



Z H E N G D A W E L C O M E Y O U T O J O I N !

ZHENGDA

CHICKEN STEAK



PT ZHENGDA FOOD INDONESIA

📍 Address : Rukan Beach View Blok A No.75, 76, 77, Pantai Indah Kapuk,
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ABOUT ZHENGDA

ZHENGDA Crispy Chicken is now in Indonesia to bring you the authentic taste of Crispy Chicken and Snack with a distinctive Chinese flavor you've never experienced before. Affordable prices and unique flavors make Crispy Chicken and Snack the number 1 street food in China. Now you can savor the deliciousness of Chinese-style Crispy Chicken and Snack without having to travel to China!

Our Crispy Chicken is crafted through a special process that creates a crispy outer layer perfectly complementing the tender chicken inside. Zhengda Crispy Chicken is not just a meal but a captivating culinary experience with every bite. Zhengda's signature Snack, seasoned with distinctive spices, indulges your taste buds in an unforgettable flavor.

Zhengda is not only committed to delivering delicious dishes but also to being part of an unforgettable culinary experience. We hope to invite you to explore and savor the rich flavors of China through every dish we serve. Zhengda is the top choice for culinary enthusiasts who appreciate quality and unique flavors in every bite.



SIGNATURE XXL CRISPY CHICKEN 28k

- China Authentic
- NEW Flavour +3k



SNACKS



15k

FRENCH
FRIES



15k

CHICKEN
STRIP



15k

CRISPY
CHICKEN
SKIN



CRISPY
WINGS

20k



CRISPY
DRUMSTICK

20k



15k

CHICKEN
POPCORN



CHICKEN
NUGGETS

20k



50k

4 OF A KIND
MIX PLATTER

China Authentic Flavour

NEW Flavour +3k

Signature Sauce

RICE BOWL

SIGNATURE CRISPY
CHICKEN RICEBOWL

20k



CRISPY DRUMSTICK
RICEBOWL

25k

*5 pcs



CHICKEN NUGGET
RICEBOWL

25k

*6 pcs



CRISPYWINGS
RICEBOWL

25k

*5 pcs



CHICKEN STRIP
RICEBOWL

20k



CRISPY CHICKEN
SKIN RICEBOWL

20k



CHICKEN POPCORN
RICEBOWL

20k



CUSTOM YOUR BOWL

2 ITEM MIX

25k

3 ITEM MIX

30k



Signature Sauce



SMALL
SKEWER

20k

- SMALL CHICKEN SKEWERS
- CHICKEN GIZZARD SKEWERS
- CHICKEN SKIN SKEWERS



MINERAL
WATER

5k



COCA COLA

8k



RICE

5k



ZHENGDA
LEMON TEA

8k



China
Authentic
Flavour

- Signature
- Mala
- Cumin

- Five Spice
- Curry
- Plum

New
Flavour (+3k)

- Seaweed
- Green Onion
- BBQ (Barbeque Flavour)

Signature
Sauce

- Soy Sesame
- Blackpepper Teriyaki
- Thousand Island
- Garlic Teriyaki
- Smoky Barbeque
- Mentai Sauce

**Ricebox
Drumstick**



**Chicken
Strip**



**Ricebox
Chicken Strip**



**Signature XXL
Crispy Chicken**



**Crispy
Chicken
Skin**



**Chicken
Skin Skewers**

**Chicken
Gizzard
Skewers**

**Small
Chicken
Skewers**

**FULL OF
FLAVOR
FLAVOR**
新鲜现做
很有料!

SMALL BEEF SKEWERS

**Chicken
Drumstick**

**Signature XXL
Crispy chicken**



**Chicken
Popcorn**



**Chicken
Nugget**



**French
Fries**



**Crispy
Wings**



STORE CONCEPT





OUR STRENGTH

- **PROFESIONAL MANAGEMENT**

Zhengda Crispy Chicken is one of the brands under NANYANG GROUP INDONESIA, which has been well-experienced in the food industry since 2019. The management consistently strives to ensure the smooth operation of all processes, including production, product availability, logistics, quality control, product marketing, product development, and product sales.

- **SIMPLE BUSINESS MANAGEMENT SYSTEM**

Incorporated with our management system, including our Standard Operating Procedures (SOPs), business administration becomes effortless due to streamlined operations that require minimal manpower.

- **AFOORDABLE PRODUCT**

Our mission eyerone can experience the deliciousness and uniqueness of Zhengda's food must be balanced with prices that are accessible to all. At Zhengda, we ensure that the prices of our food are affordable for everyone. Don't believe it? The price of Zhengda's Fried Satay is only THOUSANDS RUPIAH per skewer!"

- **UNPARALLELED SECRET RECIPE**

Secret to the deliciousness of Zhengda Crispy Chicken is the result of the development by the Zhengda team itself, making it difficult to imitate.

- **KEMASAN YANG UNIK**

The unique packaging of Zhengda's food makes it highly attention-grabbing. What would you do when you start getting curious about a food item? Of course, give it a try!



FRANCHISE FEE

MANAGEMENT FEE/ YEAR	: 24.000.000
DEPOSIT	: 20.000.000
TRAINING FEE	: 3.000.000
EQUIPMENT	: 110.000.000
MATERIAL FIRST ORDER	: 100.000.000

TOTAL AMOUNT : 257.000.000

CRITERIA FOR BUSINESS LOCATION:

- MINIMUM WIDTH 4 M WITH MINIMUM HEIGHT 3 M
- MINIMUM AREA 25 M2
- MINIMUM POWER SUPPLY 23 KW (MALL), & 33 KW (FOR OUTLETS/STALL)

PROMO

**FREE MANAGEMENT FEE
FOR 2 YEARS AND
TRAINING FEE FOR**

50 FIRST! OUTLETS



FINANCIAL PROJECTION

INVESMENT

MACHINE & EQUIPMENT	110,000,000
RENOVATION	250,000,000
DEPOSIT	20,000,000
MANAGEMENT FEE & TRAINING FEE	27,000,000
TOTAL INVESMENT	407,000,000

SALES PROJECTION

	LOW	MEDIUM	HIGH
AVERAGE DAILY SALES (PCS)	80	100	120
AVERAGE SALES OF ITEM	40,000	40,000	40,000
AVERAGE DAILY SALES (RP)	3,200,000	4,000,000	4,800,000
AVERAGE MONTHLY SALES (30 DAY)	96,000,000	120,000,000	144,500,000
COST OF GOOD SOLD (50% FROM SELLING PRICE)	38,400,000	48,000,000	57,650,000
GROSS PROFIT	57,600,000	72,000,000	86,400,000

OPRATIONAL COST

EMPLOYEE	4	4	4
SALLARY EXPENSE	15,000,000	15,000,000	15,000,000
RENTAL SPACE	8,500,000	8,500,000	8,500,000
ELECTRICAL, INTERNET, & WATER CHARGES	6,000,000	7,000,000	8,000,000
ETC	1,000,000	1,000,000	1,000,000
TOTAL OPERATIONAL COST	30,500,000	31,250,000	32,500,000
NET PROFIT	27,150,000	40,500,000	53,900,000
BREAK EVEN POINT	15 MONTH	10 MONTH	8 MONTH

*Invesment Excluding Raw Materials
*The renovation costs can vary in different regions and different Contractor
*The estimated COGS does not yet include the delivery service charges from the warehouse to the destination.



Contact our partnership team via WhatsApp for consultation.

1

Evaluate all partnership requirements.

2

Sign the collaboration contract and settle the necessary fees.

3

Shop design creation & store renovation process as per the design.

4

Store opening preparation (equipment installation & food material delivery).

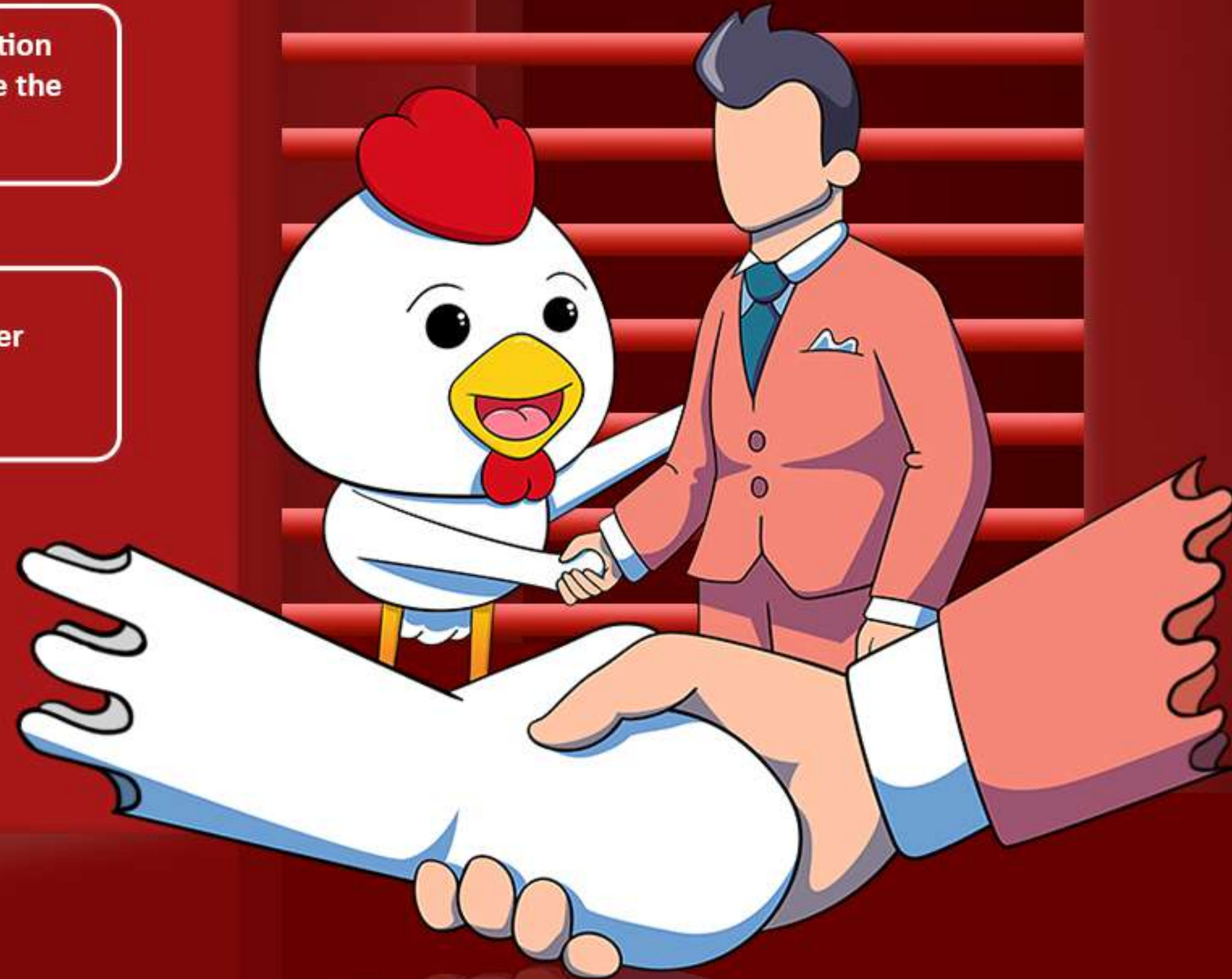
5

Schedule partner staff training.

6

Operational guidance post-store opening.

7



Frequently Asked Questions

Pertanyaan : Is this partnership business on autopilot?

Jawab : Not autopilot, but partners manage independently and are entitled to 100% of the profits earned from the partnership, with no profit-sharing or royalty fees..

Pertanyaan : How is the payment system for partnership with Zhengda?

Jawaban : Simply deposit Rp 20,000,000 and you can become a Zhengda partner. The remaining payment can be made during the initial raw material and machine pickup schedule..

Pertanyaan : How long is the partnership contract valid, and are there any management fees?

Jawaban : The contract is valid for 3 years (FREE management fees for the first 2 years) and can be extended by paying an annual management fee.

Pertanyaan : How much is the gross profit rate??

Jawaban : Our gross profit rate is about 50%-60%

Pertanyaan : Must all equipment be purchased from Zhengda's headquarters?

Jawab : Essential equipment that affects product standards and store operations must be purchased from us, such as frying equipment, freezers, cash registers (including systems), and other equipment

Pertanyaan : Are staff for partner outlets provided by Zhengda?

Jawaban : Partners are responsible for recruiting independently, but Zhengda will provide training to partner staff and ensure they have the necessary competencies for operational activities in partner outlets.

Pertanyaan : What forms of ongoing support does Zhengda provide?

Jawaban : We will have supervision and inspections to help partners solve operational issues in the store and regularly update the menu to enhance market competitiveness..



CONTACT US

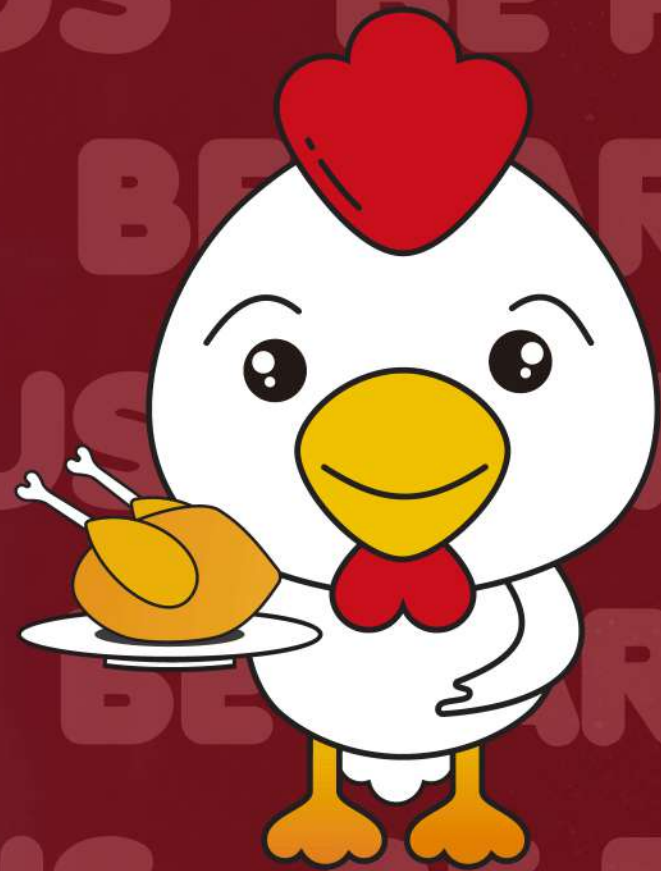
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