



# THE PERI PERI FACTORY, A FRANCHISE OFFERING

Fiery Culinary Adventure.  
Hot Investment.



# A SPICY TWIST ON A FOOD INDUSTRY FAVORITE CREATES A DISTINCTIVE INVESTMENT OPPORTUNITY.

Americans love to eat chicken in all its guises, driving a **\$59.4 billion** food industry market segment. Global flavors continue to increase in popularity as more and more consumers seek to travel with their taste buds. By carving out a flavorful niche in this high-demand industry, The Peri Peri Factory offers an exciting franchise opportunity:



## SUCCESSFUL OPERATING LOCATION



The Peri Peri Factory has been operating in Houston, Texas since 2018, where our tasty menu and unbeatable customer service has gained a loyal and growing clientele.

## STRONG ROI



With competitive startup costs and a distinct market niche in a growing industry, The Peri Peri Factory offers a strong potential ROI for a motivated owner/operator.

## UNIQUE BRAND



The Peri Peri Factory brand capitalizes on current globe-trotting culinary trends, setting it apart from more traditional chicken industry offerings.

## OPERATIONALLY SOUND



The Peri Peri Factory has spent years building an operationally sound enterprise, and the proven menu and management processes will ensure ease of replication wherever a franchise is established.

## INTEGRITY AND COMMITMENT



The Peri Peri Factory's management team prides itself to dedicate and provide a first-class customer experience. And will show that same commitment to the Franchise partners.



# WE'RE YOUR PASSPORT TO CULINARY ADVENTURE.

The Peri Peri chili was originally discovered by Portuguese explorers hundreds of years ago in Mozambique. They loved its piquant, yet rich flavor, so they took it back to Portugal. The key ingredient in many traditional Portuguese dishes, Peri Peri has now started to gain popularity across the globe.

At The Peri Peri Factory, we pay homage to this tradition by bringing the best of Peri Peri to our local community. We take immense pride in our commitment to delivering not only delicious but also halal-certified cuisine, catering to a diverse community of food lovers. After conquering the metro Houston area, The Peri Peri Factory is ready to take this fiery deliciousness to new neighborhoods with franchise opportunities.



## BIRDS OF A FEATHER FRANCHISE TOGETHER.

Are you looking for a fresh, fun investment opportunity that focuses on the customer experience? The Peri Peri Factory might be the right franchise fit for you.

The Peri Peri Factory model depends on an outgoing management team that is dedicated to industry excellence and providing value to our clientele. While customer service is the number one priority, franchisees should also have the necessary experience to manage employees, costs, and the many moving parts that come with a fast-paced restaurant environment.



### OUR IDEAL CANDIDATE WILL HAVE THE FOLLOWING QUALITIES:

**STRONG PEOPLE SKILLS.**

**GOOD WITH TIMING AND  
SCHEDULE MANAGEMENT.**

**ABILITY TO PROBLEM SOLVE  
AND MAKE DECISIONS.**



# WE'LL HELP YOUR BUSINESS TAKE FLIGHT.

The Peri Peri Factory is more than just a chicken restaurant. We're family. When you franchise with us, you'll benefit from our years of combined industry experience. Through comprehensive training and superior support, we aim to provide our franchise members with every possible tool for operational success.

## COMPREHENSIVE TRAINING

Every successful venture starts with a foundation of knowledge, and we designed our initial training program to answer all your questions. The management team will share everything we know about running The Peri Peri Factory so that you can launch your own lucrative franchise.



## SUPPORT

### OPERATIONAL

The Peri Peri Factory will provide ongoing franchisee support in multiple areas, including operational procedures, customer-service techniques, accounting and administration.

### MARKETING

We will help develop advertising materials, marketing plans and digital SEO/SEM strategies to help franchisees make the most of our established brand.

### PURCHASING

The Peri Peri Factory will negotiate quantity discounts on behalf of our franchise partners to enhance profitability.

# SUCCESS BY THE NUMBERS.

FRANCHISE FEE

**\$35,000**

ROYALTY FEE

**6%**

OF GROSS SALES

MINIMUM INITIAL  
INVESTMENT  
INCLUDING

**\$456,200**

FRANCHISE FEE  
& TRAINING

REQUIRED LOCAL  
MARKETING  
SPEND

**3%**

OF GROSS SALES





**DON'T MISS THIS HOT  
INVESTMENT OPPORTUNITY  
FOR FIERY CULINARY  
ADVENTURE!**





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*This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to affect the sale of a franchise will be made only if we are first in compliance with state registration requirements or are covered by an applicable state exclusion or exemption.*

