

franchising



Ready to franchise

LUXURY PAN-ASIAN RESTAURANT PAN CHAI IS LOOKING FOR PEOPLE WITH A PASSION FOR THE RESTAURANT BUSINESS AND THE DRIVE TO TAKE THE PRESTIGIOUS BRAND NATIONWIDE

Currently located in Harrods, Pan Chai plans to roll out across the UK, targeting affluent city centre locations with a high footfall to make the brand synonymous with luxury pan-Asian dining. Menus will include dishes from Thailand, Malaysia, Vietnam, China and Japan.

A provisional member of the British Franchise Association, Pan Chai features in the world famous Harrods Food Hall and offers high-end sushi and other pan-Asian dishes to discerning shoppers and

VIPs. Dishes include beautiful sushi and sashimi platters, spicy seafood soups, salads and curry dishes.

WOW FACTOR

Presentation and the 'wow' factor are crucial, so many items are served with dry ice to add theatre and most dishes are prepared at the counter, where customers can see what the chefs are doing.

The restaurant has enjoyed huge success in the two years since its opening and is now looking to expand on that, while a successful appearance at the

bfa's National Franchise Exhibition has seen a large number of prospects emerge.

Pan Chai's owner Eddie Lim says: "It has long been my ambition to bring high-end, luxurious pan-Asian food to the UK market and I can already see its influence growing. Creating a Pan Chai franchise brings Asian fine dining across the UK and is a great opportunity for anyone looking to become involved with a luxury Asian brand.

"We offer franchisees all the support they need. The different business models on offer give



franchisees flexibility to choose what would work best for them and their area of interest and all will deliver the high standards expected of Pan Chai and give them every opportunity to create a loyal customer base."

PROVEN SYSTEM

Director Andrew Lloyd says: "The brand is unique, exciting and since its launch two years ago Pan Chai has enjoyed has enjoyed tremendous success, receiving an award for the Best Performing Restaurant Concession in 2012 at Harrods. Now we are looking for the right people to join us, follow our proven system and establish the Pan Chai brand in other parts of the UK.

"Previous business experience, in particular in franchising, would be a huge advantage, but even more important is that we find people who are passionate about food and the restaurant industry who want to be involved in the day-to-day running of their Pan Chai restaurant and who have a genuine understanding and passion for the ethos of the brand. We deliver high quality products with flair and skill and this needs to be something that franchisees understand and are enthusiastic about."

Pan Chai is offering three franchise models - casual dining, quick service restaurants and fine dining, the latter being the focus of the franchise launch.

Part of the original Pan Chai concept, the fine dining restaurants will feature visually appealing dishes made with luxury ingredients, elegant décor and highly trained staff to deliver the best dining experience possible.

The casual dining model offers a more relaxed setting and different service style. Customers will still be able to choose from a range of high-end pan-Asian specialties, but with a lower price point. Quick service restaurants offer high quality food, but with the emphasis on quick service and fast table turnaround to ensure maximum spend in short periods of time.

MARKETING CAMPAIGN

Set-up costs will vary according to location and size of property, but franchisees will be fully supported



throughout the entire process. Help with training and recruitment will be provided, as well as comprehensive guidelines for all operational issues and marketing and PR. There will also be a central marketing campaign running throughout the year to boost brand awareness and drive as many new customers to each restaurant as possible.

Andrew Lloyd adds: "The Harrods store is a window to the world where Pan Chai has set the tone for a unique, high-end fine dining experience that every new Pan Chai restaurant will recreate. Asian food is becoming more and more popular in the UK as people's tastes broaden and they become more adventurous. For the right franchisees, working with Pan Chai will be an amazing opportunity to be part of a luxurious brand in an exciting and influential environment." **MM**

EXPANSION PLANS

Luxury pan-Asian restaurant Pan Chai, currently located in Harrods in Knightsbridge, will be heading to The British & International Franchise Exhibition in London on March 14-15, as it looks to add to its current list of interested franchisees.

Carolina Campanholi, PR and marketing manager for Pan Chai and sister restaurant Mango Tree in London's Belgravia, says the company has identified some potential franchisees and is currently at the signing stage.

"We're in the process of interviewing people who are interested," she explains. "We've identified them through word of mouth, through our contacts and events we've been part of, like the Birmingham British Franchise Association exhibition in October. We want to target people who are interested in being part of an already successful brand, providing them with training and support throughout the whole franchise journey."

Pan Chai, which opened nearly two and a half years ago in the Harrods Food Hall serving sushi and other pan-Asian dishes, wants to open at least five sites under franchise this year. The company has a hit list of cities, including London, Manchester, Liverpool, Birmingham, Leeds, Newcastle, Edinburgh and Dublin.

Three franchise models are on offer - casual dining, quick service and fine dining - and menus will be wide ranging, taking in dishes from Thailand, Malaysia, Vietnam, China and Japan.

Pan Chai owner Eddie Lim says: "Creating a Pan Chai franchise brings Asian fine dining across the UK and is a great opportunity for anyone looking to become involved with a luxury Asian brand. We offer franchisees all the support they need, making this a great opportunity."

FOR MORE INFORMATION

■ For more information or to discuss becoming a franchisee email franchise@panchai.com.

More Info - www.makingmoney.co.uk/r/4946

