 square meters and internal construction costs are generally \$ 40,000 to \$ 60 000. Costs will vary according to the amount of internal work required and the condition of

Equipment

Standard equipment costs range from \$ 70,000 and up, depending on the size and type of Arab Fried Chicken unit. Production and service equipment for a Arab Fried Chicken is tightly specified and available by the way of both outright purchase and lease through a number of nominated equipment and service agents.

Investment Analysis

Entering a new business venture is one of life's most important decisions and cannot be taken lightly. The Nominated Distributor provides a franchise opportunity which can remove at least some of the risks which might otherwise be expected in a new enterprise, however we do recommend that you thoroughly consider all the possibilities and implications of doing so, including consultation with professional advisors. We would also welcome any questions that you may have about our Company and our franchise opportunity to allow you to evaluate your information against your own objectives and qualifications.

As you indicate serious interest the Company will require personal and financial information so that we can learn more about you while you learn about Fast Food . When you are ready for more information on ownership of a Arab Fried Chicken franchise, please call our office or write to us at: P.O. Box 8918 Amman 1121 JORDAN .

Franchise VS Independent Business

Research statistics show that franchised food service businesses have in general a significant success record when compared to the success and failure rates of independent businesses.

Franchised businesses have a high success ratio because they have a proven system. Franchise operators like ourselves require the franchisee to adopt and follow an established system, thus reducing the franchise owner's risk and likelihood of making a costly mistake.

The Arab Fried Chicken operating system has been developed and refined by many years of operating experience in all aspects of the fast food market with particular expertise in our product operations. Fast Food Systems Limited people are capable of directing your resources and energy to help you achieve success for both your Arab Fried Chicken franchise and yourself.



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Profitability of Arab Fried Chicken

Our company cannot forecast either sales or profits for any given location due to many variables including marketing conditions and quality of management. But with proven success and experience in fast food operations nation-wide and internationally, we can identify sound operating profitability attributed to low development costs, low operating costs and total efficiency, made possible by exploiting expert systems.

Securing your Arab Fried Chicken Franchise

We have set out the order of procedure, which you would normally follow in securing a Arab Fried Chicken franchise. Representatives of our company will be happy to discuss any aspect of the Arab Fried Chicken concept prior to your application and to furnish you with any other information that you require.

Company Support

Al-Awn Al- Arabia Restaurant Co. Ltd. offers pre-opening assistance to its franchise operators in the development of new units, and provides quality on-going support in operations, marketing, advertising, training and management development for the unit once it is opened.

New Unit Development

Professional assistance is available at every step to assist franchise operators in developing new stores, whether the franchise operator has a multi-unit license or plans to develop a single unit.

Property

The Company assists multi-unit franchisees in the orderly development of their territory. The area is initially evaluated to determine the optimum number of Arab Fried Chicken units for maximum market penetration, and trade areas identified for population and traffic generators. The market's future development, long term street planning and changes in the social and economic environment are also taken into consideration.

Franchisees are also assisted in the identification and evaluation of their proposed sites, including the legal processes required to secure it. Profitability projections can also be systematically produced.

Construction

Support in the actual development of the project is provided through our nominated design and construction and contractors. Our scheme designs are adapted to suit the selected premises, both internally and externally, and cost estimates prepared.

Equipment

Standard, approved preparation, storage and cooking equipment must be purchased from Al-Awn Al- Arabia Restaurant Co. Ltd. or an authorized supplier who will install commission and maintain the total equipment package. An on-going preventative maintenance contract becomes operative from the date of opening the store.

Packaging, Seasonings and Supplies

For operation of the franchise, branded packaging, seasonings and supplies will be required. This must be supplied by the Franchisor or by a supplier nominated by the Franchisor.

Tabarbour, Tariq St 123, Complex No 123, 1st. Floor, Office (4), Amman, Jordan
Phone: +962 6 5054421 **Mobile:** +962 79 5562320 **Email:** info@alawn.net



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Financing

Al-Awn Al- Arabia Restaurant Co. Ltd. does not finance equipment for franchise owners, however Assistance can be made available to franchise prospects in locating lease finance for equipment.

Support Services

Once the new unit is developed Al-Awn Al- Arabia Restaurant Co. Ltd assists the new operator in the actual opening and during the critical early days. Product and operations training is provided and supported by a comprehensive series of operating procedures manuals, covering standard operations, health hygiene and safety, training, marketing and finance. Further on-going advice and Field Agents of the Company, including equipment maintenance and unit servicing, provide support.

Marketing and Advertising

The company co-ordinates a central advertising and marketing operation the scale which increases in line with the growth in Arab Fried Chicken numbers Our strategy concentrates on reaching new customers through emphasizing our major competitive points of difference resulting from our unique product range combination, and our tried and tested product quality formula. This is achieved through campaigns in newspapers, radio spots, TV , and direct mail pieces and product-sponsored promotions.

Purchasing ?

The company provides group purchasing for Arab Fried Chicken franchise owners. We have substantial purchasing power with major national manufacturers, suppliers and distributors in all market areas in which our company operates. Our highly competitive national supply agreements permit attractive margins as well as continuity and consistency in supplies, in turn enhancing value for the customer.

Accounting :

Al-Awn Al- Arabia Restaurant Co. Ltd. is able to provide a comprehensive management information service, based on information provided by franchise owners as a part of the franchise agreement. Control and reporting of gross profit margins and sales statistics are provided regularly, whilst budget and forecasting guidelines and consultancy can be made available at the option of the franchisee. The company does, however, require that specific accounting information is returned on a regular and specific basis, including monthly profit statements.

The Premier Franchise Opportunity

Arab Fried Chicken is the premier fast food franchise opportunity a complete turnkey fast food restaurant concept tailored to suit qualified investors and investment groups seeking entry into the exciting fast food restaurant market.



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Convenience

Convenience is the dominant motivator in determining what today's customer wants from the fast food restaurant sector. This trend is reflected in a larger and larger share of sales volume going for food to be taken off premises as well as in-store. Major restaurant chains have recognized and responded to this trend with the addition of drive-through windows to their conventional seating capacity.

Arab Fried Chicken offers the consumer all available options to suit the convenience needs. Selected ingredients and state-of-the-art production technology combine to prepare and deliver food products of top quality, served by well-trained and friendly people in the minimum time. Drive-through facilities can be built in to new designs or added to established units to further enhance this product delivery.

Quality

The Arab Fried Chicken operating system delivers products of prime quality. Our food is served fresh we select only the best ingredients for all our menu items and use proven equipment and production techniques to ensure consistency in taste and presentation. Our exclusive Arab Fried Chicken packaging has also been extensively tested and utilized in almost all types of fast food operations, from suburban take-a ways to major theme parks and, is equally proven in terms of its environmental acceptability.

The Arab Fried Chicken store itself is also characterized by quality. Our scheme designs have been applied to create clean, spacious and comfortable restaurants, and are suited to all types of premises and existing architecture. Our theme designs provide that touch of originality, which draws customers to return time and time again.

Value

Arab Fried Chicken provides fresh foods, hearty portions, good service, fair prices and a multi choice menu, which combines the most successful fast food restaurant products. All these add up to good value for money for customers and generate increased brand loyalty.



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Questions and Answers

Q. Is fast food or restaurant experience required to obtain Arab Fried Chicken franchise?

A. Experience is always preferable, but not necessary. Our franchise system has been developed to allow any individual, regardless of experience, an opportunity to own and operate their own business profitably.

Q. What about training?

A. Arab Fried Chicken requires the key personnel from each franchise to attend and complete a training program. The training is broken down into equipment commissioning and actual trading training. Equipment commissioning is conducted by fully qualified personnel or nominated representatives of the Company. Trading training is broken down into different areas of requirement and is chargeable at \$ 400 per day. The Arab Fried Chicken trainer will assess the level and quantity of training required to enable you to fully operate the business. One day free training will be given if more than five days of trading training is booked. Furthermore, trading training can be provided prior, during or after opening, to suit individual requirements. Accommodation and travel expenses are additional, chargeable at cost.

After the first 3-months of trading the trainer will return to assess whether further training is required. You will be informed of your training requirements and you are obliged to ensure this training takes place. After that the trainer will visit your store twice a year to assess your training requirements. Should you require further training the trainer will provide with a report on the number of days training which you are obliged that this must take place. You will be responsible for the trainer's daily charge of 400.00 excluding travel, accommodation and subsistence.

Q. What assistance does Arab Fried Chicken provide in site location?

A. At the present time the company does not become involved in site or premises location; however an evaluation of prospective sites located by prospective franchisees is carried out in depth. All sites are approved by the company prior to an application being accepted.

Q. What is the term of the franchise?

A. The franchise agreement is for a five-year period, renewable at the option of the franchisor and franchisee for a further five years at the end of the first term.

Q. How much is the Franchise fee and the royalty fee?

A. Arab Fried Chicken requires an initial franchise fee of \$ 30,000 per outlet payable to the franchisor. The Franchisee is also liable for the travel and accommodation cost incurred prior to opening. and royalty fees 6% of total sales

Q. Does the Agreement give any exclusivity?

A. There is an exclusive area given however the size of the area depends on the number of franchise the area can withstand before reaching saturation point and the proposed number of outlets to be opened by the proposed franchisee, i.e. if the operator is wishes to have a multiple license, then he may be given exclusivity for a town , city and country .



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Q. Are there any fees required on an on-going basis?

A. There is an on going service fee of 6% of turnover per annum and there is a Marketing and Promotions annual contribution of 3% of turnover.

Q. Am I obligated to pay the fees?

A. Non payment will be a breach of the agreement and can lead to termination of the agreement and the franchise.

Q. I am very interested in obtaining a Arab Fried Chicken franchise. What do I do next?

A. Please complete the Arab Fried Chicken franchise application included in our presentation literature. This is entirely without obligation and all information provided is maintained in strictest confidence. Following our preliminary qualification checking, an experienced Arab Fried Chicken representative or Field Agent will be in touch with you to progress your interest.

Q. In what legal procedures do I become involved following successful application?

A. You will be required to sign a Confidentiality Agreement and, depending on the nature of the business entity proposed to operate the store(s), certain other documents. The franchise agreement itself is split into two parts, these being a Franchise Purchase Agreement and the Agreement itself.

Q. What costs are incurred by me at this stage?

A. The initial franchise fee is payable at the time of signing the Purchase Agreement, after your indication that you wish to proceed.

Q. Is there anything else I need to know now?

A. If all your immediate questions are not answered by this presentation, we suggest you call us direct with any other matters you would wish to raise at this time. Otherwise you will find that the Franchise Purchase Agreement answers all of the major issues you should consider. You will have an opportunity to study this document prior to making any commitment or becoming involved in any transactions.

Q. Can I sell the franchise before expiry of the agreement?

A. The franchise cannot be sold unless consent is given by Al-Awn Al- Arabia Restaurant Co. Ltd. However, all the assets can be disposed of at the will of the owner. It is solely the intellectual property that cannot be sold without consent.



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Arab Fried Chicken Franchise and Credit Application

Please complete all sections of this form. You may be assured that the information provided to us will be held in strictest confidence and will not be used for any purpose other than that of expediting your Arab Fried Chicken franchise application.

Application Procedure

1. Complete the application form overleaf and submit along with the document requirements list below. A qualified professional advisor should certify all documents. Please tick 'none' if not applicable.

	Enclosed	None
Company Financial Accounts (Most recent and previous)	<input type="checkbox"/>	<input type="checkbox"/>
Current balance Sheet and Profit/Loss Statement	<input type="checkbox"/>	<input type="checkbox"/>
Personal Financial Statement	<input type="checkbox"/>	<input type="checkbox"/>

2. Upon receipt of these documents, sign and forward to Al-Awn Al- Arabia Restaurant Co. Ltd for processing.
3. Upon approval, the franchise documents will be prepared for your signature.

to consist of a schedule of personal assets including property interests, life insurance policies and surrender values, securities and cash; a schedule of personal liabilities including loans, mortgages, hire purchase commitments, credit card debts, taxes, personal borrowings and other liabilities

Name of Principal Applicant	_____		
Date of Birth	_____	Marital Status	_____
Telephone No (Home)	_____		
Telephone No (Business)	_____		



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Arab Fried Chicken Application

Type if franchise applied for? Single Multiple

If Multiple please describe proposed territory _____

Have you identified a site or sites for the business? Yes No

If yes, please give details _____

_____ Freehold Leasehold

How are you intending to finance the project? (Please tick all applicable)

Cash Bank Loan Lease Purchase
 Mortgage Other

If leasing, please provide details of preferred lease finance company, if any _____

if financing by means other than cash, please give full details of proposed capital sources and status of applications (use a separate sheet if necessary).



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General Information

Residence _____ If less than 2 yrs please state previous address _____

Post Code _____ Post Code _____

Home Owner Tenant

If homeowner please state name, address and account/roll number of mortgagor or other lender if applicable. _____

Current employer (or business if self-employed)

Employee Director Partner

If Director of Limited Company, please state Company Registration Number and date of Incorporation _____

VAT Registration Number (if applicable) _____

Business Name _____

Address _____

Length of Service _____

Nature of Business _____

Position Held _____

Starting Salary _____

Current Salary _____

Post Code _____

Telephone No _____

Personal Reference _____

Previous Employer (or business if self-employed)

Employee Director Partner

If Director of Limited Company, please state Company Registration Number and date of Incorporation _____

VAT Registration Number (if applicable) _____

Business Name _____

Address _____

Length of Service _____

Nature of Business _____

Position Held _____

Starting Salary _____

Current Salary _____

Post Code _____

Telephone No _____

Personal Reference _____



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Personal Banking Reference

Account Name _____
Address _____
Bankers _____

Accounts Held _____
Current NC No _____
Deposit A/C No _____
Other A/C No _____
Sort Code _____

Business Banking References

Account Name _____
Address _____
Bankers _____

Accounts Held _____
Current NC No _____
Deposit A/C No _____
Other A/C No _____
Sort Code _____

Have you ever been convicted of a criminal offence? Yes No
If yes please give details _____

Are you currently involved in any lawsuit or litigation of any type? Yes No
If yes please give details _____

Have you ever been declared bankrupt or had credit refused? Yes No
If yes please give details _____

Are you a co-maker or guarantor of any loan?
If yes please list the persons or institutions carrying the loan on a separate sheet

Disclosure and Confidentiality Statement

In making this application for a Arab Fried Chicken franchise it is understood that an investigative report may be obtained. All information will remain strictly private and confidential. Contact may be made with business associates, financial sources, personal references etc. with regard to your credit status, character and general reputation.

Declaration

I/We declare that the information provided in the above application and in the enclosed documents are to be best on my/our knowledge and belief true and that no material facts relating to these applications have been knowingly withheld.

Signature _____ Date _____