

# HOW DOES **GOLDEN CHICK** STAND OUT AMONG THE COMPETITION?





At Golden Chick, we know there's a lot to consider before deciding on an investment in a franchise brand, particularly if you're thinking about making one in the quick service restaurant (QSR) industry. That's especially true these days. As a result of COVID-19, most QSRs are having to readjust their way of doing business, and if a brand isn't flexible or established enough, that can spell trouble.

The good news is, the Golden Chick brand is thriving! We've been satisfying happy customers for over 50 years, and despite current circumstances that make dining out more challenging, we continue to serve thousands of hungry guests every day. Here, we'll take a closer look at the strength and stability of the Golden Chick brand, what differentiates us from competitors, and how becoming part of our QSR family positions you to take full advantage of our industry.

# A Time-Tested and Recognized Brand Name



What's in a name? Plenty, if you're Golden Chick! We began satisfying appetites in 1967 in central Texas, and what began as one restaurant back then has today grown to nearly 200! If there's one thing we've learned over the course of over half a century in business, it's that our wholesome and delicious meals and sides continue to prove popular with customers young and old alike. Our menu has something for everyone, and is highlighted by our signature Golden Tenders™, the very best chicken tender in the business. Partnering with Golden Chick not only means you get immediate access to the recognition and respect of our brand name, it also means that when you open your franchise doors, you won't have to work nearly as hard to build your reputation — because we've already done it for you!

Joining the Golden Chick family gets you more than that, though. In addition to the access you'll gain to our recognized trademarks and slogans that have come to define our brand, becoming a Golden Chick franchisee means more for your marketing dollar, because it'll be quicker and easier to reach your demographic. There's a lot to be said for a name, especially when it comes with so many perks and benefits, and the Golden Chick name is a stand out!







# The Strength of Our Place in the QSR Industry

Right now, due to the current economic climate, a lot of potential investors are being especially cautious. Many industries have taken hits due to COVID-19, and the QSR industry is no exception. Nevertheless, Golden Chick is one of only a handful of QSR brands that have weathered the storm. Like a lot of our competitors, we saw a dip in revenue at the start of the pandemic. But thanks to our drive-thrus and third-party delivery, our guests are able to conveniently get that great comfort food menu that they crave. Thanks to our proactive corporate team, and our commitment to growth no matter what the challenges, the Golden Chick brand is not just surviving, but flourishing! In fact, after an initial five-week turndown that marked the beginning of the pandemic, our brand finished Q2 at just over 20%, and Q3 is shaping up to be even stronger. That's something a lot of our competitors simply can't claim.



Of course, nobody can predict the future, and any industry is going to be vulnerable to outside forces and influences. But because we offer our guests a drive-thru option, allowing them to enjoy our menu while staying socially distant, we're able to continue serving them while maintaining our place in an industry that demands responsiveness and versatility in times like these. When you partner with Golden Chick, no matter what the circumstances, you can count on our smart and dependable support to help you navigate any challenges ahead! Our competitors can't promise you that.

# Unmatched Franchisor Support

We know the Golden Chick brand is only as successful as each and every one of our franchisees, which is why we don't leave preparedness to chance. When you decide to open your very own Golden Chick restaurant, you'll quickly benefit from our training and support, because we know how important it is to start out on the right foot. Our time-tested business model and expert franchise team will help take a lot of the guesswork out of running your business, which means you'll have more time to concentrate on its growth. Below are some of the important ways we invest in your success.



## Before You Open

Our support starts with comprehensive pre-opening training. You and select members of your staff will join us at one of our company-owned Golden Chick restaurants where you'll enjoy approximately four weeks of hands-on, on-the-job training covering just about everything you need to know about running your new restaurant.

From preparing our menu and ordering inventory, to operating equipment, managing costs, and hiring, training and managing great staff, our on-site instruction is thorough. Instructional materials consisting of our proprietary operations manual, videos, and testing materials will supplement your in-person training.



We know it's important to hit the ground running, which is why we make sure your pre-opening training answers all your questions and allows you to begin operating your new restaurant confidently.



## The Right Location

You've heard it before: location, location, location! It's everything in real estate, especially when you're beginning life as a new business owner. This is particularly true if you're getting ready to open a restaurant, so we don't leave finding the perfect Golden Chick location up to chance. Our experts have decades of experience finding and building out the optimal locations for Golden Chick franchises, and they'll help identify and prepare yours, too, based on important criteria like ease of access, demographics, competition, and more. We'll also provide you with:

- Design, floor plans, and specifications for your Golden Chick Restaurant
- A list of the signs, fixtures, equipment, apparatus, and furnishings you'll need
- A list of approved vendors for many of these items

Starting out in the right location is everything, and we make sure to provide our new franchisees with guidance and resources that'll put them ahead of the competition.



## After Your Grand Opening

Once your Golden Chick restaurant is in full operation, our team of franchise experts continues to provide support that goes above and beyond what other franchisors might have to offer. This includes effective marketing materials and programs, field support from District Directors, proprietary recipes to keep your Golden Chick menu delicious and appealing, and a purchasing program that saves you money on food, packaging and supplies.





# An All-Inclusive Investment

As you can now probably appreciate, ours is an investment that's backed by decades of experience and that comes with all kinds of advantages that are not guaranteed when you partner with another franchisor.

From our proven business model, to our proprietary and much-loved recipes, to our team of experts who are always on hand to answer your questions, address your concerns, or listen to your feedback, a Golden Chick investment is an all-inclusive one that has stood the test of time. Now more than ever, choosing the right brand to invest in is an important decision, one that can mean the difference between failure and success.

Why not partner with a brand that has the track record and experience to meet challenges head on while enjoying continued growth? Golden Chick is that brand!



Ready to find out more about how Golden Chick beats the competition? Reach out to one of our franchise experts today!



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