

KFC

Downtown

Restaurant in a key downtown location.



Client Objectives

Opening a restaurant on Váci Street, the main shopping street of Budapest was part of KFC's dynamic expansion plan. The client looked at every available market opportunity without finding an appropriate location, they still insisted on the target area in accordance with their original plans.



Space

300 m² restaurant
Váci utca,
Budapest

Results

Looking into off-market alternatives we identified a retail unit that operated as a restaurant but was underperforming. We tracked down the landlord, reviewed the situation and introduced KFC as a potential tenant. The landlord quickly saw the opportunity in securing a reliable international tenant and decided to KFC take over the unit within 3 months.



Industry
Fast Food

KFC is one of the biggest fast food chains in the world, operating more than 18,000 restaurants, out of which 30 are operated in Hungary jointly with its master franchise partner. KFC entered the Hungarian market in 1992 by opening its restaurant on Király Street but without a flagship store in the high-footfall pedestrian area of Váci street.



Success
Competitive rent
Fast move