



CTR CHICKEN



FRANCHISE BUSINESS PLAN



FRANCHISE BUSINESS PLAN

Date of Preparation: ____ / ____ /20 ____

Investor Information

Name and Surname:

Address:

Company Name:

Company Address:

Company/Investor Bank Information

Bank Name:

Account Number:

Details of the Shop/Store to Invest In

Address:

Prepared by - Makfry

Name and Surname:

Signature:

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1-) BRAND & JOB DESCRIPTION



1.1. JOB DESCRIPTION

CTR Chicken is a fast food restaurant chain that operates worldwide. It is well-known for its crispy chicken products and offers a variety of foods on its menu, including chicken pieces, chicken burgers, chicken wings, chicken nuggets, fries, salads, and other side items.



1.2. BRAND DESCRIPTION

Founded in 2012, CTR Chicken rapidly expanded its presence and became one of the leading brands in the food industry. With 100+ restaurants, most of which operate under the franchise model, CTR Chicken holds a significant position in the fast food restaurant sector by offering quality and delicious food to its customers.



1.3. MISSION STATEMENT

CTR Chicken, owned by the company, operates as a franchise at address.

2-) CHARACTERISTICS OF THE BRAND



2.1. HISTORY

Our founders entered the fast food industry by opening a fast food restaurant in Leicester, UK in 1996 and continued their operations by opening 17 different branches in cities such as Northampton, Rugby, Hinckley, and Leamington SPA in the UK. In 2010, they noticed a lack of "Fried Chicken" products in Turkey and decided to bring their fast food restaurant activities to Turkey under the brand name Makfry Group. As a result of the R&D and work done on the necessary equipment for producing Fried Chicken, Makfry Group started producing patented pressurized fryers in-house, which was a first in Turkey. They also filled the gap in the sector by completing the R&D of the coating products, which are the second most important ingredient in Fried Chicken, with 100% domestic production. Today, Makfry Group produces 100% of the necessary equipment and food products for Fried Chicken, and entered the Fried Chicken market with the restaurant named Çitir Chicken in 2011. Çitir Chicken restaurants expanded rapidly and started to be abbreviated as "CTR" in the names of their branches due to the difficulty in pronouncing the word "Çitir" in some countries in 2016. In 2022, Makfry Group management decided to switch from the name Çitir Chicken to CTR Chicken, due to the high number of branches opened under the name CTR Chicken. As a result of this decision, the motto "Fried Chicken & More" was changed to "Chicken Test Revolution". Makfry Group continues to expand its brand and products day by day, and with ongoing R&D studies, it continues to produce and offer new products, taking into account other shortcomings in the sector. As the CTR Chicken family, we continue to grow confidently on the path to becoming a global brand with 95+ branches in 23 countries, and bring our products to you with our quality and taste values.



2.2. MISSION

Our reason for existence is to create a difference in every aspect of our industry, from our extraordinary blends that turn chicken into love, to our cooking equipment that meets world standards, and to spread these differences to every country in the world with investors who meet our criteria, and to become the "most loved" brand of our industry worldwide.



2.3. VISION

Since the day of our establishment, our most important indispensable is our quality. For years, we have never compromised on our quality and we never will, and it is absolutely impossible for us to work with individuals, institutions, or organizations that do not value quality, whether as a supplier or dealer. Another important characteristic that is indispensable to us is our competitive power. Being preferred in terms of taste, price, and quality in every market we operate in is the most important difference we offer to our dealers all around the world. Lastly, those who do not value the written or unwritten ethical, moral, and commercial rules and values cannot walk the same path with us, no matter what field it is.



2.4. CORPORATE STRUCTURE

CTR Chicken is a fast food restaurant chain operating worldwide, with a high number of franchise networks. Currently, it serves with more than 100 branches.

CTR Chicken is a rapidly growing company that uses the franchise system and works with a franchise support team to provide support to franchise owners and ensure operational consistency. Additionally, CTR Chicken operates under the Makfry Group, and continues its operations in the sector with its corporate structures such as the Board of Directors, Top Executives, Operational Structure, and Franchise System.



2.5. BRANCHES



30+
Country

110+
Branches



2.6. OUR PRODUCTS





2.7. FRANCHISEE SWOT ANALİZİ

SWOT ANALYSIS

CTR Chicken SWOT analysis is an analysis report that evaluates the position of our restaurants in the industry and the market, as well as our strengths, weaknesses, and risks.

GENERAL FACTORS

STRONG+

1. As the owner of the franchise system (MAKFRY LTD.), the company is also the producer of the machines and foods used in the restaurant.
2. The company has a well-established and monitored corporate infrastructure, with a restaurant management system in place.
3. The company can provide menu variety and flexibility according to country and region.
4. The company's restaurants, AVMs, and express concepts allow for location and customer potential-specific solutions.
5. The company's identity as a producer allows for lower installation and technical service costs.
6. The company is innovative in its concept, design, and menu variety.
7. The company produces supported policies from the center to offer more economical options in menu pricing compared to rival brands.
8. The company has the potential to create loyal customers with its different and delicious product offerings.

WEAK-

- 1- Establishing brand awareness and investing time in the new region is necessary.
- 2- The process of establishing infrastructure to meet the requirements of the system in each new region.

These infrastructure requirements include:

- Establishing a supply chain system
- Building the operations team and organization
- Developing advertising and marketing systems
- Creating a monitoring and evaluation system.

SPECIAL FACTORS

OPPORTUNITY+

- 1- The limited presence of Fried Chicken products in the market, aside from a few well-known brands, creates an opportunity for expansion.
- 2- The flexible menu system allows for localized solutions, creating opportunities for investors.
- 3- Being open to market trends such as healthy, fast, and unique options creates new opportunities for growth.

THREATS-

- Economic fluctuations due to the conjuncture
- Conjunctural diseases or illnesses.

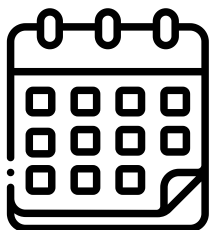
ANALYSIS EVALUATION AND GOALS

There are a few dominant brands in the market that dominate the position of Fried Chicken products. It is observed that there is a huge gap in the market when we evaluate the product and its position in the sector. Taking our advantages into consideration, we aim to become a global brand by filling the gap in the sector and market.

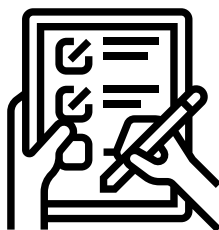
3-) INVESTOR



3.1. INVESTOR'S COMPANY



**Establishment
Year:**



Activity:



Partners:

based on the information provided above, the company has been established and is currently operating with the aim of creating the franchise of the CTR Chicken brand and growing through it.

3.2. INVESTOR'S CAPITAL PLANNING

We will establish and start operating the restaurant at the address of within the time frame of with the investment.

The required investment will be financed by of equity and through loans from other financial institutions.

Projected Earnings Table

€	DAILY	MONTHLY	YEARLY	%
REVENUE	2000	60000	720000	100
COST OF GOODS SOLD	660	19800	237600	33
VARIABLE EXPENSES	680	20400	244800	34
FIXED EXPENSES	195	5850	70000	9,75
GROSS PROFIT	465	13950	167400	23,25

NOTE:

*The above calculation is estimated based on an average of 200 receipts per day (with an average receipt value of €10). These values may vary depending on your business performance, fast food restaurant market share, and the current economic situation of the country.

ESTIMATED MONTHLY REVENUE

AS A RESULT OF THE INVESTMENTS:

THE AVERAGE NUMBER OF VOUCHERS EVERY DAY IS 200 AND THE AVERAGE AMOUNT OF THE VOUCHERS IS 10€.						1 MONTH BA SHABASH SALE	
Proceedings		Explanation	%	Amount (€)	Current account balance (€)	Amount (€)	Current Account balance (€)
TOTAL EXPENSES OF FOOD OFFICES	INCOME	Amount resulting from the number of receipts	100.00%	60,000.00	60,000.00	23,650.00	23,650.00
	COST	RAW MATERIAL COSTS OF MEN OFFICE	33.00%	19,800.00	40,200.00 0.00	7,804.50	15,845.50
	COST	BUSINESS EXPENSES	0.00%		40,200.00	0.00	15,845.50
BALANCE			67.00%	40,200.00		67.00%	15,845.50
IN TOTAL VARIABLE COSTS COST	COST	WORK AMOUNT	15.00%	9,000.00	31,200.00	3,547.50	12,298.00
	COST	MANAGER	5.00%	3,000.00	28,200.00	3,000.00	9,298.00
	COST	SGK	0.83%	500.00	27,700.00	197.00	9,101.00
	COST	ADVERTISING GOES	0.58%	350.00	27,350.00	236.00	8,865.00
	COST	FINANCIAL SUPPORT	0.33%	200.00	27,150.00	100.00	8,765.00
	COST	FOREIGN SERVICE	0.83%	500.00	26,650.00	150.00	8,615.00
	COST	UNIFORM	0.33%	200.00	26,450.00	100.00	8,515.00
	COST	CLEANING MATERIALS	0.33%	200.00	26,250.00	200.00	8,315.00
	COST	MAINTENANCE COMPLETED 0.42%		250.00	26,000.00	150.00	8,165.00
	COST	ENERGY	10.00%	6,000.00	20,000.00	2,365.00	5,800.00
	COST	OFFICE EXPENSES	0.17%	100.00	19,900.00	100.00	5,700.00
	COST	CASE PLUS/MINUS	0.00%	0.00	19,900.00	0.00	5,700.00
	COST	A OPENING COSTS	0.00%	0.00	19,900.00	0.00	5,700.00
	COST	OTHER EXPENSES	0.17%	100.00	19,800.00	100.00	5,600.00
BALANCE			33.00%	19,800.00		33.00%	5,600.00
UNCONTROLLED AVAILABLE EXPENSES	COST	RENT	7.00%	4,200.00	15,600.00	4,200.00	1,400.00
	COST	PURCHASED SERVICE FEES	1.25%	750.00	14,850.00	500.00	900.00
	COST	ACCOUNTING	0.33%	200.00	14,650.00	200.00	700.00
	COST	INSURANCE	0.67%	400.00	14,250.00	400.00	300.00
	COST	LICENSE FEE	0.00%	0.00	14,250.00	0.00	300.00
	COST	DEPRECIATION	0.33%	200.00	14,050.00	200.00	100.00
	COST	FA-TRACES	0.00%	0.00	14,050.00	0.00	100.00
	COST	OTHER EXPENSES	0.17%	100.00	13,950.00	100.00	0.00
BALANCE			23.25%	13,950.00		0	
* THE DATA IN THIS TABLE HAVE BEEN CALCULATED BASED ON STATISTICAL STUDIES CARRIED OUT ON AN AVERAGE DAILY FIS 200, WITH AN AVERAGE FIS OF €10. THE FIGURES ARE NOT ONE TO ONE ACCURATE BUT THEY MAY VARY.							
	MONTHLY INCOME AND EXPENSES	TOTAL INCOME	100.00%	60,000.00			
		TOTAL EXPENDITURE	76.75%	46,050.00			
		GROSS PROFIT	23.25%	13,950.00			

* Table 1: Monthly earnings table. V1

ESTIMATED ANNUAL RETURN AS
A RESULT OF INVESTMENTS:

THE AVERAGE NUMBER OF VOUCHERS EVERY DAY IS 200 AND THE AVERAGE AMOUNT OF THE VOUCHERS IS 10€.					
Proceedings		Explanation	%	Amount (€)	Current account balance (€)
TOTAL EXPENSES OF FOOD OFFICES	INCOME RECEIVED FROM THE NUMBER OF JOBS		100.00%	720,000.00	720,000.00
	COST	MEN'S RAW MATERIAL COSTS	33.00%	237,600.00	482,400.00
	COST	OFFICE BUSINESS EXPENSES	0.00%	0.00	482,400.00
BALANCE			67.00%	482,400.00	
IN TOTAL VARIABLE EXPENDITURE	COST	WORK AMOUNT	15.00%	108,000.00	374,400.00
	COST	MANAGER	5.00%	36,000.00	338,400.00
	COST	SGK	0.83%	6,000.00	332,400.00
	COST	ADVERTISING GOES	0.58%	4,176.00	328,224.00
	COST	FINANCIAL SUPPORT	0.33%	2,400.00	325,824.00
	COST	FOREIGN SERVICE	0.83%	6,000.00	319,824.00
	COST	UNIFORM	0.33%	2,400.00	317,424.00
	COST	CLEANING MATERIALS	0.33%	2,400.00	315,024.00
	COST	MAINTENANCE COMPLETED	0.42%	3,000.00	312,024.00
	COST	ENERGY	10.00%	72,000.00	240,024.00
	COST	OFFICE EXPENSES	0.17%	1,200.00	238,824.00
	COST	CASE PLUS/MINUS	0.00%	0.00	238,824.00
	COST	A OPENING COSTS	0.00%	0.00	238,824.00
	COST	OTHER EXPENSES	0.17%	1,200.00	237,624.00
BALANCE			33.00%	237,624.00	
UNCONTROLABLE EXPENDITURE	COST	RENT	7.00%	50,400.00	187,224.00
	COST	PURCHASED SERVICE FEES	1.25%	9,000.00	178,224.00
	COST	ACCOUNTING	0.33%	2,400.00	175,824.00
	COST	INSURANCE	0.67%	4,800.00	171,024.00
	COST	LICENSE FEE	0.00%	0.00	171,024.00
	COST	AMORT ySMAN	0.33%	2,400.00	168,624.00
	COST	FA-TRACES	0.00%	0.00	168,624.00
	COST	OTHER EXPENSES	0.17%	1,200.00	167,424.00
BALANCE			23.25%	167,424.00	
* THE DATA IN THIS TABLE HAVE BEEN CALCULATED BASED ON STATISTICAL STUDIES, BASED ON THE AVERAGE DAILY FIS 200, ASSUMPTING THE AVERAGE FIS 10€. THE FIGURES ARE NOT ONE TO ONE ACCURATE BUT THEY MAY VARY.					
SUMMARY OF THE ANNUAL REVENUE AND EXPENSES		TOTAL INCOME	100.00%	720,000.00	
		TOTAL EXPENDITURE	76.75%	552,576.00	
		GROSS PROFIT	23.25%	167,424.00	

* Table 2: Annual earnings table. V1

- 1) The branch's average turnover is estimated to be €60,000 based on data from existing branches. This corresponds to a daily average turnover expectation of €2,000.
- 2) When examining the branch's expenses, it was found that they are in line with the sector's target of 33% for raw material expenses, 33% for general expenses, and 33% for pre-tax profits.
- 3) A daily target of €2,000 and an average expenditure of €10 per person is expected, with a minimum of 200 receipts anticipated to be issued. For this purpose, the required restaurant size will be 100 m2.
- 4) Restaurant setup costs in European countries have been experienced to be between €1,000 and €1,300 per m2.
- 5) Based on points 3 and 4, the initial investment amount is expected to be between €100,000 and €130,000.
- 6) As shown in Table 2, the annual income of a restaurant is estimated to be €167,424. This means that the investor will recoup their investment as early as the first year, which is the most attractive result for investors in the industry and the global economy.

4-) EVALUATION OF THE BUSINESS LOCATION

The franchisor conducts a location assessment prior to setting up a franchise unit. During this assessment process, an expert team evaluates the region's socio-economic structure, competition factors, and other key elements. Based on the analysis of these factors, the franchise unit is strategically placed in the most suitable location.

5-) SUMMARY

We, as the company, aim to open our CTR Chicken franchise at address on We anticipate a net profit of within the first year by investing an estimated amount of based on the information provided above. We appreciate your consideration and evaluation.

6-) ATTACHMENTS

- a. CTR PRESENTATION FILE
- b. CTR CORPORATE CATALOG
- c. CTR BRANCHES CATALOG
- d. LOCATION FORM

CHICKEN TASTE REVOLUTION



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