



*Chikey's*<sup>®</sup>

**FOLLOW  
THE REAL  
TASTE**



# تشيكيز

شركة مجموعة الشايح للتجارة

## BRAND STORY

The founder, Mubeer explains, "Serendipity brought us together at my father's cafeteria at Al-Badia, Riyadh, Saudi Arabia where I used to go and help father after my normal duty hours where we both (me and my father) happened to work together. I have noticed and had a research on father's best-selling items out there, "Always by My Side", and went over to introduce and launch new-new items on his menu to help father to improve business, but my father always rejected my suggestions as he wanted me to work at the Bank as that time I was working for a bank in Riyadh, actually my father didn't want me to stick with him with his business as he knows the difficulties of running a restaurant business. But finally, my father realized my passion to cook and research, he agreed my terms and asked me to prepare something good as a test and trial and my recipe was ready by the time as I know my father's character, I knew that he would allow me later to demonstrate my innovations and preparations, finally I just brought my packet of recipe which was prepared a week ago with my hard work and research, which I took almost a year to complete. It happened to mention my long-standing desire to enter into the restaurant business.

My father soon discovered that, my passion to perform as a restaurant owner and a deep respect for my fathers' business. The first trial was done and my father was so happy to taste it with his love and he said "it will hit the market", my father and his partner Mr. Ahammed supported me and they and their premises were the only a platform to trial my recipe, later a week by god's grace we have started sale of my fried chicken, let's say, it was a new taste revolution and change in the history of fried chicken with a different flavour. Each and every single customer started to love each bite. My father's cafeteria became more popular in the city and he started to double the normal daily sales and profit. Through time, and many brainstorming sessions, and research & development, hard work, losses, gains, I decided it was a calling at this stage in my life to try something new. That's I named Chikeys.

"I realized we could team up and build something special. Our shared virtues bonded us as business partners," like Franchising. "This is the first time the brand Chikeys won a The Best Business Start Up Award in the Middle East in 2016. For me to make this historic first step for my company, the situation had to be just right. This was the perfect confluence. I was thrilled to be presenting the Calling."

### MANAGING DIRECTOR'S MESSAGE

"It takes a special kind of conviction and an even more extraordinary mettle to pioneer a restaurant with such remarkable antiquity attached to it. But we set out with the same values of the Chikey's people at heart, our partners' customers and employees – to deliver only the most unadulterated tastes, the most heart-warming, sincere service and a gastronomical experience so enjoyable that it will always hold a place in our customers' heart."

### FROM CEO'S DESK

"We, Chikeys Foods, was founded in 2012. Since then, we are always seeking "100% Customer Satisfaction" and as Reliable partner for Food we will respond to the expectations of our customers by meeting our customers' needs which are now diversified increasingly based upon our Selective-Line strategy."





## BRAND HISTORY

We are being proven brand in the market since our establishment, by providing quality & variety of foods & beverages. The Chikey's began its roots from Kingdom of Saudi Arabia to across the world. The brand is a new sensation in taste, aiming to re-define what taste really feels like. The brand has been registered under USPTO.

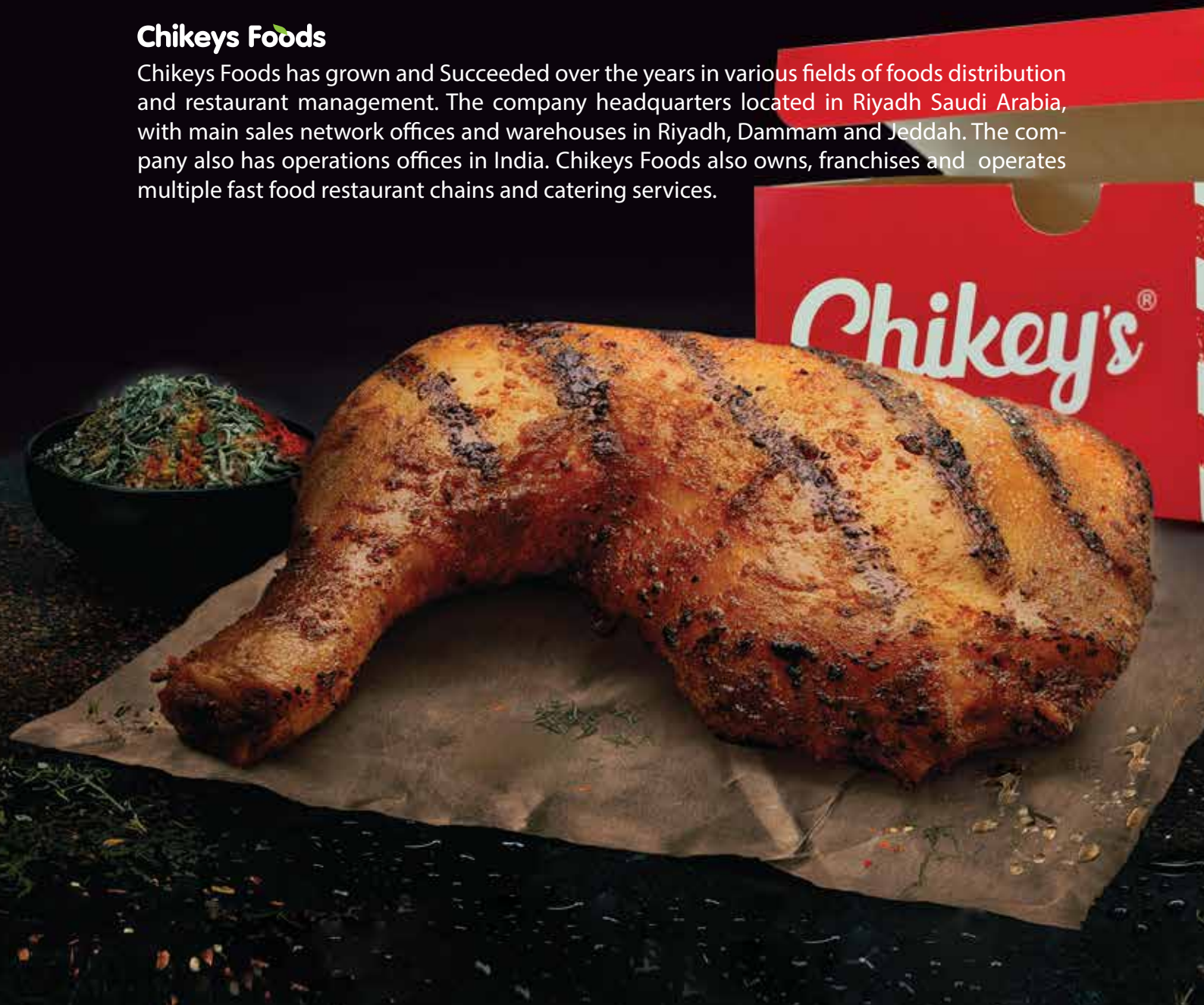
The Chikey's offers a wide range of flavors with a unique secret recipe comprising of organic spices. Our menu ensures that a wide range of taste is covered so that there is a dish for everyone. The menu offered at Chikey's is crisp, fresh and has its own secret recipe, carefully overseen by our Research and Development team. Our menu includes Burgers, Fried Chicken, Grilled Chicken, Steak, Italian Pizza, Pasta, Turkish Rice, Risotto, Lasagna and several different side orders, desserts, drinks and much more.

## OUR BUSINESS STRATEGY

We believe there are significant opportunities to grow our business, strengthen our competitive position and increase profitability. Although well established with a strong base of loyal customers in Saudi Arabia, Qatar and India.

## Chikeys Foods

Chikeys Foods has grown and Succeeded over the years in various fields of foods distribution and restaurant management. The company headquarters located in Riyadh Saudi Arabia, with main sales network offices and warehouses in Riyadh, Dammam and Jeddah. The company also has operations offices in India. Chikeys Foods also owns, franchises and operates multiple fast food restaurant chains and catering services.





### THE CHIKEYS® PRODUCT RANGE

We are continuously developing and reviewing our tastes to ensure complete customer satisfaction. Our menu has evolved through innovation to not only include our signature dishes but to a wide range of top-quality products that showcase the latest trends in food options.

Catering to chicken, beef, vegetarian and pasta lovers alike, all of our products are constantly measured against the highest standards of taste, presentation and customer satisfaction.

We are in the forefront in keeping track of the latest trends, always aiming to be even better. Chikeys takes pride in offering top of the line technology and equipment. We are also famous in the business for our cutting-edge product development

**LOOK  
IT'S WAVING  
AT YOU**



## **THE CHIKEYS® QUALITY & HALAL STANDARDS**

Halal forms an integral part of our quality commitment. We realize that Halal not only means maintaining Sharia compliance but also includes hygiene, sanitation and safety aspects of our day-to-day operations.

All of our processes, from product development and designing of outlets to customer service are regularly monitored to ensure the highest standards are not only achieved but also maintained. We take great pride in being one of the leading 100% Halal compliant QSRs in the world.

The most important aspect for Chikeys – the taste! If there is one thing, we are known for it is that the majority of people think that our food tastes the best.

## **EVIDENCE**

We always have the best results from basically all the taste tests conducted across the world. The best taste – for different tastes







### **BEST RECIPES WITH INTERNATIONAL INGREDIENTS**

Our dining area with its contemporary stylish design and fine ambience, offers a highly relaxing eating experience to our customers and perfectly complements the taste and flavor of our food.

### **MENU**

Our menu has an alternative for most tastes, which makes us attractive to all types of guests. Our menu includes Burgers, Fried Chicken, Grilled Chicken, Steak, Pizza, Pasta, Turkish Rice, Risotto, Lasagna and several different side orders, desserts, drinks and much more.





## SPECIAL SELECTION

- Tandoori Chicken Pizza
- Chicken Supreme Pizza
- Mushroom Pizza
- Very Veggie Pizza
- Paneer Fiesta
- Toasted Mushroom Burger
- Grilled Chicken Steak
- Calzone Pizza
- Pizza Napoletana Beef
- Crispy Fried Chicken
- Chicken Steak Burger
- California Chicken Burger
- Tandoori Burger
- BBQ Burger
- Grill Tandoori Burger
- Penne Pinky pasta
- Grilled Chicken
- Turkish Rice
- Pizza Mexicana
- Dynamite Fresh Burger
- Beef Steak



## TASTE

We never compromise on taste. The best ingredients, carefully chosen and cooked with passion. Our product is made to order for the most exquisite taste. We appreciate the value of a good taste in the mind as well as in the mouth. Today, it is not enough just to make the best. We must also take responsibility for our products.





A top-down view of a wooden cutting board filled with approximately 15 golden-brown, charred chicken wings. The wings are scattered across the board, some with small pieces of green herbs (likely parsley) sprinkled on them. In the upper right corner, a small, round metal bowl contains a thick, light-colored dipping sauce, possibly a ranch or creamy herb sauce, with some herbs visible in it. The background is a dark, textured wooden surface. The overall lighting is dramatic, highlighting the textures of the wings and the wood.

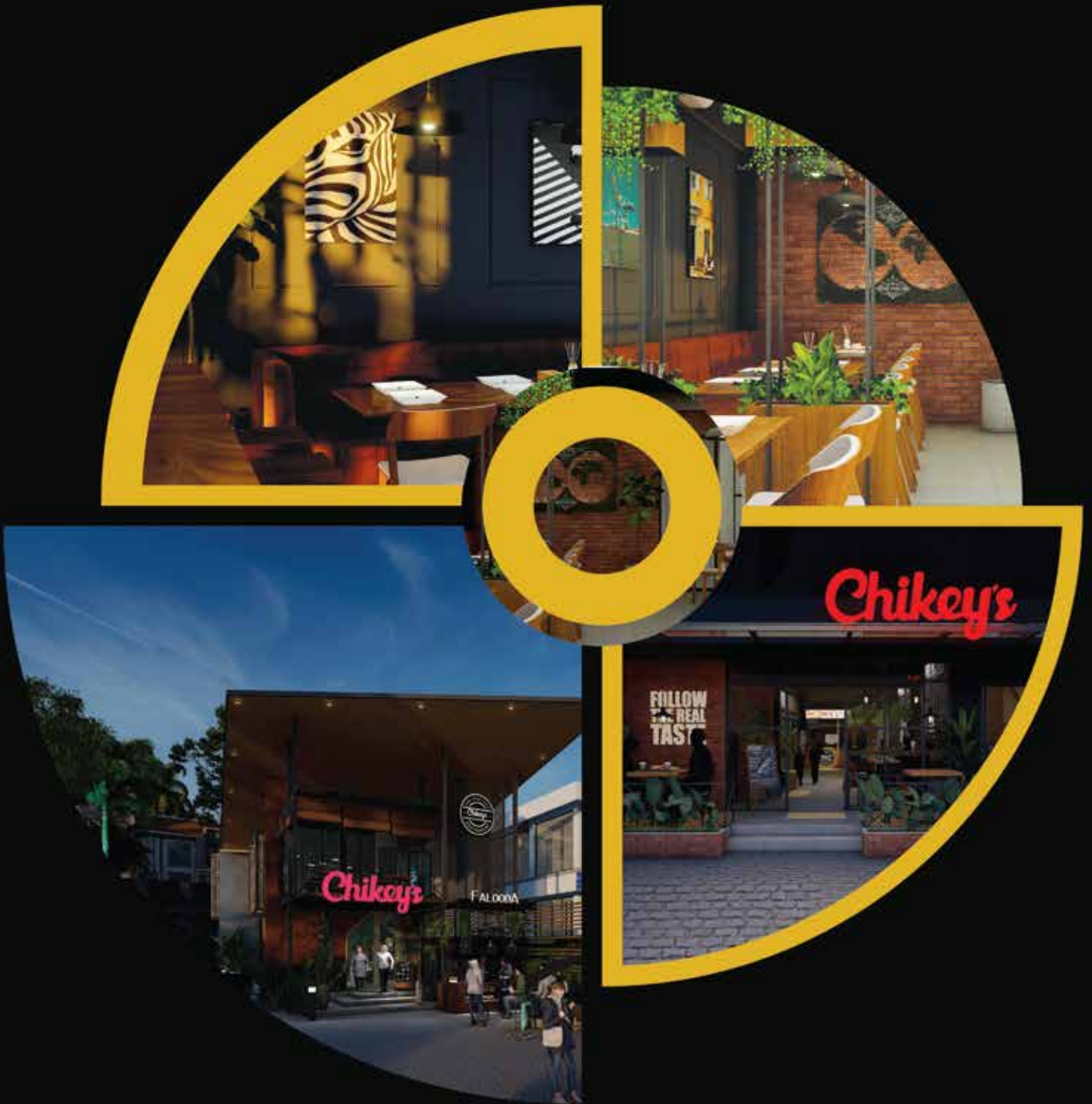
### LIP-SMACKING EXPERIENCE

We totally know what you mean about "plenty of". We usually get hungry and lip-smacking when it's followed with "in-house sauce", because it usually indicates that it's got a delicious sauce or broth perfect for dipping.



## DESIGN

Chikey's possesses a unique and attractive brand design, one that has become a mark of our identity. We believe in maintaining consistency with even the minutest detail and this emanates in our store interior and menu design.





## **BECOME OUR PARTNER**

Chikeys is special and so is our approach to franchising. We want to create the same feeling among our franchise partners as that we have created among our employees, that is to say, you are to be a member of the Chikeys family. We believe in a long term, strong and profitable partnership between our franchise partner and ourselves. If you are looking for a franchise model that offers a comprehensive system to match any global fast-food operation then Chikey's will provide you with a truly outstanding package.

We would like our franchisees to start an affordable business that looks great and serve a great taste of food every time. We also need our franchise partners to generate great profits and open second, third and in time a network of successful locations. Let us help you help yourself! Look a little closer at what Chikey's can offer and you will probably agree that we are serious but never greedy when it comes to business partners.

## **CREATING GLOBAL PRESENCE**



**INDIA | QATAR | KSA | UAE**



## **THE AGREEMENT**

Chikeys offers the right to establish and operate a restaurant under the terms of a single Unit Franchise Agreement or Master Franchise Agreement. The franchisee may be an individual, corporation, partnership, company or other form of legal entity.





## **FINANCIAL ASSISTANCE**

Chikeys does not offer, either directly or indirectly, any financing arrangements to franchisees.

## **TRAINING ASSISTANCE**

The initial training program will generally last about two weeks. However, up to six weeks training may be required. Chikeys will provide instructors and training materials for the initial training of the franchisee's operating principal, Outlet manager, and one assistant manager at no additional charge. For the opening of the franchise's first restaurant, Chikeys will provide one of their trained representatives. The trained representative will provide on-site pre-opening and opening training, supervision, and management assistance for 10 days.

## **TERRITORY**

The Franchise Agreement grants the franchisee the right to operate a restaurant at a single location that the franchisee selects within the assigned area and that Chikeys approves (Primary Area of Responsibility). Chikeys will determine the primary area of responsibility before the franchise agreements signed based on various market and economic factors such as an evaluation of market demographics, the market penetration of the franchise system and similar businesses, the availability of appropriate sites and the growth trends in the market. During the term of the Franchise Agreement, if the franchisee is in compliance with the Franchise Agreement, Chikeys will not establish a restaurant or authorize any other person or entity to establish a restaurant within the primary area of responsibility.

## **TERM OF AGREEMENT AND RENEWAL**

The franchise term is for 5 years from the date of the Franchise Agreement unless terminated earlier. The agreement may be renewed at the franchisee's option for additional consecutive five-year terms.

## **OBLIGATIONS AND RESTRICTIONS**

If the franchisee is an individual, he or she must perform all obligations of the operating principal. If the franchisee is a corporation, partnership or other form of entity, the operating principal must be one of the "Controlling Principals." The franchisee must retain at all times a general manager and the other personnel as are required to operate and manage the restaurant. The general manager must satisfy Chikeys educational and business criteria as provided in the manuals or other written instructions, and must be individually acceptable to Chikeys. The franchisee must comply with all standards and specifications relating to the purchase of all food, food products and beverage items, ingredients, supplies, materials, fixtures, furnishings, equipment (including electronic cash register, computer hardware and software), utensils and other kitchen items and products used or sold at the restaurant. The agreement is a conventional franchise agreement i.e. where the franchisee has to pay an initial fee (Franchise Fee) at the time of signing the agreement, a fee per new restaurant and royalty. The initial fee (Franchise Fee) varies depending on the size of the market/territory. Fee per restaurant varies depending on the size of the market/territory.

## **ROYALTY**

5-8% of gross sales, we are in it for the long run as our franchise partner you are to invest, manage and develop Chikeys in your own home market. You are to recruit, manage and encourage your employees, creating functioning teams which will provide the market's most satisfied customers and profitable operation. We believe in a long lasting and mutually beneficial relationship based on trust, hard work and commitment, and we are with you all the way.



## FRANCHISE OFFER

Chikeys offers the right to establish and operate a Restaurant under the terms of a single unit franchise agreement or Master Franchise agreement. The franchisee may be an individual, corporation, partnership, company or other form of legal entity.

## SITE SELECTION

Prime locations are not always easy to come by. Therefore, when you become part of the Chikeys family, we will assist you in identifying prime sites to ensure that you select a location with the best chance for success.

## PROJECT MANAGEMENT

Once your lease is signed, the clock starts ticking. Every day that your restaurant is not open is a day you are not putting money back into your pocket. To ensure your restaurant opens as soon as possible, we offer complete project management service. This service allows you to focus on the other needs of your business.

## EQUIPMENT

The Chikeys supports you with a consolidated equipment package that covers every piece of equipment in your restaurant. Due to volume purchasing discounts, you're able to buy restaurant equipment at a great price reduction. We've carefully refined this to fit the exact needs of your restaurant.

## FINANCIAL REQUIREMENTS

| Description                                      | Food Court<br>400 – 600 sq. ft.<br>\$ | Full Dine In<br>1,000 – 2,000 sq. ft.<br>\$ |
|--|---------------------------------------|---|
| Franchise Fee                                    | 10,000                                | 10,000                                      |
| Legal and Administrative                         | 1000                                  | 1000  |
| Leasehold Improvements / Renovation / Design Fee | 1000                                  | 1000  |
| Civil Construction Fixture & Fitting             | 10,000 – 20,000                       | 20,000 – 30,000                             |
| Signage  | 1000 – 3,000                          | 2,000 – 3,000                               |
| Furniture  | N/A                                   | 10,000 – 20,000                             |
| All Equipment                                    | 30,000 - 40,000                       | 30,000 – 40,000                             |
| Grand Opening Allocation                         | 2,000 – 5,000                         | 2,000 – 10,000                              |
| Initial Stock                                    | 5,000 – 10,000                        | 5,000 – 10,000                              |
| <b>Total</b>                                     | <b>60,000 – 90,000</b>                | <b>80,000 – 125,000</b>                     |

## STEPS TO OWNING A CHIKEYS FRANCHISE

Once you're ready to own restaurant franchises with the Chikeys, there are few steps the Franchise Development Team will help walk you through.

- Complete the franchise information request form
- Discuss program requirements with senior franchise development staff
- Receive a copy of our Franchise Kit
- Fill out confidential application
- Select your location
- Sign the franchise agreement
- Restaurant grand opening

### AWARD WINNING BRAND

In a star-studded celebration of the Keralite expatriate's entrepreneurial spirit, Chikeys Foods Chairman & Managing Director Mr. Mubeer received the Young NRI Entrepreneur of the Year Award 2016 from Hon. Chief Minister of Kerala Mr. Prinarayi Vijayan, Malayalam Communications Ltd. Chairman & Malayalam Cine Super Star Mr. Mamooty, and other dignitaries and VIPs, the Kairali TV NRI Entrepreneur Awards was held on 23rd december at Hotel Steigenberger Dubai

Recognizing his commitment to responsible business in the Kingdom of Saudi Arabia and India and Qatar, Kairali TV has conferred the NRI Young Entrepreneur Award 2016 to Mr. Mubeer, Chairman & Managing Director of Chikeys Foods, it was his first ever business excellence awards. Mr. Mubeer was admired for his contribution to the industry as well as social cause.

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## THE CHIKEYS® FAMILY

From employee to partner to management, we are passionate about the Chikeys® brand and committed to ensuring its continued success. To maintain our unique culture, we ensure each applicant is carefully evaluated before joining our family.

## OUR SUPPORT

Chikeys Foods is the Chikeys® global franchise management division created solely to manage the brand's global agenda. A dedicated team consists of highly experienced and qualified individuals geared toward supporting the development of the Chikeys® franchise system every step of the way. Turnkey franchise systems and on-going support ensure that franchisees get the business up and running in minimum time with maximum efficiency. With a process-driven operations manual and open communication channels with Chikeys® headquarters, franchisees possess exceptional management skills, excellent quality standards and the right attitude to build a successful business. The record speaks for itself when it comes to successful franchisees, quality of training and franchisee recruitment.

## WHAT DO YOU AS A FRANCHISE PARTNER RECEIVE IN BENEFITS?

- You will own and manage a successful concept.
- You receive basic training as well as ongoing training.
- You receive help and support from a strong and experienced organization.
- You receive benefit from a large company's synergy effects.
- You will be part of the Chikeys family.
- You are in the business for yourself, but not by yourself

Chikey's

تشیکیز



### EATING EXPERIENCE

Eat, relax and have a nice break at Chikeys. Our dining area with its contemporary stylish design and fine ambience, offers a highly relaxing eating experience to our customers and perfectly complements the taste and flavor of our food. Lots of daily luxury – for free visiting Chikeys is about taking a break from the daily stress that is why our customers have the service of relaxing music, free WLAN etc.





Lipsmackin'



FOLLOW  
THE REAL  
TASTE

Chikey's®

Chikeys Restaurants  
[www.chikeys.com](http://www.chikeys.com)



# Chikey's®

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