



DALLAS CHICKEN & PIZZA

FRANCHISE BROCHURE

TABLE OF CONTENTS

- About Dallas 3
- Awards 5
- Low Cost Investment 7
- Menu Range 9
- Training and Support 11
- Brand Partnerships 13
- Virtual Brands 15
- Financial Highlights 17
- Franchisee Owner’s Testimonials 19
- Locations 21
- New Openings 23
- Get in Touch 30



ABOUT DALLAS

Dallas Chicken & Pizza founded in 1996 as an Halal Fast Food concept, has built a recognised nationwide brand expanding rapidly with approximately one new store opening per quarter. As one of the few branded operators specialising in both chicken and pizza, Dallas fills a unique niche in the market offering customers a diverse menu selection with broad appeal.

Dallas are a multi award winning franchise business having been named as one of the Top 100 franchise businesses in the UK and awarded the best fast food franchise of the year by the London Prestige Awards amongst others.





AWARDS





LOW COST INVESTMENT

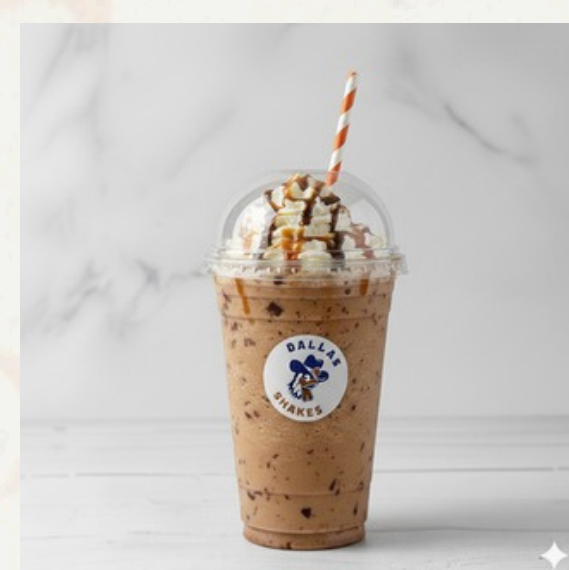
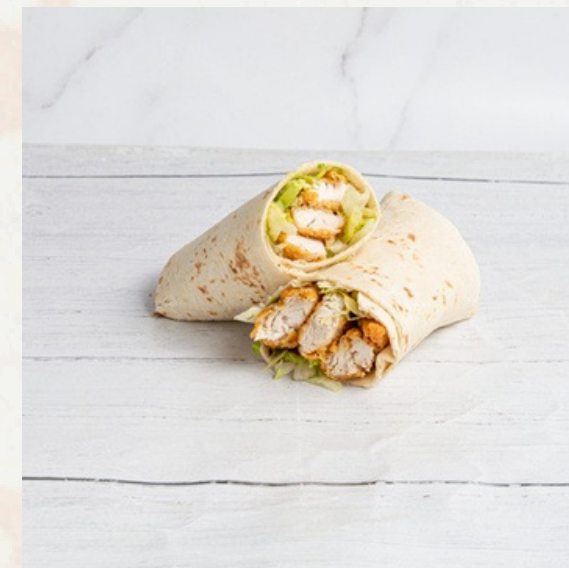
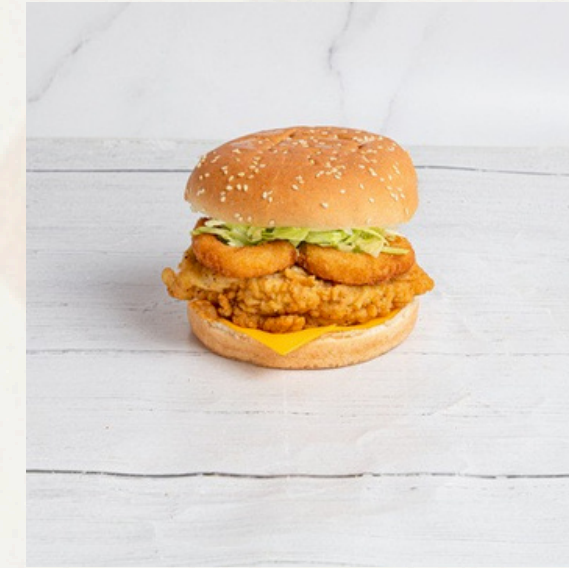
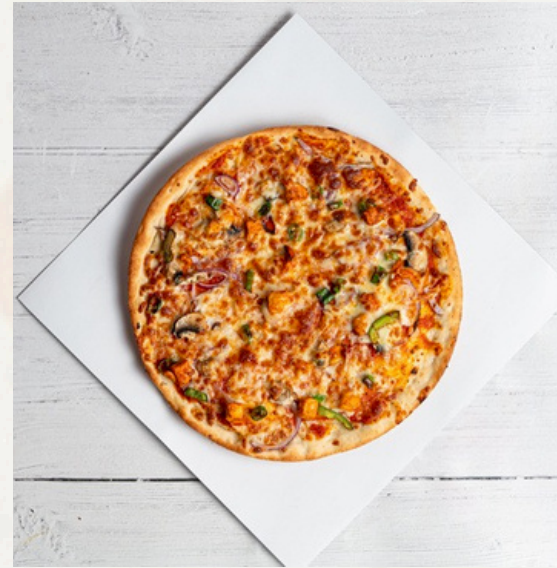


- Full turn-key investment approximately £100,000
- Low fixed monthly royalty fee
- Zero marketing fees
- No additional charges for training
- No hidden costs
- Highly competitive supply chain



MENU RANGE

- Fried Chicken
- Rice Boxes
- Peri Peri Grills
- Burgers
- Wraps
- Pizzas
- Desserts
- Milkshakes





TRAINING & SUPPORT



- Complete start up support with fit out, equipment and project management
- Comprehensive training program for you and your staff
- Dedicated marketing & social media management
- Dedicated online delivery platform management
- Ongoing operational support and best practice guides
- Tailored marketing with no additional fees
- Area management support
- Supply Chain & Distribution



BRAND PARTNERSHIPS

Boasting strategic partnerships with global third party brands, Dallas enhances the product offerings for its customers and boost profits for franchisees.





VIRTUAL BRANDS



D'SMASH

To maximise profits, we offer exclusive online only virtual brands “**My Slice Pizza**” and “**D'SMASH**” Smash Burgers.

These virtual brands make use of existing in store equipment and menus meaning simple preparation at no extra cost allowing for additional sales growth.





FINACIAL HIGHLIGHTS

- Low turn-key investment set up cost of only £100,000
- Low fixed monthly royalty of only £350
- Zero Marketing Fees
- Internal distribution keeping COGS at only 30%–32%
- Low rental and fixed overhead costs





FRANCHISE OWNERS TESTIMONIALS

“THE PROCESS OF JOINING DALLAS AND FINDING A LOCATION FOR MY SITE WAS VERY SMOOTH AND QUICK. DALLAS NEGOTIATED THE BEST TERMS POSSIBLE FOR MY LEASE AND MANAGED TO CARRY OUT THE SHOP BUILD WITHIN BUDGET. I FIND THE TEAM BEHIND DALLAS TO BE VERY STRAIGHTFORWARD, WHICH MADE ME FEEL AT EASE TO JOIN THIS FRANCHISE. FURTHERMORE, THE TEAM BEHIND DALLAS HAVE MADE THEMSELVES AVAILABLE TO ME ANY TIME FOR ANY QUESTIONS AND SUPPORT THAT I MAY NEED. I HIGHLY RECOMMEND JOINING DALLAS, IT’S LIKE JOINING ON BIG HAPPY FAMILY.” – IRFAN AZAM

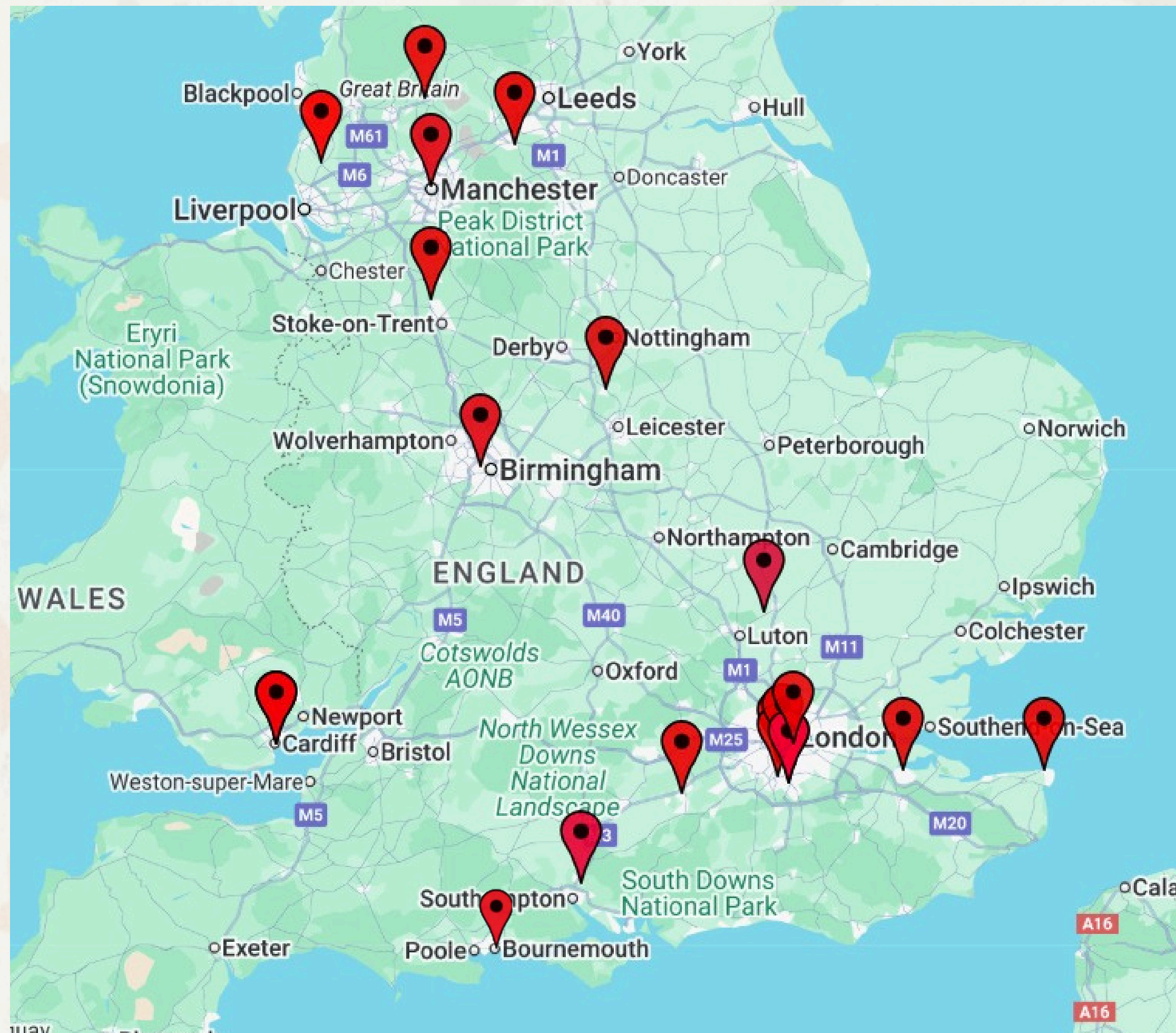
“I JOINED THE DALLAS BRAND AS A FRANCHISEE A FEW YEARS AGO. THE STORE HAS THRIVED EVEN WITH THE PRESENCES OF COMPETITION IN CLOSE PROXIMITY. WITH MY PREVIOUS FAST FOOD EXPERIENCE, DALLAS HEAD OFFICE CONTINUES TO WORK VERY CLOSELY WITH ME TO ENSURE THAT MY SALES GROW AND WE STAND OUT FROM THE COMPETITION. THE DALLAS SUPPLY CHAIN HAS ALWAYS DELIVERED QUALITY STOCK PRODUCTS AS WELL AS THEIR DISTRIBUTING PARTNERS. I HAVE NOW BEEN ABLE TO TAKE ON ANOTHER DALLAS TO ADD TO MY PORTFOLIO DUE TO THE SUCCESS OF THE FIRST ONE.” – RIZWAN MAHBOOB

“HAVING NO PREVIOUS FAST FOOD EXPERIENCE, I DECIDED TO JOIN THE DALLAS FRANCHISE DUE TO THE SUPPORT AND TRAINING ON OFFER. I WAS GIVEN SHOP LEVEL AND MANAGEMENT TRAINING IN MULTIPLE DALLAS SITES, SO THAT I COULD GET A GOOD UNDERSTANDING OF STORE OPERATIONS. THE HEAD OFFICE SUPPORT I RECEIVE HAS BEEN SECOND TO NONE AND THEY HAVE ALWAYS DELIVERED IN ANSWERING ANY QUESTIONS AND SUPPORT I NEED. I AM PLEASED TO SAY I AM VERY HAPPY WITH MY DALLAS FRANCHISE AND AM LOOKING INTO OPENING ANOTHER DALLAS IN THE FUTURE.” – ABDELAZIZ BOUCHIBA



LOCATIONS

The key to success is a prime location for your store with high foot fall. We favour locations in the near vicinity of pubs, clubs, schools, high streets, transport links, shopping centres and other areas of high footfall. Dallas will assist in sourcing the right property for you . With our vast network and experience, we know where your business will succeed.





NEW OPENINGS

BOURNEMOUTH STORE



MANCHESTER STORE



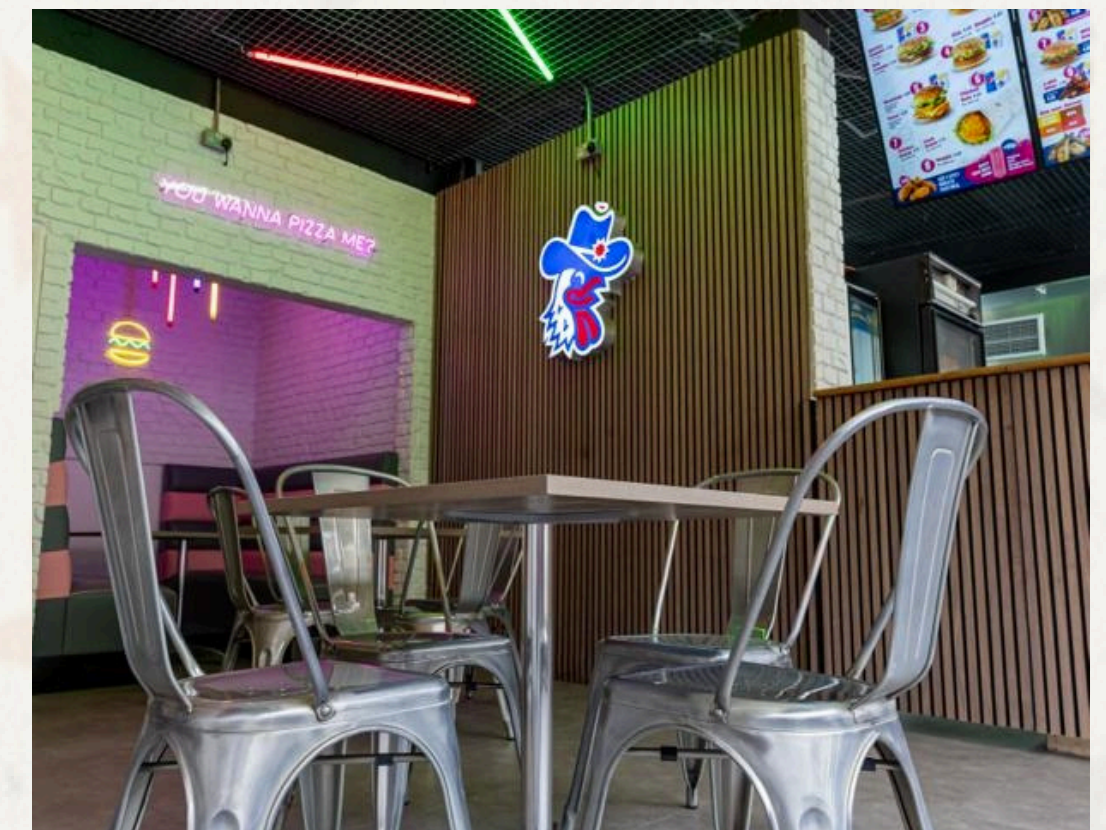
EASTLEIGH STORE



GRAVESEND STORE



PURLEY STORE



CARDIFF STORE





GET IN TOUCH

TEL - +44 7960110014

EMAIL - DABEEL@DALLASCHICKEN.CO.UK

DABEEL WAHEED - OPERATIONS DIRECTOR

WEBSITE - WWW.DALLASCHICKEN.CO.UK