

Andok's litson



**ASSIGN
BUSTER**

Andoks Litson is a major brand of specially roasted chicken in Philippines. The major products they sell are the Litson Manok which is a roasted variety of chicken and also the Dokito Frito which is a fried variety of chicken. The chicken is prepared adding a lot of other ingredients which are not the typical ones used in the common preparation. Some of the ingredients that are used include sugar, spice, rice, various beverages etc.

They also sell a variety of pork dishes like the litson liempo, lechon kawali, pork sisig, pork barbeque etc. Beef dishes like beef steak rice and corned beef egg rice, fish dishes like bangus and bangus rice, exclusive egg dishes and desserts are also available at the Andoks Litson outlet.

Andoks Litson started picking up its name from 1985 from when a small shop was opened in Baler Street. Now, the outlets are more than 300 in number and are located across the nation. In a couple of years from 1985 when it all began, the company opened around 11 of its outlets around the area and in less than 20 years, they opened more than a few hundreds of its outlets and many of them are located in the top malls of the country. Now the company is looking forward to open new outlets across the world.

The targets of the company in years to come itself are appreciable. Their prior aim is to be known as the best nativefoodcompany that gets an international recognition at the same time. They want to be innovative with the way they go about cooking and also wants to provide the best customer care. They also want to make the world aware of the delicious cooking style of Filipino that can even attract the tourists.

They also allow individuals to start a Franchise by which they mean they get access to use the standard logo and other trademark symbols. They always get updated about the working and also they get all the help in order to open the new store. The advertising and others are all managed by the company and they also give training to the employee. They also give a subsidy on the raw materials that they use for the preparation.

There are 2 different options available for being a franchise. One is for an outlet which takes around 500, 000 pesos and the other is for an outlet with a dine-in facility. This one may cost around 300, 000 pesos. This does not include furnishings, devices to cook and others. The tenure of each agreement is for about 3-5 years and then it can be renewed. Andoks Litson guarantees its customers satisfaction to the best of their abilities.

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