

KRUN'CHIQQ

Crunch Beyond Ordinary

INTRODUCTION

Krunchiqq is a fast-growing food brand committed to delivering **quality, affordability, and innovation.**

With a strong expansion roadmap and rising market demand, we are creating exciting opportunities for **partners, investors, and customers worldwide.**



**CRUNCH IT.
LOVE IT.
REPEAT!**



QUALITY YOU
CAN TRUST



AFFORDABLE
FOR EVERYONE



INNOVATION
IN EVERY BITE

**GREAT FOOD
GREATER
EXPERIENCE**



**CRUNCH IT.
LOVE IT.
REPEAT!**



ABOUT US



Founded in **Malaysia** with a vision to become a leading fast-food brand regionally and globally.



Developed by an **experienced entrepreneur** with deep expertise in business consultancy, hospitality, and brand building.



Built on a **scalable, efficient** business model supported by structured operations and standardized processes.



Committed to delivering **high-quality** food, exceptional customer experiences, and **sustainable** profitability.



Perfectly positioned to capture the growing demand for **innovative, affordable, and tasty** fast-food concepts.



**BIG FLAVORS
BIGGER SMILES**



**FRESH INGREDIENTS
EVERYDAY**



**MADE FOR EVERYONE
LOVED BY ALL**



**FAST SERVICE
GREAT EXPERIENCE**



Crunch Beyond Ordinary

FOUNDER

MR. IMRAN FAROOQ

*One vision.
One brand.
Countless smiles. 😊*

Innovative and driven leader with over and **15 years** experience in managing operations, **finance** and **project** management.

Proven track record of driving company **growth and profitability**. Strong **leadership skills, strategic planning expertise** and excellent **communication abilities** have led to successful completion of projects and revenue growth.

Known for his **strategic vision** and **expertise**, he will continue to structure and scale up the business.

As a Founder his role is to **grow and expand** the F&B chain outlets.



CRUNCH THAT BUILDS OPPORTUNITY!

BE A PART OF THE
NEXT BIG THING!

INVEST TODAY GROW TOMORROW



GREAT SCOPE

Crispy fried chicken has its own importance and a great value around the world.



PROFITABLE CONCEPT

High returns with low investment.



ENHANCE RECIPE

Freshness and quality is the key that results in healthy and tasty experience.



STRONG FUTURE

High demand, brand loyalty and scalable business model.

ONE BRAND
**ENDLESS
POSSIBILITIES**





BRAND VISION

CRUNCH THAT BUILDS LEGACIES



To Serve

Fresh, Crispy and Halal Chicken
to the world in an **economic**
manner.



To Provide Exceptional Quality

of freshly prepared fried crispy
chicken in **affordable** prices.



To Be a Leading Brand

in fried chicken world with
our demanding **service,**
quality and **taste.**



**BIGGER CRUNCH.
BIGGER SUCCESS.**



WHY PARTNER WITH KRUNCHIGG?

START SMALL. GROW BIG. OWN A CRUNCHIOO. BUILD YOUR LEGACY.

KEY BRAND PILLARS



High Growth
Potential



Strong Brand
Identity



Proven
Business Model



National Marketing
Support



End-to-End
Operational
Support

WHAT WE OFFER



Proven
System



Strong
Brand



High
Returns



Long-
Term
Support



ACTION 1

Become part of the Krunchiqq
success story today!



ACTION 2

Secure your territory
before expansion begins!

CRUNCH TODAY. PROFIT TOMORROW.



INVEST IN KRUNCHIGG

CRUNCH BEYOND ORDINARY

BE PART OF MALAYSIA'S NEXT
FAST-GROWING FAST FOOD BRAND



BRAND INTRODUCTION

Krunchiqq is a fast-growing startup fast food brand originating from **Malaysia**.

Our trademark has been officially registered, and we are steadily making our way into this competitive market.



OUR NEXT EXPANSION:

MALAYSIA

Following our **Dubai** launch, we are preparing to launch our second outlet in **Malaysia** and inviting local and international business partners or investors to grow with us.





INVESTMENT OPTIONS & BENEFITS



INVESTMENT OPTION:

Profit Sharing Investment

Investors will receive a profit sharing in the business, and payouts/dividends will be based on the company's net profit once operations commence according to the percentage you hold.

MINIMUM INVESTMENT STARTS FROM

5%
Profit Sharing

**RM
50,000**

i Note: Formal agreements will be prepared to ensure transparency and to formalise the partnership.



**LIMITED INVESTOR
SLOTS AVAILABLE!**



Be part of KrunChiqq's growth story before the Malaysia outlet launch.

WHY INVEST IN KRUNCHIQQ?



Registered trademark brand
A legally protected brand you can trust.



International Expansion Potential
Big vision. Global opportunities.



High Growth Industry Potential
Fast food industry continues to thrive.



Transparent Partnership Structure
Clear terms. Honest partnerships.



Legal Documentation Provided
All legal documents will be provided for a secure investment.



Early Investor Advantage
Be among the first and enjoy long-term rewards.



JOIN US. INVEST TODAY. GROW TOGETHER.



FRANCHISE MODELS

ONE BRAND. MULTIPLE WAYS TO SUCCEED.
THE 3 BUSINESS MODELS

CORE INVESTMENT & LICENSE

- ✓ **FRANCHISE FEE**
RM80,000
FOR 2 YEARS
 - ✓ **LICENSE TYPE**
2-YEAR
FRANCHISE LICENSE
 - ✓ **OPPORTUNITY**
LIMITED FOUNDING. (Be a part of our growth journey!)
- FRANCHISE OPPORTUNITIES



SPACE REQUIRED:	250 to 500 sq feet
SETUP COST:	RM300,000 to RM400,000
IDEAL LOCATIONS:	Malls, Food Court, High Foot-Fall Street
OPERATION FOCUS	Take Away Focused

KIOSK
Crunchy. Juicy. Irresistible.



SPACE REQUIRED:	800 to 1200 sq feet
SETUP COST:	RM400,000 to RM700,000
SERVICES:	Dine In, Take-Away, Delivery
SEATING CAPACITY:	30 – 60 Seats

STANDARD OUTLET
Crunchy. Juicy. Irresistible.



SPACE REQUIRED:	1200 to 2000 sqft
SETUP COST:	RM700,000 to RM1,500,000
SERVICES:	Dine In, Take-Away, Delivery
SEATING CAPACITY:	60 – 120 Seats

FULL SCALE
Crunchy. Juicy. Irresistible.

FOFO MODEL & ITS LIMITATIONS



WHAT COMPANY CAN OFFER IN FOFO MODEL?



Marketing on the brand, Logo, Business Structure and strategies, recipes, SOPs, and guidelines with support.



Complete Training as per given guidelines, software, Etc.



Local vendors arrangements for other required items.



Lifetime supply of chicken, packaging material and spices for a smooth franchise journey.

WHAT COMPANY CAN'T OFFER IN FOFO MODEL?



Outlet accounting outlet inventory management, outlet orders management, local marketing, paid promotions after opening, Etc



Staff hiring/Management for outlets



Longer trainings after opening



Day to day outlet operations, staff performance check, outlet expense management, quality check at outlet, hygiene assurance at outlet, Etc



OUTLET OPENING PROCEDURE

حلال
100%
HALAL



LET'S BUILD
SUCCESS TOGETHER!



STEP
1



LICENSEE FEE PAYMENT

The Licensee must pay complete licensee fee to book his/her outlet.

Kindly note that the amount paid as licensee fee is **non-refundable**.



STEP
2



AGREEMENT PROCESS

Licensee must read the policy and sign the agreement once he paid the complete license fee.

We strongly suggest not to start any type of outlet work (even the payment of shop deposit) **before agreement**.



STEP
3



STAFF TRAINING

The first thing to do after an agreement is to **HIRE THE STAFF**

Staff training will be of 21 days, meanwhile licensee can start his/her outlet preparations.



STEP
4



OUTLET OPENING

Make sure to follow to the above steps to **avoid delay** in opening outlet.

The sequence of the above steps are important and **can't be changed**.

Therefore, please do the things accordingly to make the process smooth.



FRESH
INGREDIENTS



SIGNATURE
CRISPY RECIPE



BEST QUALITY
GUARANTEED



AFFORDABLE
FOR EVERYONE



FAST SERVICE
GREAT TASTE

TRAINING PROCESS



21 DAYS
ON-FLOOR TRAINING
(at allocated nearby outlet)



Outlet owner/Manager must join the training at least for 8 days.



1 DAY
OUTLET
DECORATION



4 DAY
JUGGLING
STATION



4 DAY
FRYING
STATION



4 DAY
BURGER &
TWISTER STATION



8 DAY
ORDER
PREPARATION



NOTE:



The franchise or must **bear the training expenses** at nearby allocated outlet : company will try to provide accommodation, if possible. However, it is **not promoted** and subject to availability of company accommodation at a particular place.



Software training will be provided at their respective outlet **before opening**.



Order Preparation will be the **last stage** for any trainee, however other stations can be shuffled to assign different stations to different trainee members.



Outlet demonstration should **clear the doubts** of a trainee about his first assigned station.

**LEARN
PRACTICE
PERFECT**

TO SERVE THE BEST!



MENU

BURGERS & WRAPS

ROYAL BURGER
(DOUBLE PATTY)



ROYAL BURGER
SINGLE PATTY



SMOKY GRILL
BURGER



FISH
BURGER



CHICKEN WRAP



GRILL CHICKEN WRAP



FRIED & GRILLED Chicken



**CRUNCH IN EVERY BITE,
PERFECTION IN EVERY FLAVOR!**



Crunch Beyond Ordinary

SAUCES



CHEESE SAUCE



GARLIC SAUCE

SIDES & EXTRAS



**FRENCH
FRIES**



**MASH
POTATO**

DESSERTS & BEVERAGES



**ICE CREAM
VANILLA**



**ICE CREAM
CHOCOLATE**



**ICE CREAM
DUO**



**KARAK
CHAI**

PERFECT ADDITIONS TO COMPLETE YOUR MEAL!

KRUNCHIQQ PACKAGING



Fries



Tray Plate



Chicken
Popcorn



Lunch Box



Wrap



Burger Box



Zinger Box



Handle Box





Crunch Beyond Ordinary

UNIFORM

- PROFESSIONAL APPEARANCE
- BRAND IDENTITY

*Short sleeve
Red color*



*Short sleeve
Black color*



*Long sleeve
Red color*



*Long sleeve
Black color*



*Cap
Red color*



*Cap
Black color*



*Apron
Red color*



MATERIAL FOR UNIFORM WILL BE MICROFIBER JERSEY



APRON WILL DTF BE STICKER



PROFESSIONAL BRAND LOOK



COMFORTABLE FOR LONG HOURS



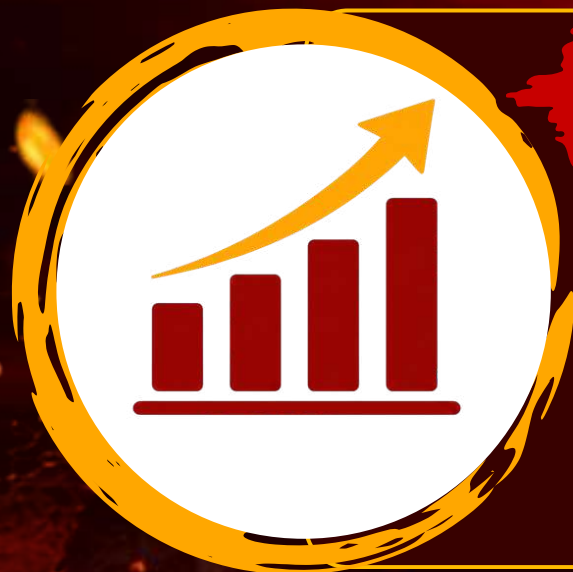
EASY TO MAINTAIN

LOOK PROFESSIONAL. SERVE WITH CONFIDENCE.



Crunch Beyond Ordinary

COMPETITIVE ADVANTAGE



GREAT BUSINESS POTENTIAL

The fresh and crispy fried chicken is one of the most lovable food in the current food market. Very few competitors with such taste at affordable price.



STRATEGIC BUSINESS PLANNING

The company has a vision that always keep us on a right track. We consistently work to improve our planning and strategies.



COMPLETE OPERATIONAL SUPPORT

The complete support will be provided to ensure the hassle-free journey for each of our partner. We have effective guidelines for training, management, services, and audits.

**LET'S BUILD
SUCCESS TOGETHER!** 



Crunch Beyond Ordinary

**OFFICIALLY
REGISTERED**

OUR BRAND. OUR LEGAL RIGHTS. YOUR TRUST.



PROTECTED BRAND

Legally registered for your trust and security.



AUTHORIZED & CERTIFIED

Official recognition by the Intellectual Property Corporation of Malaysia.



BUILT ON TRUST

A strong foundation for a long term partnership.



Perbadanan Harta Intelek Malaysia
Intellectual Property Corporation of Malaysia

TRADEMARKS ACT 2019
TRADEMARKS REGULATIONS 2019

CERTIFICATE OF REGISTRATION
(REGULATION 36)



Trademark No. : TM2025019559
Registered Proprietor : Mohammad Imran Khan Bin Farooq
Date of Registration : 16 JUNE 2025
Renewal Due Date : 16 JUNE 2035

The above-cumbered trademark has been registered and the above named has been entered as the proprietor of the said trademark in the Register in respect of the following services:

CLASS 43: RESTAURANT AND CAFE SERVICES; FOOD KIOSK SERVICES BEING SERVICES FOR PROVIDING FOOD AND DRINK, FAST FOOD RESTAURANT SERVICES.


(YUSNIEZA SYARMILA BINTI YUSOFF)
REGISTRAR OF TRADEMARKS
MALAYSIA

DATE ISSUED: 23 FEBRUARY 2026



Perbadanan Harta Intelek Malaysia
Intellectual Property Corporation of Malaysia

TRADEMARKS ACT 2019
TRADEMARKS REGULATIONS 2019

CERTIFICATE OF REGISTRATION
(REGULATION 36)



Trademark No. : TM2025019559
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(YUSNIEZA SYARMILA BINTI YUSOFF)
REGISTRAR OF TRADEMARKS
MALAYSIA

DATE ISSUED: 23 FEBRUARY 2026



Thank You



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**LET'S BUILD
SOMETHING CRUNCHY TOGETHER!**

Be part of KrunchiQQ's
growth story before the
Malaysia outlet launch.

**JOIN US. INVEST TODAY.
GROW TOGETHER.**