



**SFC**  
SEOUL FRIED CHICKEN



# **SFC SEOUL FRIED CHICKEN,**

THE SEOUL-FUL SOUL FOOD  
KOREAN-STYLE DOUBLE-FRIED CHICKEN TOSSED IN  
A VARIETY OF SAVORY SAUCES FULL OF FLAVOR AND UMAMI

# Be Part of a Hot Trend in a Recession-Free Industry.

The love for dining out in America drives the \$997 billion food services industry, with the fast-casual chicken market segment alone accounting for over \$40 billion in 2023. Riding the wave of Korean pop music's global popularity, Korean fried chicken has emerged as one of the hottest culinary trends. In Korea, fried chicken is the go-to for food delivery, enjoyed at home, in offices, and at social gatherings. The fierce competition in the Korean fried chicken industry has led to continuous innovation in recipes, coatings, and flavors. SFC Seoul Fried Chicken has masterfully adapted Korean-style Fried Chicken to suit the diverse palates of American consumers. Featuring fresh, high-quality chicken wings, sandwiches, signature sauces, and unwavering customer service, we offer a distinct value proposition in a high-demand industry.



## Proven Success



Our flagship location in South Edison, New Jersey, is a testament to our popularity, boasting a proven track record and hundreds of 5-star reviews.



## Strong Return on Investment (ROI)

With reasonable overhead and startup costs in a growing market segment, SFC Seoul Fried Chicken offers a strong ROI for motivated owner/operators.



## Simple Operation

Our model provides established operating systems and a unique culinary experience at competitive prices, making it easily replicable in any market.



## High Margin Potential

A limited, highly specialized menu ensures high-margin potential for SFC Seoul Fried Chicken franchisees.



## Unbeatable Brand

With our unique menu, enthusiastic customer base, and established brand, SFC Seoul Fried Chicken is a sizzling opportunity in the franchise marketplace.

# Korean-style Fried Chicken Is In Trend.

SFC Seoul Fried Chicken invites you to embark on a culinary journey that celebrates the rich and savory flavors that have propelled Korean-style fried chicken to international stardom. Our unique double-frying technique and secret sauces are a testament to the expertise of Chef Hansong Kim, a culinary expert with over two decades of experience in the Korean and American restaurant scene, accredited by ACF and acclaimed by The New York Times.



At SFC Seoul Fried Chicken, we wear our pride on our sleeves. Our recipe boasts the crispiest, juiciest, and most delectable fried chicken you'll ever taste. If you've been acquainted with Southern-style fried chicken until now, get ready to elevate your fried chicken palate to a whole new level. We're committed to using the highest quality, locally sourced ingredients to ensure that every bite is a burst of authentic flavor.



# SFC Seoul Fried Chicken Franchise Partners.

At SFC Seoul Fried Chicken, we take pride in delivering exceptional customer experiences, which is why our top priority for potential franchisees is an unwavering commitment to customer service. We're seeking individuals who are natural 'people persons,' eager to cultivate strong community relationships. Given the fast-paced nature of the food service industry, previous restaurant experience is a valuable asset, as it equips candidates with the skills needed to effectively manage staff, control costs, and maintain seamless food production while always serving the public with a warm and welcoming smile. If you share our passion for outstanding customer service and are ready to become a part of our dedicated team, we invite you to join the SFC Seoul Fried Chicken family!



## We're looking for:



**Resolution to succeed**



**Strong Sales and Customer Service Driven Mindset.**



**Good with Organization and Time Management.**



**A Knack for Problem-Solving and Decision-Making.**



# When It Comes to Support, We're Not Just "Winging" It.

At SFC Seoul Fried Chicken, we're all about great food, great service, and helping our franchise partners succeed. We offer thorough training and ongoing support to make sure our franchisees have everything they need to run a successful business. When you join our franchise team, you're not just getting a brand; you're becoming part of our friendly and supportive family. We're here to help you every step of the way, from learning the ropes to managing your staff and growing your business.



## Comprehensive Training

We designed our initial training program to give our franchise partners a strong foundation to launch a successful SFC Seoul Fried Chicken restaurant in new locations.

## Support

### Operational



We will provide ongoing training and support in many areas, including customer service techniques, product ordering, administration and accounting.

### Marketing



We will help coordinate local marketing plans, advertising materials, digital SEO/SEM strategies, and social media outreach to help franchisees leverage our established brand.

### Ongoing Research & Development



The food industry is dynamic, and SFC Seoul Fried Chicken is committed to staying ahead of the curve. We continually assess market trends, customer preferences, and industry developments to ensure that our menu and offerings remain fresh and exciting.

# Reasonable Start-Up Costs for Faster Profitability.

The initial franchise fee to open a SFC Seoul Fried Chicken store is **\$30,000**, and the initial investment varies from **\$150,000 - \$420,000** depending on various factors, including space size and location to name a few.

Franchise Fee

**\$30,000**

Initial Investment  
Including Franchise  
Fee & Training

**\$150,000 -  
\$420,000**

Royalty Fee

**5%**

of gross sales

Required Local  
Marketing Spend

**2%**

of gross sales





**STEP 1**

**Fill Out the Initial Inquiry Form:**

Complete our initial inquiry form and we will reach out to provide you with more information.

**STEP 2**

**Introduction: The SFC Seoul Fried Chicken Team Wants to Meet You!**

We will schedule an in-person or remote meeting to review your application and discuss details.

**STEP 3**

**Foundational Knowledge: SFC Seoul Fried Chicken Franchise Disclosure Document Review**

We will send you a copy of our Franchise Disclosure Document (FDD) for your review. You will have 14 days to review the document.

**STEP 4**

**Meet Our Leadership Team**

Our leadership team will meet you in person to share our vision and growth path toward success. train you and your team in preparation for establishing your own SFC Seoul Fried Chicken franchise.

**STEP 5**

**Execute the Franchise Agreement**

After thorough review of the FDD, this is the time to execute franchise agreement.

**STEP 6**

**Secure Your Ideal Location**

Explore real estate options tailored for your franchise success.

**STEP 7**

**Begin Training**

We will train you and your team in preparation for setting up your own SFC Seoul Fried Chicken franchise.

**STEP 8**

**Grand Opening**

We'll ensure a smooth launch for your SFC Seoul Fried Chicken restaurant, supporting effective local marketing for a successful grand opening.

**Join a "Seoul"-Satisfying Brand  
with Your Own SFC Seoul Fried  
Chicken Franchise!**



# SFC

**SEOUL FRIED CHICKEN**

**Ready to Franchise  
with us?**

**(401) 500-0281**

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Edison, NJ 08817

[www.sfcfranchise.com](http://www.sfcfranchise.com)

SFC Seoul Fried Chicken's management team is committed to quality food, quality service, and a quality franchise program. Through our comprehensive training and ongoing support, we aim to empower our franchise partners with all the tools they need for operational success. As a SFC Seoul Fried Chicken franchisee, you're not just gaining a brand; you're becoming part of a supportive family.