

Landlord Profile **2024**

DALLAS FRIED CHICKEN



www.dfchicken.co.za





Introduction Our Company

Welcome to Dallas Fried Chicken!!

Where South African Spirit Meets the Flavours of Texan Tradition!

Discover the heart of Dallas through our mouth-watering chicken delicacies.

With the launch of our brand in South Africa, we've brought the true essence of Texan hospitality and the finest fried chicken to your local community.

Inspired by the rich history and vibrant culture of Dallas, each recipe reflects the warmth and flavours that make this city special.

Our chicken isn't just a dish; it's a tribute to the hardworking ranchers and the culinary traditions passed down through generations.





IMAGE: PEXELS

Our chefs meticulously hand-batter each piece of chicken with our secret blend of Texan spices, ensuring every bite is a journey to the heart of Dallas.

From tender Texas Tenders to fiery Tex-Mex Wings, each dish celebrates the bold and diverse flavours that define Dallas's culinary identity.

Yet, Dallas Fried Chicken is more than a dining experience. It's where friends, families, and locals gather to create cherished memories in a cozy, rustic ambiance.

Our restaurant invites you to savour true Southern hospitality, one chicken piece at a time.

So, whether you're a proud local, a curious foodie, or simply seeking the taste of the Dallas spirit, join us on this culinary journey.

Experience the flavours that embody Dallas Fried Chicken – where South African spirit meets the flavour of fine fowl!

Target market

Our business model at Dallas Fried Chicken is intricately designed to cater to the needs of a diverse target market spanning LSM 3 to 7.

We are strategically positioned near key retail establishments, within bustling malls, and vibrant urban areas, allowing us to seamlessly integrate into the lives of families, students, and professionals alike.

Our commitment to culinary excellence, combined with our astute understanding of the modern consumer, makes us the preferred choice for those seeking a fulfilling dining experience in the heart of bustling communities.

Strategic locations

Our presence near big retail stores, within malls, and busy urban areas aligns seamlessly with the fast-paced lifestyles of our target market. These strategic placements facilitate accessibility for families looking for post-shopping meals, students taking breaks between classes, and professionals seeking a culinary escape during work hours.

Catering for families and students

We recognize the importance of offering a dining experience that resonates with families seeking quality time together.

Our menu boasts a variety of flavourful options that cater to the discerning tastes of both adults and children.

For students seeking quick, affordable, and delicious meals between classes or during leisure time, our convenient locations near educational institutions ensure easy access to satisfying fare.



8 Reasons to choose us!

1

**Authentic
Dallas
Flavours**

2

**Diverse
Menu
Appeal**

3

**Strategic
Locations**

4

**Proven
Franchise
Model**



IMAGEPEXABAY

Welcoming professionals

Professionals form a pivotal segment of our target market. With demanding schedules, they value not only nourishing meals but also an environment conducive to relaxation and networking.

Our strategically chosen locations, often adjacent to major retail hubs and commercial centers, offer professionals a convenient respite where they can enjoy a wholesome meal without compromising their time.

Creating a fusion of culinary and lifestyle needs:

By offering an array of meals that are both culturally relevant and irresistibly flavourful, we create a synergy between culinary desires and lifestyle demands.

Our commitment to utilizing locally sourced ingredients underscores our dedication to providing fresh, high-quality dishes that align with the preferences of our multifaceted target market.

5

Community-Centric Approach

6

Exquisite Quality Control

7

Flexible Investment Options

8

Comprehensive Support





Join the team!

Discover the Dallas Fried Chicken difference

Our recipes are inspired by the rich culinary heritage of Dallas, ensuring every bite delivers the true essence of Texan taste and tradition.

With offerings catering to families, students, and professionals, our menu diversity ensures a wide customer base, leading to sustainable revenue streams.

Positioned near prominent retail outlets, within busy malls, and thriving urban areas, we offer prime real estate for franchisees to tap into a steady flow of foot traffic.

Our well-established team, backed by extensive market research, provides franchisees with a blueprint for success, from pre-launch to operations.

We're committed to nurturing local communities by sourcing ingredients locally, providing employment opportunities, and supporting local initiatives.

Our stringent quality control measures ensure consistency across all franchises, maintaining the excellence our customers have come to expect.

We offer tailored investment packages, making it easier for potential franchisees to embark on their entrepreneurial journey with us.

From training and marketing assistance to ongoing operational guidance, our support system empowers franchisees for long-term success.

Menu

CHICKEN PIECES

6 Piece R109 15 Piece R225
9 Piece R145 21 Piece R299

HOT WINGS

6 Wings R42 24 Wings R149
12 Wings R84 36 Wings R215

ADD A DRINK & CHIPS FOR ONLY **R25**



CRAZY GOOD
FRIED CHICKEN!
★★★★★

SOUTH WEST STACKED BURGERS

DALLAS SNACK BURGER R24
100G FULL MUSCLE CHICKEN PATTY
COWBOY CHICKEN BURGER R48
120G CHICKEN FILLET
COWBOY BEEF BURGER R48
120G PURE BEEF PATTY

ADD A
CHEESE
SLICE **R4**



WRAPS

LONE STAR WRAP R48
2 CHICKEN STRIPS, SECRET SAUCE IN WRAP
BIG D SIGNATURE WRAP R52
120G FILLET & SECRET SAUCE IN A WRAP



PIZZA



	SMALL	MEDIUM	LARGE
MARGERITA CHEESE & MIXED HERBS	R32	R45	R69
CHICKEN & MAYO CHICKEN, ONION, SECRET SAUCE & MIXED HERBS	R40	R69	R90
CHICKEN TIKKA CHICKEN, ONION, SECRET SAUCE & MIXED HERBS	R40	R69	R90
SMOKEY BBQ CHICKEN, ONION, GREEN PEPPER, SECRET SAUCE & MIXED HERBS	R40	R69	R90



CHICKEN TENDERS

NUGGETS 6 R27 10 R39
STRIPS 4 R39 6 R49
CHOICE OF SAUCE CANDI WHIP, CHILLY WHIP, BBQ OR PORTUGUESE PERI PERI
ADD A DRINK & CHIPS FOR ONLY **R25**

VALUE MEALS



2 PIECE + LOAF R38
CHIPS R39
PAP & GRAVY R38
3 PIECE + LOAF R56
CHIPS R57
PAP & GRAVY R58

SIDES

BUDDY LOAF R8
COLESLAW R9
MASH & GRAVY R13
PAP & GRAVY R13
RICE 250G R14
RICE 500G R28

CHIPS

SMALL R11 REGULAR R19
LARGE R24 JUMBO R32

DALLAS COMBOS

DALLAS COWBOY BOX R89
COWBOY BURGER, 1 PC, 2 WINGS, CHIPS & SODA
TEX MEX BOX R69
COWBOY BURGER, 1 PC, CHIPS & SODA
DALLAS JUNIOR BOX R64
SNACK BURGER, 1 PC, 3 WINGS, CHIPS & SODA

FAMILY FEAST

10 PIECE MEAL R259
10 PC, 2 GD BURGERS, 4 WINGS, 2 SMALL CHIPS, 1 COLESLAW
15 PIECE MEAL R421
15 PC, 2 COWBOY BURGER, 2 SNACK BURGERS 12 WINGS & 2 REGULAR CHIPS
2 CAN DINE OPTION 1 R179
2 COWBOY BURGERS, 4 PC, LARGE CHIPS, 2 SODAS
2 CAN DINE OPTION 2 R165
6 PC, 3 SIDES, 4 WINGS 2 SODAS
BIG D PAELLA R139
9 PC, RICE AND SAUCE

Store requirements and layout

White or grey box shell

- C.O.C. for existing electrical – 3ph 125amp power breaker supply
- 300 Lux lighting level
- Redundant electrical removed or replaced
- Demolition of internal walls which are not required
- Bricking up of unwanted openings
- Shopfront – min. 1200 wide
- Supply plumbing outlet and municipal connection
- Ablution facilities if none in building

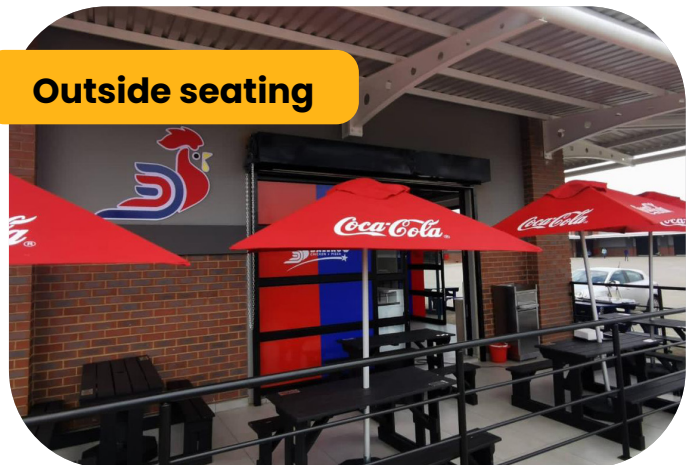
Our company vision on the future.

- Retail space between 80–120 m²
- B.O. period – min. 30 days (rent free)
- Latest approved building base plans and sections
- 5-year lease – with option to renew
- Fresh air reticulation
- All existing tiles removed
- Supply 100l geyser
- Allowance for ceilings
- Supply wash hand basin
- Supply water inlet and meter

Shopfront



Outside seating



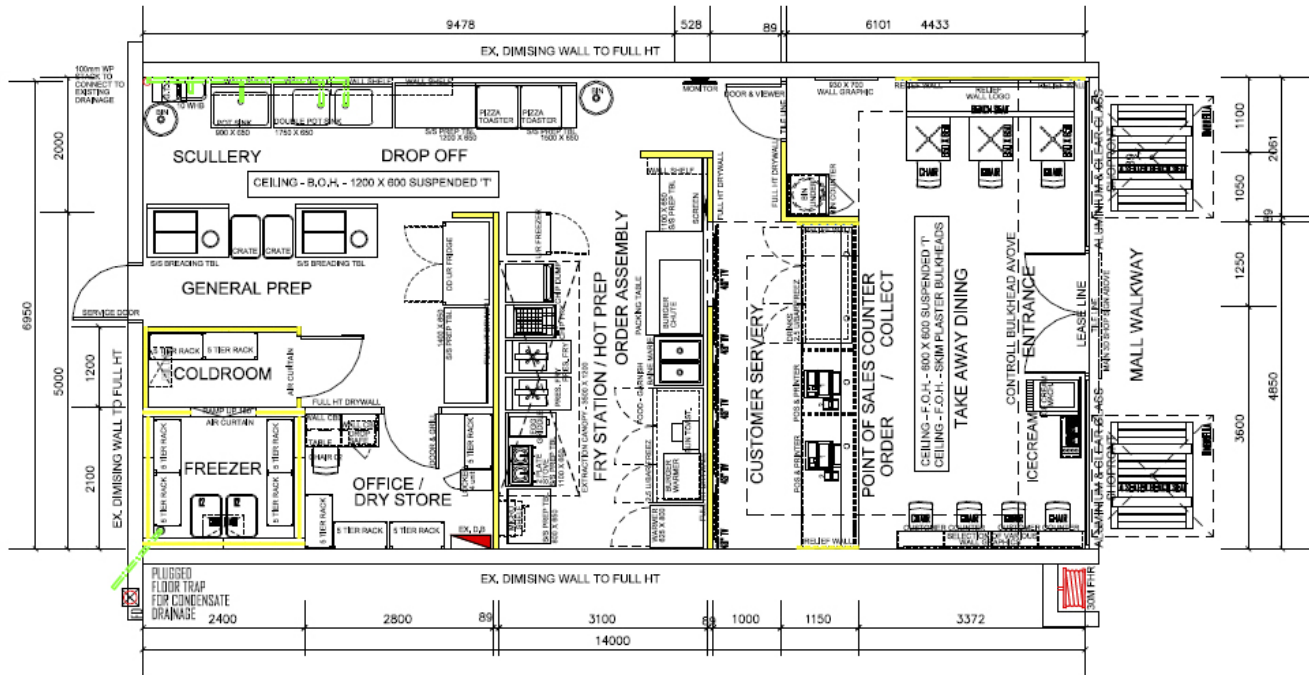
Side view/inside seating



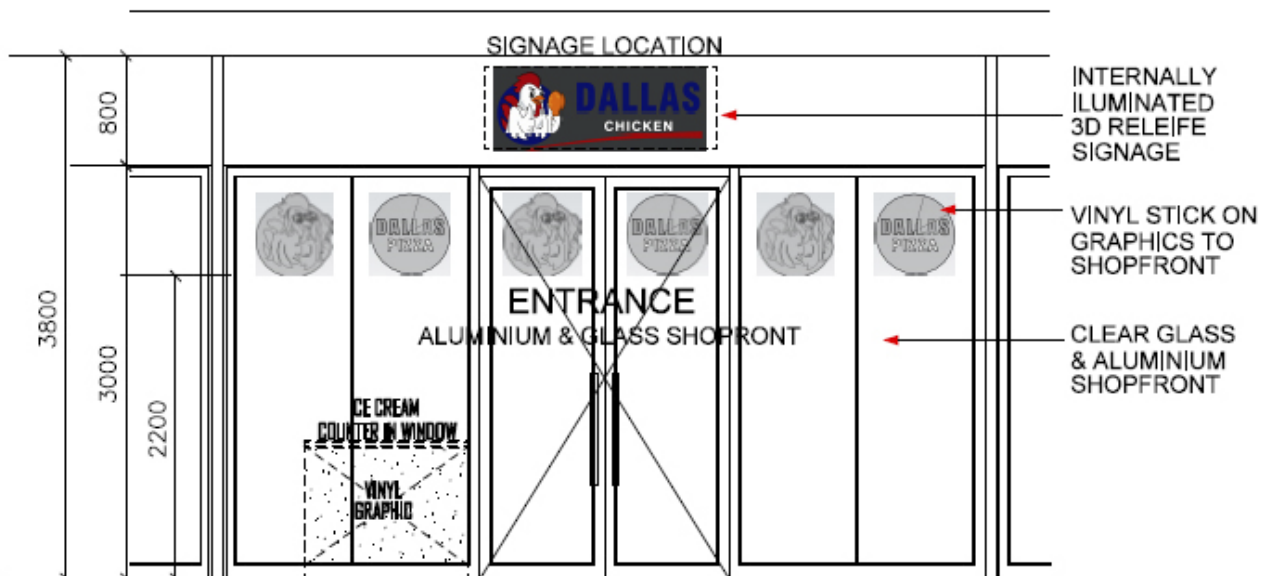
Counter serving

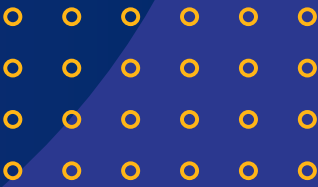


Typical layout



Typical shopfront

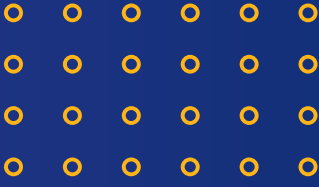




Thank You

At Dallas Fried Chicken, we're not just a franchise; we're a commitment to excellence, flavour, and community.

Join us as a franchisee to tap into a proven model or indulge in our mouth-watering offerings as a customer – either way, you're experiencing the genuine taste of Dallas, served with a side of success.



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