

EST. 1989
BEK'S
FISH & CHIPS • KEBABS

WE'RE JUST OFF THE OLD BLOCK
OUR STARTS IN 1953
3RD GENERATION
THE FISH INDUSTRY
STRY
ERATION
WAY!

BEK'S

THE HOME OF
BATTERED CHIPS

FRANCHISE
PROSPECTUS

BEK'S

THE HOME OF BATTERED CHIPS

Our Famous Battered Chips are peeled,
prepped and fried daily.

We have been running a hugely successful family-run business for over 30 years. We serve some of the tastiest chips in the UK and we have the fantastic reviews to prove it! Bek's has experienced national brand recognition on a huge scale and continues to grow.

We believe now is the perfect time to share our recipe for success with likeminded individuals and grow the Bek's brand across the UK. Bek's is one of the highest rated takeaway outlets in the UK and our customer base is growing by the day.

Our USP is our black country style battered chips that will eventually take the nation by storm.

Join the chip revolution!

“

**“FANTASTIC FOOD AND GREAT
STAFF, NEVER DISAPPOINTED A
MUST TRY IF YOU HAVEN'T
ALREADY.”**

- DAVE (GOOGLE REVIEWS)

WE'RE JUST A CHIP OFF THE OLD BLOCK

Our journey began all the way back in 1989 in the heart of the English Black Country town of Darlaston, Wednesbury. Famous for its industrial background and now also for its famous 'Battered Chip'. Our affiliation with potato can date back to as far as the 1960s...

The Bek's business origin dates all the way back to Bek's grandfather in the 1960's when he had left Cyprus and entered the fish and chip trade. He became a successful businessman within a short space of time and became a pioneer encouraging further Cypriot chip shop establishments helping them within the trade and paving the way for many others to migrate.

Fast forward a few decades and we are completely revamping the chip game, bringing the highest standard of tasty potato to the market and putting our spin on the chippy scene. We've got a fantastic outlet in the West Midlands, and we are looking to recreate this up and down the country! Bek's have got over 30 years of experience to share and then some!



FAMILY-RUN FOR OVER 30 YEARS

WHY FRANCHISE WITH US?

Franchising is a fantastic way to boost your income whilst being your own boss. With Bek's you can be sure that we will be with you every step of the way helping you to build a profitable business alongside our already established and successful brand.

LACK OF TIME?

Few opportunities offer the flexibility of running your own business. The Bek's franchise allows you to set your own hours and build the life you deserve!

DO I NEED EXPERIENCE?

Initial training is comprehensive, and time will be spent ensuring that you will be able to manage your Bek's business. You will receive everything you need to get set up and running your business confidently whichever Bek's franchise model you choose.

LACK OF MONEY

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. The UK food and drink industry is valued at more than £100 billion, it is one of the largest sectors of the global economy. An investment in a Bek's franchise will allow you to make huge profits by capitalising on the market.

FEAR OF FAILURE?

The UK Franchise Industry is in fantastic shape!

- The Franchise Industry contributes £15 billion to the UK economy – an increase of 46% over the past 10 years
- Over half of franchisees are now declaring an average turnover that exceeds £250,000
- Employment has continued to increase with onethird of franchisees employing 10 or more staff
- An incredible 97% of franchisees are running in profitability
- An impressive 91% of franchisees have declared satisfaction with their franchisor
- 80% of franchised brands are UK-owned and developed

Sourced from the BFA/NatWest Franchise Survey



HSBC Supporting the Bek's Franchise

SO, WHAT DOES THE CHIP SHOP INDUSTRY LOOK LIKE?

The Chip shop industry is in a great position and we are in an untapped market with our famous orange battered chips. In the UK we spend a staggering £1.2 billion in our local chippy's annually, however the Bek's brand offers a unique quick service concept with a famous product that has national and international appeal with our signature Battered Chips.

10.5K

There are currently in the region of 10,500 specialists' chip shops in the UK.

80%

80% of people visits a chip shop every year with 22% of people visiting every week!

56%

Bek's have a simplified and unique concept to market with the capacity to scale

Sourced from the National Federation of Fish Friers (NFFF)



OUR FRANCHISE MODEL

FAST FOOD RESTAURANT

Open a Bek's fast food restaurant on your local high-street, retail park, service station or airport lounge our model works in so many places. You will be running your own Bek's store that offers all our signature menu items including our famous battered chips.

Your Bek's restaurant will be fully equipped allowing you to provide the the ultimate quick service restaurant experience for your customers, whether that's eating in, taking out or enjoying a home delivery. You will be serving up all items on our menu for your customers to enjoy.

PACKAGE FEE: £300K *1,000SQ FT UNIT*

LICENSE FEE: £14,950

*Subject to site survey



THE OPPORTUNITY

THE MEAL DEAL

BENEFITS INCLUDE:

- The rights to trade under and operate a Bek's franchise in a defined area for a period of 5 years with the right to renew
- Turnkey franchise opportunity
- Site acquisition assistance
- Bespoke shop fitting support
- Food safety support systems
- Support with purchasing of equipment and stock
- Franchise operations manual
- Full initial training in all aspects of the business
- Ongoing training and support
- Daily operational support via telephone
- Access to our nominated suppliers
- Centralised sales, marketing and PR support
- Management reporting tools for you and your staff
- NatWest Mentor can be used to provide tonnes of HR and health and safety support
- Menu recipe creative development
- And so much more!

“

**ABSOLUTELY BRILLIANT FOOD AND GREAT STAFF!
I HIGHLY RECOMMEND THIS CHIPPY.”**

- SUKHJINDER (GOOGLE REVIEWS)

YOUR ROLE

Own your own successful Bek's franchise business, and serve your local area the nations favourite dish! Using our proven business model will allow you to reach your full potential.

OUR ROLE

We will be giving you all you need to start your business successfully, along with help throughout your Bek's franchise, you will not be left alone.

TRAINING & SUPPORT

At Bek's we have compiled together a comprehensive training programme to cover all aspects of the business. You will also receive ongoing support and training when needed. Fish and chips are the undisputed National dish of Great Britain, becoming a cultural and culinary symbol of our country! But at Bek's we do things differently, we want to put 'Battered Chips' on the map too and turn them into a national, potentially even global phenomenon.

OUR TEAM

MEET THE TEAM



BEK HALIL

MANAGING DIRECTOR

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Bek has been involved in the fish and chip industry for over 15 years! Throughout this period, he was able to develop a strong understanding of compliance and operations. His knowledge and understanding of food safety and health safety along with employment law and HR has allowed him to completely transform the Bek's brand.

Previous, to becoming the CEO of Bek's, he had worked as a chartered banker for 7 years with the Royal Bank of Scotland. Having combined all of his previous experience, Bek has grown the business by a whopping 400%! He strives to share his success with potential franchisees with the goal of expanding the Bek's brand across the UK.



## ASIYE HALIL

COMPANY CHEF & HEAD OF SUPPLY CHAIN

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Asiye has been in the industry since 1989 and is responsible for quality control at Bek's. She knows what it takes to own a fantastic chippy and the standards required to ensure its continued success.

Asiye is effectively the safety blanket of the business and has exceptionally high standards. She has been responsible for implementing critical food safety measures within the business and also worked very closely with all suppliers to facilitate growth.

She is committed to accelerating the development of Bek's and maintaining our excellency. Asiye will be working with our franchisees to ensure they sustain our brand values, and adhere to our processes, procedures, and standards. With her knowledge and experience, you can be confident that she will lead your Bek's business to success.

FREQUENTLY ASKED QUESTIONS

HOW QUICKLY CAN I GET STARTED WITH MY BEK'S FRANCHISE?

Every franchise launch is unique and individual, we will work with you to get you setup up and running as quickly as possible. All our initial training is done on a one-to-one basis, and this enables you to get your Bek's business off the ground.

HOW MUCH CAN I EARN IN MY BEK'S FRANCHISE?

As soon as we have met, you will be provided with a confidential Franchise Information Memorandum amongst many other important pieces of information. The FIM comprises of a franchise business plan that provides an insight into what you will be earning.

WHAT ABOUT MY WORK/LIFE BALANCE, WILL I BE WORKING LONG HOURS?

You can put as much time into your Bek's franchise as you want. Hardwork and long hours will be required at times, it's a huge part of owning your own business and guaranteeing its success! All the time you do invest into your Bek's franchise will be financially rewarding making it a worthwhile investment and career move.

WILL I RECEIVE PREPARATION SUPPORT?

As part of your franchise package, you will receive initial training on how to run your own Bek's franchise successfully. This will cover effective preparation and useful equipment allowing you and any of your future employees to get ready for a day of trading.



"THE BEST CHIP SHOP, CANNOT FAULT THEM THE FOOD WAS EXCEPTIONAL"

- JACQUELINE (JUST EAT)

CAN I TAKE TRADE AND PROFESSIONAL REFERENCES ON THE COMPANY?

Of course! We would expect nothing less; Bek's has a highly experienced management team. The FIM provided at our first face to face meeting contains much of our reference material, but we are happy to provide whatever other information that you require in order that you can make an informed decision.

CAN I RESELL IN THE FUTURE?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for five years; you therefore have an asset that is resaleable at a premium price.

HOW CAN I FINANCE MY FRANCHISE?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks who will be happy to answer any of your questions. Of particular importance to those establishing a Bek's franchise, we have a loan facility in place with The Start Up Loans Company, a UK government lending initiative where new start franchises can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required.



AND SO

COULD YOU BE OUR CATCH OF THE DAY?

We are looking for enthusiastic individuals who want to be a part of our expansion journey and really want to commit to making Bek's a success. We are looking for investors at a single and a multi-unit operating level, with a food or a strong management background.

If you have a passion for our brand then you are likely to excel as a Bek's franchisee. We want to see our franchisees succeed and our model allows for them to flourish under our guidance. We are ready to build a strong franchise network with new investors and allow for an attractive investment and simplistic package.

**“WE ORDER FROM BEK'S ALL THE TIME,
THE FOOD TASTES GREAT AND THE
SERVICE IS EXCELLENT”**

- CLARE (JUST EAT)

WELL THEN...

HAVE WE GOT YOU HOOKED YET?

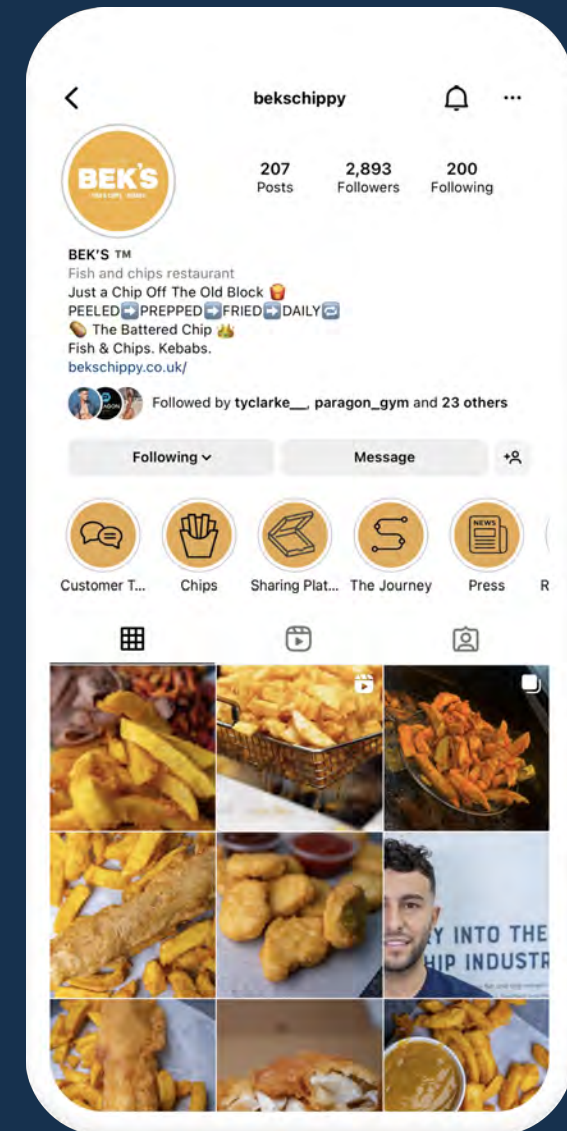
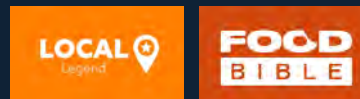
Ready to take the first step to owning your own business selling the nations favourite dish?

If having read through the prospectus you believe you have the necessary skills and desire to become a Bek's franchisee, then you are ready to take your application further!

HERE'S HOW TO GET STARTED:

- 1 We will be in contact with you shortly to discuss the opportunity and answer any questions you may have. You will then be invited to a meeting with a member of the Bek's franchise team who will provide you with further financial details.
- 2 Once we've come to an agreement that all parties are happy with, you will receive a formal invitation to acquire a Bek's franchise, as well as arrangements for training at a date to suit.
- 3 Complete your Bek's business training.
- 4 LAUNCH!

HONOURABLE MENTION:





BEK'S

THE HOME OF
BATTERED CHIPS

FOR ALL ENQUIRES CONTACT
FRANCHISE@BEKSCHIPPY.CO.UK