



SCOTTLINE

FOODS & BEVERAGES

Scottline Foods & Beverages

Summary:

SCOTTLINE FOODS & BEVERAGES Pvt Ltd is an Indian Corporation in the Foodservice industry. The company has developed a unique business model that reduces overhead by utilizing mobile vending units as opposed to brick and mortar stores. This is a very popular alternative to dine in larger business centric cities.

MISSION

Being in the service business we strive to serve our customers with high quality and healthy food at reasonable price to generate sales and profits.



VISION

To expand **LOUISIANA FAMOUS FRIED CHICKEN** predominantly through franchising in the domestic market. It will diversify through catering and product placement.

SCOTTLINE FOODS & BEVERAGES is India's Franchise Management Division created to manage Louisiana Famous Fried Chicken's Global Strategy. Our dedicated team consists of highly experienced and qualified individuals supporting the development of Louisiana Famous Fried Chicken Franchisee program.

Our Brand

Scottline Foods & Beverages is introducing Louisiana Famous Fried Chicken a quick service restaurant that serves Cajun seasoned food:

- ◇ Cajun Chicken
- ◇ Fish
- ◇ Shrimps
- ◇ Jambalaya fried Rice
- ◇ Chicken tenders
- ◇ Beverages
- ◇ Grilled Sea Food
- ◇ Desserts

◇ Sides like French Fries, Mashed Potato, Coleslaw, Green Beans, Red Beans and Gumbo to the Indian Market.

After a decade of experience with Jack-in-the-Box and Pioneer Chicken franchises, Joe Dion decided to start his own. Over a year in development, LFC was born out of many research trips. The first store opened in August of 1976 in Los Angeles and the

response by the public was so overwhelming that 10 company stores were established by 1979.

Louisiana Famous Fried Chicken has always been fanatical and served with pride since 1976. For more than four decades, only the freshest ingredients are used for great taste. As the world's most popular restaurant specializing in Original Cajun Recipe, Crispy chicken and tenders with Homemade-style sides, Spicy Wings, Fried Shrimps & Fish, Shrimp Jambalaya, Chicken Fried rice, Grilled chicken, fish and shrimp, Desserts and Beverages.

Louisiana Famous Fried Chicken is popular and has stores located in Louisiana, California, Texas, Michigan, New Jersey, Illinois, Kansas, Ohio, Arizona and throughout United States.

REASONS WHY LOUISIANA FAMOUS FRIED CHICKEN IS BEST

- ◇ LOUISIANA FAMOUS FRIED CHICKEN provides products with great quality to maintain the standards to meet all the qualitative and quantitative goals.
- ◇ Fresh ingredients and herbs are used for a Cajun experience which adds overwhelming taste to the cuisine.
- ◇ Our systems are centered in all major cities with great ambience which creates a sense of satisfaction to the customers.



**WHY
LOUISIANA FAMOUS FRIED
CHICKEN**

THE FRANCHISE RELATIONSHIP

The franchise relationship is detailed in your franchise disclosure document, agreements other licenses and the operating manuals. There is no fiduciary relationship between a franchisor and franchisee. However, they work closely and are inter-dependent partners with their roles defined.



FRANCHISE INFORMATION

Scottline Foods & Beverages is interested in developing Louisiana Famous Fried Chicken franchising opportunities within the country. In order to ensure the quality growth of the Louisiana Famous Fried Chicken brand, we choose to focus on a limited number of markets each year. This ensures that our franchisees receive the best possible support and can deliver the best service to their customers.

LOUISIANA FAMOUS FRIED CHICKEN HAS MULTIPLE FRANCHISING OPPORTUNITIES

- ◇ Single Unit Franchisee: It is characterized by one location owned and operated by a single franchisee under a single unit agreement. A single unit franchise is supervised by the franchisee.
- ◇ Multi-Unit Franchisee: It's characterized with multiple advantages such as lower cost of acquisition per location; better controlled growth in markets; fewer franchisees to work with; franchisees are more sophisticated with a stronger financial condition; can reduce cost to support each location. In this ownership structure, multiple locations are owned by one franchisee, with each location having a single unit agreement. The developer has the right and the obligation to develop locations that is, a fixed number of units, a set time for development and a well-defined area.

FRANCHISE SUPPORT

Louisiana Famous Fried chicken provides support through Scottline foods & Beverages service center, our technical team is always there to support the growth and development of the brand. Our support team will assist in defining the best way to launch Louisiana Famous Fried Chicken brand in the INDIAN market.

Every international franchise has a primary person for support called Regional Leader (RL). This highly experienced and trained restaurant professional will be in your market

or region. The RL will be your consultant on all aspects regarding your Louisiana Famous Fried Chicken restaurant franchise. Additionally, at the Scottline foods & Beverages Service Center, there is a dedicated team to support the Louisiana Famous Fried Chicken international system in areas including

- ◇ Development Services
- ◇ Marketing / Advertising
- ◇ Supply Chain
- ◇ Operations, and Training

Scottline Foods & Beverages developed a web portal to access support around the clock 24/7. We provide operational information to

- ◇ Video training,
- ◇ Management tools,

Marketing tools and the operations manual or more, this web portal is there for you and your team.



LOUISIANA FAMOUS FRIED CHICKEN FRANCHISE PROCESS

This is a brief overview of the timeline for the LOUISIANA FAMOUS FRIED CHICKEN Franchising process.



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