



GOLDEN CHICK OF THE FUTURE:

EMBRACING FLEXIBILITY IN RESTAURANT DESIGN



The restaurant industry continues to adapt to changing consumer preferences and technological advancements, and one key aspect gaining prominence is the need for flexible floor plans. As we gaze into the future of dining experiences at Golden Chick, we envision a space that seamlessly integrates adaptability into its design, offering customers an unparalleled dining experience.



MULTI-FUNCTIONAL SPACES

Traditional restaurant layouts often adhere to a fixed structure, but Golden Chick recognizes the importance of staying nimble in an ever-changing market. Our brand's commitment to innovation has led to the development of flexible floor plans that redefine the dining experience.

One of our standout features is the creation of multi-functional spaces. These areas can easily transform to accommodate different dining experiences, from a quick lunch to lively gatherings with friends and family. By incorporating adaptable seating arrangements and modular design elements, we ensure that every square foot of a Golden Chick restaurant serves a purpose.

Imagine a dining area that can effortlessly transform from a inviting setting for that dine-in meal to a communal space for larger groups. The restaurant can cater to various party sizes and accommodate different social dynamics by incorporating modular furniture and adaptable seating arrangements.



GREATER CONVENIENCE FOR CUSTOMERS

In addition to reimagining the dining area, Golden Chick strongly prioritizes enhancing the overall customer experience. By leveraging innovative technologies such as self-ordering kiosks and mobile ordering apps, our franchisees offer customers unmatched convenience in placing orders and customizing their meals to suit their preferences. This streamlines the ordering process and allows for greater personalization and efficiency.



COMMITMENT TO SUSTAINABILITY



As a Golden Chick franchise owner, you'll play a crucial role in our commitment to sustainability. Our eco-friendly practices, including the use of energy-efficient equipment and packaging containers made from recycled materials, not only reflect our dedication to adapting to evolving consumer demands but also contribute to a greener future.

By incorporating sustainable initiatives into your Golden Chick franchise, you'll enhance the overall customer experience. We believe that aligning convenience with environmental responsibility is a key aspect of meeting the diverse needs and expectations of today's consumers. This dual commitment sets Golden Chick apart as a brand that values both the satisfaction of our customers and the well-being of our planet.



OUR THREE RESTAURANT CONCEPTS

At Golden Chick, we offer our franchisees the opportunity to choose from three distinct concepts for their restaurants. This allows them to tailor their establishment to fit their budgets and the specific needs of their communities.



1. FREESTANDING, GROUND-UP LOCATION

These brand-new locations are constructed from the ground up in carefully selected areas to attract customers. Built to our exact specifications, these restaurants are designed to last for decades. As new additions to the communities we serve, these locations are highly effective at capturing the attention of potential customers. The total cost of opening a freestanding, ground-up location ranges from \$895,890 to \$1,414,500.



2. FREESTANDING CONVERSION

By converting existing buildings with drive-thrus, franchisees can establish freestanding Golden Chick restaurants. The initial investment for freestanding conversions is lower than for ground-up locations since there are fewer construction costs involved. The estimated investment for freestanding conversion franchises ranges from \$438,450 to \$957,500.



3. PROTOTYPICAL END CAP RESTAURANT WITH DRIVE-THRU

These smaller restaurant locations are situated in existing spaces within small strip centers, spanning approximately 2,200 square feet. Similar to freestanding conversions, they generally require less extensive construction. However, unlike the previous options, these restaurants are part of larger retail complexes and do not operate as standalone establishments. The estimated franchise cost for this type of location is between \$470,450 and \$946,400.



How We ASSIST

« OUR FRANCHISEES »

At Golden Chick, our franchisees' success is intertwined with our brand's success. That's why we are committed to providing comprehensive support and assistance to our franchisees at every step of their journeys. Your investment is a wise one because we'll provide you with guidance and assistance with the following tasks:

DESIGN AND FLOOR PLANS

Golden Chick takes pride in its meticulous approach to customizing franchise floor plans and designing layouts to suit the unique characteristics of each location. Recognizing that a one-size-fits-all approach doesn't work, we collaborate closely with our franchisees to develop designs, floor plans and site plans that seamlessly work with their chosen sites. By carefully considering every aspect, from the kitchen area to the dining space, we ensure optimal space utilization and efficiency, resulting in inviting and functional environments for customers and staff.

In addition to tailored designs, Golden Chick's floor plans are strategically designed to accommodate future growth. Our layouts are flexible and adaptable, allowing for potential expansions or modifications as the business evolves. This forward-thinking approach enables our franchisees to readily respond to changes in demand, remain competitive, and thrive in the dynamic restaurant industry. The flexibility of our floor plans is a testament to our commitment to supporting the long-term success of our valued franchise partners.



LOCATION SELECTION

Golden Chick goes beyond providing floor plans by actively assisting franchisees in selecting the right locations. Our real estate experts evaluate factors such as ease of access, demographics, and competition to help you make informed decisions about where to set up your Golden Chick restaurant. This ensures that your restaurant is optimized for success in the chosen market.

PROCURING EQUIPMENT AND FURNISHINGS

Beyond the architectural aspects, Golden Chick provides franchisees with a detailed list of all the essential elements required for setting up a restaurant. This includes signs, fixtures, equipment, and furnishings. We offer a comprehensive guide so you can efficiently procure the necessary components to bring the Golden Chick brand to life in your chosen location.



APPROVED VENDOR NETWORK

At Golden Chick, we facilitate the process of acquiring the equipment and furnishings you need by providing prospective franchisees like yourself with a list of approved vendors. This network of vendors is vetted by the company for optimal quality and reliability. Having access to an approved vendor network streamlines the procurement process, saving time and ensuring that you receive items that meet Golden Chick's standards.

HANDS-ON PRE-OPENING TRAINING

Operating a Golden Chick franchise involves numerous moving parts, and we understand the importance of having a well-trained team. Before opening doors, you and select staff members will participate in a comprehensive hands-on training program. This training takes place at one of our Certified Golden Chick Training restaurants, where you'll receive approximately four weeks of on-the-job training. The training covers various topics essential to running a successful Golden Chick restaurant, including the following:



**FOOD
PREPARATION**



**EQUIPMENT
OPERATION**



**COST
CONTROL**



**INVENTORY
MANAGEMENT**



**ESSENTIAL MANAGEMENT
AND PERSONNEL
TECHNIQUES**

We provide comprehensive instructional information such as our operations manual, videos, and testing materials to supplement the on-site training. We ensure that all bases are covered and all your questions are answered, giving you the confidence to operate your Golden Chick restaurant successfully.

ASSISTANCE DURING PRE-OPENING AND BEYOND

At Golden Chick, we believe in going above and beyond to support our franchisees. During your pre-opening phase, we provide an opening team to assist you in training your hourly staff on-site. This dedicated team remains with you during your first week of business, ensuring a smooth transition and offering guidance when needed.



Even after your doors open, our commitment to your success doesn't end. Our leadership team of franchise experts continues to provide comprehensive support throughout your journey as a Golden Chick franchisee. This support includes:

OUR PURCHASING PROGRAM

Enjoy great pricing on food and packaging through our purchasing program, helping you manage costs and maximize profitability.

PROPRIETARY RECIPES

Benefit from Golden Chick's exclusive and time-tested recipes, ensuring your customers enjoy consistently delicious meals.

EFFECTIVE MARKETING MATERIALS AND PROGRAMS

Our proven marketing materials and programs drive customer engagement and boost sales.

EFFECTIVE MARKETING MATERIALS AND PROGRAMS

Receive ongoing field support from our experienced District Directors. They regularly visit your location to address any concerns related to costs, quality assurance, and other operational issues.

CONTINUED INNOVATION

We prioritize innovation so you can stay ahead of the competition, ensuring that your Golden Chick restaurant remains at the forefront of the fast-food industry.

Whether you are a seasoned entrepreneur or embarking on your first business venture, investing in a Golden Chick franchise provides a solid foundation for success. Join us in revolutionizing the fast-food industry with our flexible restaurant design and unwavering support.



IF YOU'D LIKE TO LEARN MORE ABOUT GOLDEN CHICK'S FLOOR PLANS AND DESIGNS, CONTACT OUR TEAM TODAY!