

Church's Chicken Houston Franchisees Try to Widen Gap in System-Wide Sales

2006-06-21

Church's Chicken Franchisees in Houston Learn How to Grow Their Businesses and Maximize Return on Investments

Church's Chicken clearly is a favorite of people in the Houston area, as customers there helped make area franchisees tops in U.S. system-wide sales in 2005. However, the collective success has not tempered the drive to increase profitability. This week, Myron Ball, Senior Director of Franchise Operations, and other members of the Church's franchise operations team were in Houston to help coach franchisees on maximizing profitability and avoiding losses.

"This three-city road show has been quite successful, as franchisees continue to express their pleasure with the level of support they are receiving from Church's Chicken," said Mr. Ball. "Our goal is to develop operators with solid business skills, not just good franchisees."

Earlier this year, Church's Chicken reached the \$1 billion sales milestone, with the franchisees bringing in 75% of that figure. Many franchisees realize now, more than ever, that developing a Church's is a compelling prospect. In fact, during the company's annual convention in April, several existing franchisees signed agreements to build new restaurants in the Houston area. Last month, company executives welcomed Faisal Zakaria, who plans to build three Houston-area restaurants by 2009, into the franchise family.

"Our growth strategy is simple: build more Church's and improve existing Church's... and that starts with our franchisees," said Doug Pendergast, Executive Vice President and Chief Franchise Officer. "We plan to accomplish this goal by welcoming experienced franchisees who are committed to multi-unit development."

Church's franchisees have several opportunities at their disposal to increase profitability and maximize return on investment (ROI):

-- Re-imaging -- Updating older-model Church's restaurants, both inside and out in three easy steps, significantly increasing sales.

-- Conversion -- Transforming existing locations into new Church's Chicken restaurants in as little as 30 days.

-- Pre-Fab Build -- Accelerating ground-up construction by as much as 45 days via a strategic partnership with Fullerton Building Systems.

"Attending the one-day session was a solid move on my part, as I was able to learn how to avoid typical mistakes made during the calculation of gross profit margin," said Anwar Wadiwala, who is developing two new Church's in the greater Houston area. "A two-to-three percent error can make a big impact on your bottom line, but now I understand the impact of sound financial management."

About Church's

Founded in San Antonio, Texas, in 1952, Church's Chicken(tm) is a highly recognized brand name in the QSR sector, and is one of the largest quick-service chicken concepts in the world. Church's Chicken(tm) serves traditional Southern and Spicy Fried Chicken with a focus on offering complete meals with large portions at low prices and is positioned as the Value Leader in the Chicken QSR category. As of February 2006, the Church's system had 1,546 locations worldwide in 16 countries, plus Puerto Rico, with system sales of over \$1 billion.

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