



COMPANY
PROFILE

M R . C R U N C H Y C H I C K E N

Your Way To Franchise

Mr. Crunchy
Chicken



مستر کرانشی
تشیکن

THE
MAGIC OF



TASTE AND PLACE

It's Crunch Time

**BOUNDLESS
LEGACY FOR
FRIED CHICKEN
FANS**

10 - 11

01

02

08 - 09

**THE
FOUNDERS**

**THE
BRAND**

14 - 15

03

04

12 - 13

**ORIGINAL
FRIED
CHICKEN**

**CHICKEN
TENDERS**

16 - 17

05

16 - 17

**CHICKEN
SANDWICHES**

18 - 19

06

**OUR
MISSION**

20 - 21

07

20 - 21

**PLAYING
WITH
GIANTS**

22 - 23

08

**OUR
EXPANSION
PLAN**

24 - 25

09

24 - 25

**TASTE
SUCCESS**

26 - 27

10

26 - 27

**DESIGN
AND
CREW**

⋮

11

⋮

30 - 31

**JOIN THE
FAMILY**

**WHY
MR.CRUNCHY?**

32 - 33

⋮

12

⋮

**JOIN THE
FAMILY**

⋮

34 - 35

13

⋮

TRAINING

36 - 37

⋮

14

⋮

**OUR
MARKETING**

⋮

15

⋮

38 - 39

**EXPRESS
MODEL**

40 - 41

⋮

16

⋮

**THE
AVAILABLE
STORE
MODELS**

⋮

17

⋮

42 - 45

MENU

48 - 55

⋮

18

⋮

**WHAT
WE
OFFER**

⋮

19

⋮

56 - 65

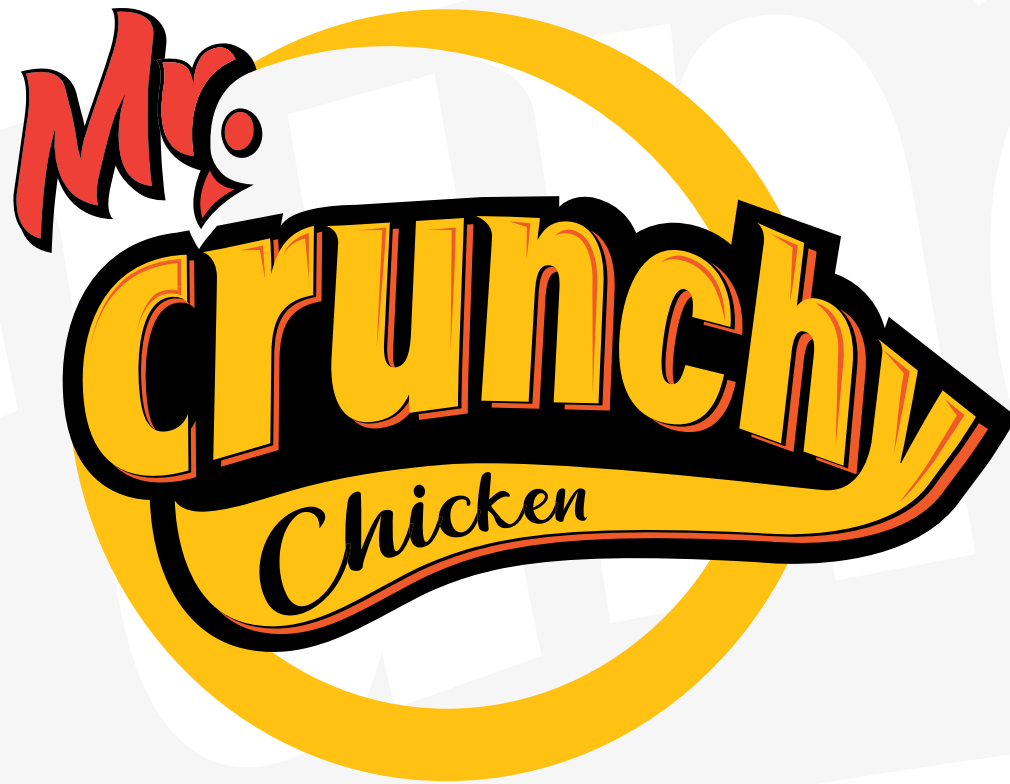
**YOUR WAY
TO
FRANCHISE**

70 - 73

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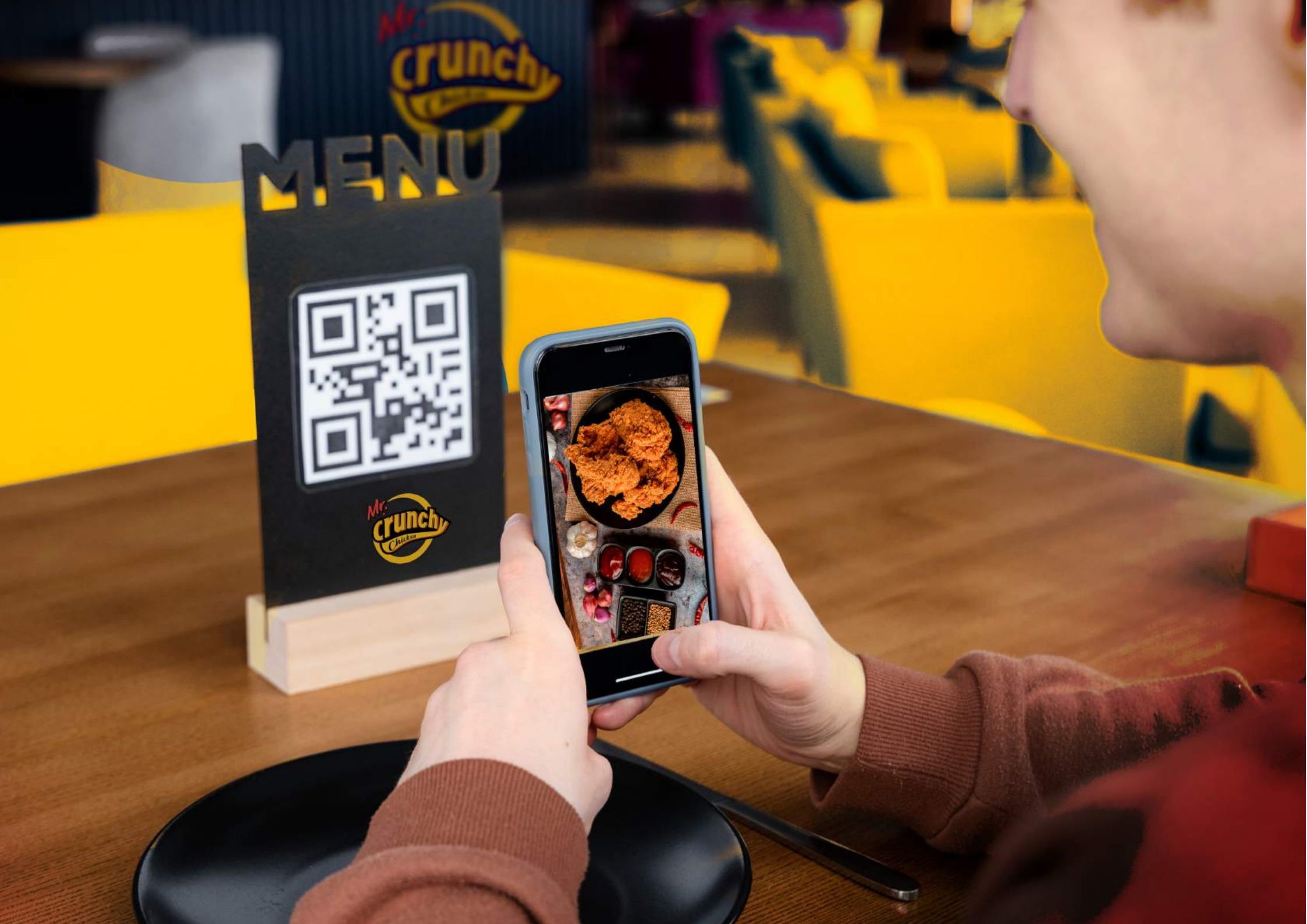
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It's Crunch Time

**BE SPOILED
FOR YOUR CHOICE**





Mr. Crunchy

MENU



Mr. Crunchy
Chicken





BOUNDLESS LEGACY FOR FRIED CHICKEN FANS

It is not easy to achieve the right equation of creating a great taste, a warm atmosphere, and affordable prices, all at the same time. But *Mr. Crunchy* has proven to have done just that.

Regardless we sell for less than our competitors, we did not compromise quality for price. We only serve our customers with Fresh, Halal, juicy and High-quality chicken used with other high-quality ingredients. By this fact, we can easily say that it is flavored to the bone.

We strive to be the customer's first choice when it comes to fried chicken.

AFFORDABLE PRICES

WARM ATMOSPHERE

GREAT TASTE



“

**THE FOOD
LANGUAGE
OF LOVE**

”

ALI ATIYAT & RAED AL-GHRAIFI



THE FOUNDERS

Ali Atiyat and Raed Al-Ghraifi Experienced CEO & Entrepreneurs with a combined experience of more than 20 years in the food industry. Two good friends who shared the same vision of opening a fast food restaurant in Jordan with great tasting food with five star quality.

Attending many exhibitions such as the Gulf Food exhibition hosted in the United Arab Emirates to update our machinery to import the taste of our food. The two founders of Mr. Crunchy chicken, established the first branch in 2021, their goal was to obtain the highest level of customer satisfaction in the fact that the customers are the key for success of any business. Their goal is to expand the brand throughout the region to let more guests enjoy our tasty chicken and to let the food be the message for the brand!

Their goal was to provide customers with high quality food at affordable price. They believed that volume is more important than high margin, and attracting more and more customers is a high priority for the brand.

It's Crunch Time



الوجبات الفردية INDIVIDUAL MEALS

- وجبة دجاج 3 قطع**
3 PC'S CHICKEN
1 فطير، 1 مشروب، 10 قطع دجاج، 1 بطيخ، 1 Pepsi Zero
2.75
- وجبة دجاج 4 قطع**
4 PC'S CHICKEN
1 فطير، 1 مشروب، 10 قطع دجاج، 1 بطيخ، 1 Pepsi Zero
3.35
- وجبة تنور الدجاج 3 قطع**
3 PC'S CHICKEN TENDERS
1 فطير، 1 مشروب، 10 قطع دجاج، 1 بطيخ، 1 Pepsi Zero
2.55
- وجبة تنور الدجاج 5 قطع**
5 PC'S CHICKEN TENDERS
1 فطير، 1 مشروب، 10 قطع دجاج، 1 بطيخ، 1 Pepsi Zero
3.35
- قطم الدجاج BITES**
وجبة 12 قطعة بسويت ان سور
12 PC'S BITES
1 فطير، 1 مشروب، 1 بطيخ، 1 Pepsi Zero
2.95

وجبات الساندوتشات SANDWICHES MEALS

- كورنش رول 100 جم**
CRUNCHY ROLL UP
Meal 2.25
- كورنش كلاسيك 100 جم**
CRUNCHY CLASSIC
Meal 2.25
- بسويت ان سور 100 جم**
SWEET N SOUR
Meal 3.95
- كورنش ديلوكس 100 جم**
CRUNCHY DELUX
Meal 1.85
- كورنش تشيكن 100 جم**
CRUNCHY CHICKEN
Meal 2.65
- سموكي 100 جم**
SMOKEY
Meal 2.30

It's Crunch Time



THE BRAND

At *Mr. Crunchy* we take pride in our culinary skills to provide you with hearty cuisine that is specially prepared with fresh food of the highest quality, at all times. You and your family will be pleasantly surprised at the excitingly varied options that we offer in our stores.



Owing to the fact that individuals and families often develop their own personal tastes, *Mr. Crunchy* menu features a wide variety such as our signature Fried Chicken (bone-in and boneless), Chicken sandwiches, and various side dishes that can meet the customers' different tastes.





ORIGINAL FRIED CHICKEN

Our flagship product that continues to win us fans everywhere. Made from fresh, halal and juicy chicken, marinated in our secret recipe of appetizing herbs and aromatic spices. Gently breaded in white flour with savory seasonings and fried to a perfect golden brown. For those with spice cravings, our spicy chicken will meet their expectations in term of taste and crunchiness.

Here at *Mr. Crunchy Chicken*, we use high-quality chicken delivered daily to our outlets which are handled according to highest standards of food safety to maintain the quality that we are proud of.





CHICKEN TENDERS

Our tenders are extremely tasty, crunchy boneless %100 chicken breast pieces rolled in wholesome seasoned flour. Regular or Spicy, they're done just as nicely, and they never fail to please customers.

**THE MAGIC OF GOLDEN
COLOR WILL TAKE YOU
TO ANOTHER PLACE**

MR CRUNCHY
SANDWICHES



It's Crunch Time

DELICIOUS AND INCREDIBLY





CHICKEN SANDWICHES

Our Sandwiches are incredibly delicious and incredibly addictive. At *Mr. Crunchy* we use premium chicken, fresh vegetables, and our secret sauces all stuffed in soft-textured buns to serve different kinds of sandwiches satisfying all customers.

**DIFFERENT
KINDS OF
SANDWICHES .**



It's Crunch Time
**DIFFERENT TYPES OF
FRIED CHICKEN**





OUR MISSION TO CREATIVITY... OUR VISION TO FUTURE

Providing different types of fried chicken with unique and distinctive blends to be the most trusted brand when it comes to fried chicken.

Mr. Crunchy Chicken strives for the highest standards of quality and food safety along with preserving the unique taste, accelerated service, and competitive prices. Being an ideal stop and the first that comes to mind for fried chicken lovers in Jordan and wherever we are.

Mr.
crunchy
Chicken

ITS
CRUNCH
TIME

It's Crunch Time

Mr.
crunchy



PLAYING WITH GIANTS

Our vision is to establish a strong business model that competes with the giants in the food industry, therefore we are keen and enthusiastic to maintain progress and maintain customers' satisfaction by offering what's new and competitive.



Mr. Crunchy Chicken



OUR EXPANSION PLAN

Now, Ali Atiyat and Raed Al-Ghraifi are venturing beyond Jordan and looking to broaden *Mr. Crunchy* reach and global spread, mainly in the Gulf countries, North Africa, Europe, and America, by developing the franchise system for each region.

The passion and drive remain consistent in bringing innovative ways to express the brand and values.

They are working towards the dream to globalize, building a strong brand name and proven business model that represents quality, integrity, and first-rate services.



TASTE SUCCESS

From the time it was launched, *MR. Crunchy Chicken* was a runaway success. After years of trials to create these unique blends at the hands of experts in the fried chicken world, we achieved beyond-expected success. Moving on with this momentum, we have successfully expanded and are now looking at opening our fourth branch, with many more to come. Since then, *Mr. Crunchy* has boldly innovated by creating an exciting and varied menu that is inspired by taste and winning thousands inside the kingdom.





**HIGHLY
TRAINED AND
EFFICIENT
STAFF**


A modern interior space, likely a cafe or lounge, featuring a central bar with a dark countertop and a stainless steel railing. The bar is surrounded by tables and chairs. In the background, there are three large circular arches, each containing a brightly colored interior (yellow, red, and yellow). The ceiling is dark with recessed lighting. The floor is light-colored with a herringbone pattern. The overall design is contemporary and vibrant.

**COMFORTABLE
BRIGHT
COLORED
FURNITURE**



DESIGN AND CREW

You can enjoy the coziness and happiness in a modern-designed place, comfortable bright colored furniture, a clean place, and a positive environment all make you feel like your home. Mr. crunchy brings you together with family and friends to have your exceptional meals and make the whole visit a pleasure.



We at *Mr. Crunchy* believe in maintaining an image that is fresh and energetic, and our principle is clearly portrayed through our design and atmosphere.

Offering an exceptional experience, we are keen to present a professional image for our brand through a highly trained and efficient staff. Our friendly staff always deal with all customers friendly and nicely, and can always satisfy the customer by providing all required support and help with a big smile.



Mc
crunchy
TRACKS

TRACKS
crunchy
JOIN THE FAMILY



JOIN THE FAMILY

Mr. Crunchy Chicken developed the franchise system plan for worldwide reach. In the next three years, *Mr. Crunchy Chicken* aims to franchise out to several countries. Your favorite brand is offering a rare opportunity to obtain *Mr. Crunchy Chicken* franchise to continue our dream to broaden, providing a secret recipe and a new formula for different fried chicken types.

A fantastic franchise opportunity not to be missed. Make your dream come true by joining this fast-growing brand.





KEEP
IT
CLEAN



WHY MR.CRUNCHY?

WHY MR.CRUNCHY?

EASY OPERATION SYSTEM:

Mr. Crunchy concept is designed to be easily adaptable to a variety of retail spaces and can be flawlessly used in most settings such as food courts, dine-in restaurants, and standalone or drive-thru facilities.

FAST GROWING BRAND:

Mr. Crunchy is a fast-growing restaurant chain in Jordan, it has effectively and aggressively expanded itself and created a respected name for itself. A One-off Opportunity for Continuous Growth with Lasting success.

RETURN ON INVESTMENT (ROI):

we created a good financial model where we believe that good quality and affordable prices are the equations to create high traffic in our restaurants, which means high cash flow and ultimately a ROI range between 2 to 3 years.



TRAINING



MR. CRUNCHY CHICKEN



MR. CRUNCHY CHICKEN



MR. CRUNCHY CHICKEN





TRAINING

At Mr. Crunchy, we are keen on expanding our knowledge by continuously improving and developing our skills through the latest technology.

We work on training and we improve the training strategies we have to provide our partners and their teams with hands-on experience that is enable them to run every aspect of *Mr. Crunchy Chicken*.

And to make the training easier and more doable, we improved comprehensive online courses, through this platform, partners can monitor their team's progress and performance on each section of the digital training.

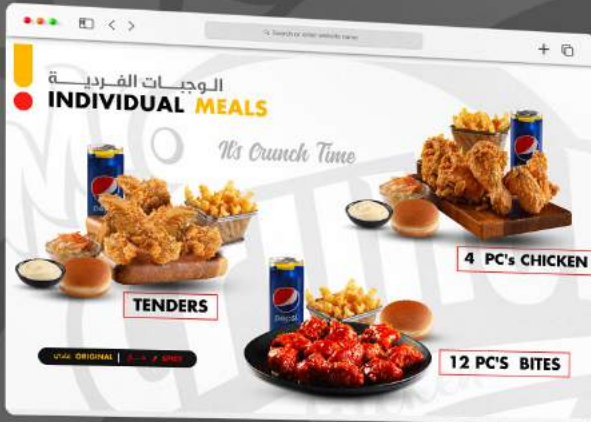




OUR MARKETING... WHERE STRATEGY & CREATIVITY MEET

From the moment we established *Mr. Crunchy chicken* we were keen to put a strategic plan that includes scheduled promotions, limited-time menu items, product-specific features, and value/price offers. which have jolted our brand to new heights. What makes us different is the exciting and hard-working advertising materials alongside the social media influence that is adaptable to global markets.

Our marketing program depends on multi-media platforms such as television, digital ads, social media, and in-store point-of-purchase materials. In addition to a strong digital/online presence including the website, and other initiatives.





EXPRESS MODEL

The express model is ideal for universities, airports, and other locations. You can still enjoy the tasty food with a limited menu. Here where speed and size are key factors.

Mr. Crunchy
Chicken



مستر کرنشی
تشیکن



It's Crunch Time





THE AVAILABLE STORE MODELS

Our restaurants are bright, modernly designed, trendy, offering comfortable and cozy atmosphere, where you can find the utmost hospitality.



DRIVE THRU
TAKE YOUR ORDER









WHAT MAKES OUR MENU SO DISTINCTIVE?

CULINARY SKILLS

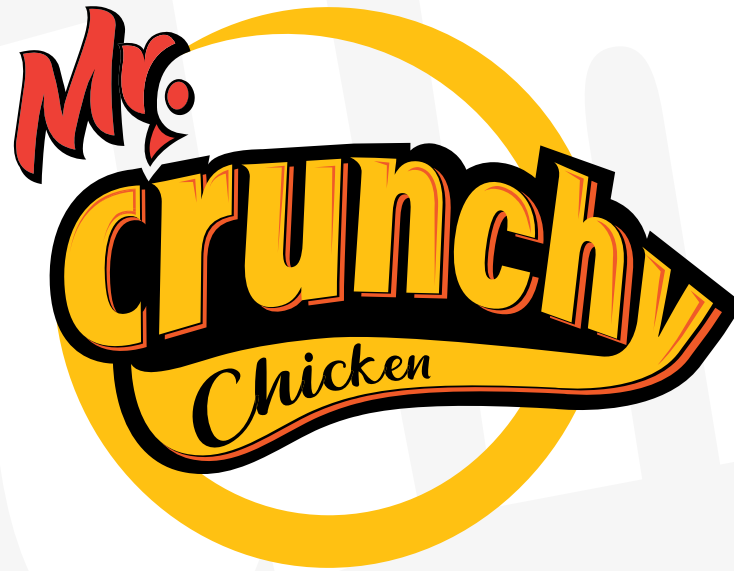
With our specialized cooking skills and machinery, we have achieved the light, golden, crispy result every time.

BREADING RECIPE

Our secret recipe of appetizing herbs and aromatic spices continues to win us fans everywhere.

HIGH-QUALITY INGREDIENTS

Quality is our key to success; hence we assure the high-quality ingredient in every menu item.



MENU

— CHICKEN —



— SANDWICHES —

SMOKEY



SWEET N SOUR



CRUNCHY



PERI -PERI



KIDS SANDWICH



CLASSIC



DELUX



ROLL UP



— SIDE ORDER —

MAZZARELL STICKS



ONION RINGS



WEDGES



CURLY



FRIES



BISCUIT



TURBO RICE



MASHED POTATO



COLESLAW



— SAUCE —



RANCH



JALAPENO



MEXICAN



GARLIC



SWEET N SOUR



HOT PERI



PERI-PERI



SMOKEY

Mr Crunchy Times



Mr's Crunchy Times



WHAT

**WE
OFFER**



Mr. Crunchy
Chicken

Mr.
crunchy
Chicken

مستتر كرنشي
تشیکن

Mr.
crunchy
Chicken

It's Cr

CONSULTATIONS

We have an excellent support structure in place for all franchisees and partners, ensuring satisfaction on products, services and value.

We provide the Franchisees with consultations and advices.

To set up,

- a franchise system
- development of the System
- quality-control proceduresre
- cruitment marketing



**OPERATION
MANUAL**



TRAINING MATERIALS

one copy of the operating manual and any other training materials will be deemed to the franchisee at the commencement of training.



REGULAR VISITS

In addition to that, we are keen to attend the franchisor's premises for at least two occasions for a less than three working days in every period of twelve months to progress of the Business.

HELP OUR FRANCHISEES

Basically, we help our franchisees with many different areas providing them with all needed support such as:

1
**TRAINING
AND
COACHING**

2
**DESIGNING
AND
IMAGE**

3
**SOURCING
AND
SUPPLY
CHAIN**

4
**OPERATIONAL
PAPER
WORK**

5
LOGISTICS

6
**MONTHLY
VISITS AND
INSPECTIONS**

1

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Financial Information:

Cash Investment:	\$750,000
Net Worth:	\$1,500,000
Franchise Fee:	\$45,000
Total Investment:	\$1,309,900
Royalty Fee:	5% of Gross Revenues
Advertising Fee:	5% of Gross Revenues (Includes national and local contributions)

Available Markets:

United States: AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, S SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

[Request Information](#)

CONNECT

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 Request Information

CONNECT



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[Request Information](#)

CONNECT






4



YOUR WAY TO
FRANCHISE

It's Crunch Time

GET THE
FRANCHISE

IF YOU ARE A POTENTIAL CANDIDATE FOR MR. CRUNCHY CHICKEN FRANCHISE, CLICK HERE TO FILL OUT THE APPLICATION FORM:



<https://franchis.mrcrunchy.com>

OR CONTACT US ON:



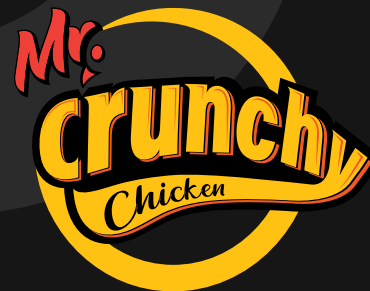
+962 06 533 3338



MR.CRUNCHY@GMAIL.COM



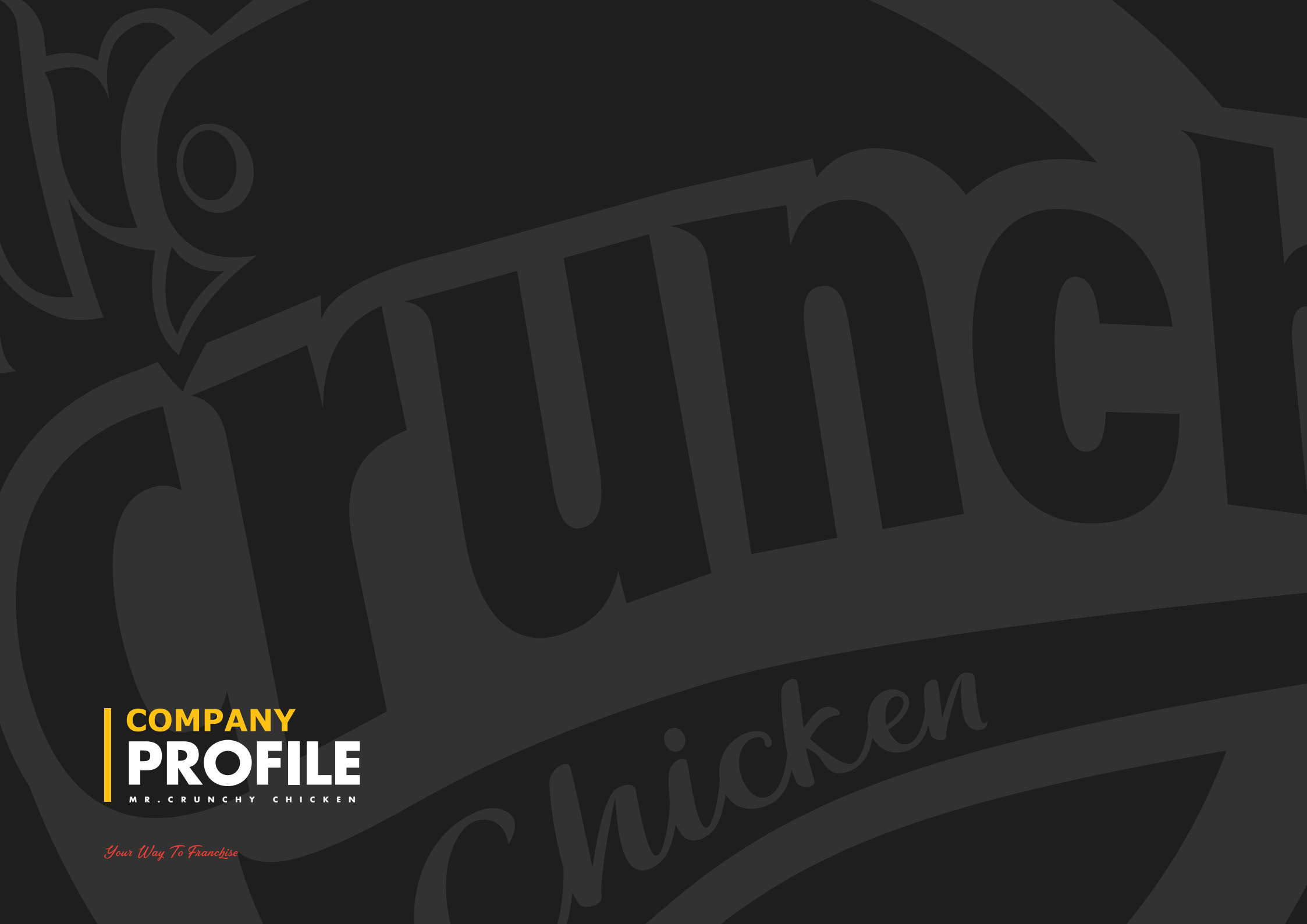
AMMAN, QWEEN RANIA STR.



**A NEW FORMULA FOR A
DIFFERENT BLEND AND
PERFECT TASTE.**

TASTE

**A NEW FORMULA FOR A
DIFFERENT BLEND AND
PERFECT TASTE.**



COMPANY
PROFILE
MR. CRUNCHY CHICKEN

Your Way To Franchise