



Philippine Franchise Investment Opportunities

Philippine Brands Going International <<<

www.pfa.org.ph

AVOCADORIA.PH

AFBI Franchise Management Corp.

4th Floor, RC Buenviaje Bldg. Lot 1 Blk 4 Centro De Buenviaje, Gil
Fernando Ave, Sto Niño Marikina City, Philippines
Email add: official@avocadoria.com.ph

Contact Person: Katrina A. Jagto, Head of Franchise Sales &
Marketing

www.avocadoria.com.ph



Our delectable story began with Chef Czarina A. Jagto-Sevilla's deep love for avocados, which started when she was still young. With the love and passion for desserts sprouted from this fruit, she created her own fresh take on centuries-old cheesecake: the avocado ice cream cheesecake, which later became a big hit with her family and friends.

With their support and Chef Cza's eagerness to share her love of avocado, the first-ever Avocadoria store was established in February 2019 in Pasig City—in a tiny space filled with big dreams.

Date of Establishment: February 22, 2019

Franchise Fee: USD180,000 to 200,000

Total Investment Package: Varies per country

Royalty: (USD)1% of Gross Monthly Sales

Marketing Fund: (USD) 0.5% of Gross Monthly Sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 Years

Size of Store Outlets/Units: 8 sqm to 20 sqm

Priority Markets for Expansion: USA, Japan, Thailand, UAE, Hong Kong

Presence in Global Markets: Philippines & Singapore



Avocadoria.ph
"Happiness in avocado"



BO'S COFFEE

WS and Landin Inc.

Warehouse #6, Pines Street, Brgy. Buayang Bato,
Mandaluyong City 1550

Email add: troy@worldfranchiseassociates.com

Contact Person: Troy Franklin, Managing Partner

Mobile-WhatsApp-Viber-Line: +60192101909

www.boscoffee.com

Bo's Coffee is the Philippine's leading home-grown specialty coffee chain. Bo's Coffee started in 1996 when founder Steve Benitez opened a small kiosk in the city of Cebu. Today, Bo's Coffee has more than 120 coffee shop operating in the Philippines and has started its Global Expansion in Qatar and Dubai. Bo's Coffee supports coffee farmers and puts the spotlight on Philippine Coffee. Bo's Coffee is Philippine Coffee at its Finest.

Date of Establishment: June 28, 1996

Franchise Fee: (USD): will vary depending on the region/territory

Total Investment Package: (USD) will vary depending on the region/territory

Royalty: (USD) will vary depending on the region/territory

Marketing Fund: (USD) will vary depending on the region/territory

Franchise Partnership Options: Master Franchise, Area Development

Franchise Term: 10years

Size of Store Outlets/Units: Minimum of 40sqm

Priority Markets for Expansion (Indicate countries): MENA Region

Presence in Global Markets: Qatar and United Arab Emirates - Dubai





CABALEN

Cabalen All-Filipino Restaurant

##54 J,P. Rizal Street cor. Aguado Street, Brgy Marilag,
Project 4, Quezon City, Philippines 1109

Email add: dkdayao@cabalen.ph

Contact Person: Mr. Dean K. Dayao, Director, Business
Development, Franchise & Ventures

www.cabalengroup.ph

Cabalen started as a regional cuisine specialist featuring the most popular dishes from Pampanga.

After its initial success, Cabalen has transformed from an ala carte restaurant to a purely buffet restaurant specializing not only on regional Kapampangan (from Pampanga) cuisine but on a selection of sumptuous Filipino dishes from all over the Philippines.

Today, Cabalen offers a wide array of dishes in its buffet line: from soups, to salads, to freshly-cooked main dishes, all the way to dessert. Cabalen has more than 41 Filipino buffet restaurants all over the Philippines.

Date of Establishment: 1986

Franchise Fee: USD 26,950,00

Total Investment Package: 323,000.00

Royalty: (USD) 5%

Marketing Fund: (USD) 3%

Franchise Partnership: Joint Venture, Master Franchise, Unit Franchise

Franchise Term: Five (5) years

Size of Store Outlets/Units: 200 sqm

Priority Markets for Expansion: Asia, America, Middle East

Presence in Global Markets: Unites States of America

Cabalen
Eat All U Can, Eat All u Want



CLT CAFE® | CAFFE LA TEA®

844 Gen. Tinio St. Quezon District, Cabanatuan City 3100 PH

Email add: cltcafe@amitydragon.com

Contact Person: Happy Lizzette Pajimna, Vice President/
Franchise Sales & Operations

www.caffelateaph.com

CLT Cafe® is a full-service restaurant that fosters the Filipino tradition of gathering through good food, cozy dining ambiance, and genuinely hospitable service.

We believe in keeping things simple, familiar, memorable—the way comfort food should be.

Date of Establishment: 2012

Franchise Fee: USD15,000.00

Total Investment Package: Depends on the Country

Royalty: (USD) 6% of Net Sales or USD3,000 whichever is higher

Marketing Fund: (USD) 3% of Net Sales

Franchise Partnership Options: Open for Master Franchise

Franchise Term: 5years

Size of Store Outlets/Units: Min 700 sq.ft or 65 sqm

Priority Markets for Expansion: UAE, USA, Canada

Presence in Global Markets: None Yet

CLT CAFE®
COFFEE • TEA • FOOD



FAMOUS WAFFLE SANDWICH

Innovation Food Resources Inc.

Unit 316-317 Park Place Centre Bldg Marcos Highway
Brgy Mayamot Antipolo City
Email Add: jcdelacruz26@famousbelgianwaffles.com
Contact Person: Jacqueline Cezar Dela Cruz, GM

www.famouswafflesandwich.com

Famous Waffle Sandwich more popularly known in the Philippines as Famous Belgian Waffles, is the first and the original to offer freshly baked Belgian waffles sandwich in the country. Started in 2012, Famous has more than 400 outlets spread across the nation. Our success is attributed to our simple business mantra, which is to give the best value for our consumers' money by offering them no frills, but world class quality and yet affordable freshly baked waffle sandwich.

Date of Establishment: September 16, 2012

Franchise Fee: (USD) will be provided upon request and initial engagement.

Total Investment Package: (USD) will be provided upon request and initial engagement.

Royalty: (USD) will be provided upon request and initial engagement.

Marketing Fund: (USD) Will be provided upon request and initial engagement.

Franchise Partnership Options: Master Franchise & Unit Franchise

Franchise Term: 5-10 years

Size of Store Outlets/Units: May vary depending of the store category

Priority Markets for Expansion: North America, Middle East & South East Asia

Presence in Global Markets: USA



FIGARO COFFEE

Figaro Coffee Systems, Inc.

#33 Mayon St., Mandaluyong City, Philippines

Tel No: (+632) 8671-4232

Email add: mike@figaro.ph

Contact Person: Mr. Mike Barret, Business Development
and Franchise Director

www.figarocoffee.com



Figaro Coffee Systems, Inc. is a group of retail restaurants with 170 branches nationwide and in international territories that serve an excellent and wide variety of food offerings and services. Figaro Coffee Systems, Inc. operates 56 Figaro Coffee stores including branches in Saudi Arabia and Qatar, 99 Angel's Pizza outlets, 9 Tien Ma's Taiwanese restaurants, and 6 Cafe Portofino outlets. Figaro also provides coffee service, customized bread, pastries, and meals to different establishments such as hotels, restaurants, distributors, and airlines.

Date of Establishment: 1993

Franchise Fee: USD22,000

Total Investment Package: Depends on the country

Royalty fee: 5% of the monthly gross sales

Marketing fund: None

Franchise Partnership Options: Unit and Master Franchise

Franchise Term: 5 years renewable for another 5 years

Size of Store/Outlet: 80 sqm to 100 sqm

Priority Markets for Expansion: USA, Singapore, India, Brunei,
South Korea, Japan, and the Middle East

Presence in Global Markets: Philippines, Qatar, Saudi Arabia



FARRON

Farron Cafe Ventures Inc.

49 Magnolia St. Roxas District, Quezon City

Email add: farroncafe@gmail.com

Contact Person: Jex Mark Joaquin, Marketing Officer

www.farroncafe.com.ph



Farron is a beverage business that offers a wide variety of drinks such as frappe, fruit tea, milktea, hot and iced coffee as well as snacks like pastries. Currently our drinks comes in different sizes, such as Tall, Grande, and Velik. Our clients are usually students, professors, school's employee and young professionals.

Date of Establishment: February 15, 2010

Franchise Fee: USD5,200

Total Investment Package: USD18,600

Royalty: None

Marketing Fund: USD75

Franchise Partnership Options: Master Franchise and Unit Franchise

Franchise Term: 3 Years

Size of Store Outlets/Units: Minimum of 4sqm

Priority Markets for Expansion: Brunei, Cambodia, Indonesia, Laos,

Malaysia, Myanmar, Singapore, Thailand and Vietnam

Presence in Global Markets: None





HENLIN

M&H Food Corporation

M&H Building, Doña Irene Avenue, Sucat, Parañaque City, Metro Manila

Email add: mcardenas@henlin.com

Contact Person: Marilyn C. Cardenas, Operations and FBD Manager

www.henlin.com

Love for dim sum, passion for good service, strict quality control - these are only some of the reasons why Hen Lin is the favorite dim sum and noodle brand in the country today.

Date of Establishment: May 8, 1983

Franchise Fee: To be negotiated

Total Investment Package: To be negotiated

Royalty: To be negotiated

Marketing Fund: (To be negotiated

Franchise Partnership Options: Master Franchise

Franchise Term: To be discussed

Size of Store Outlets/Units: To be discussed

Priority Markets for Expansion: USA, Canada, Middle East, Malaysia, Singapore, Indonesia

Presence in Global Markets: N/A



ISLAND TEA CO.

Ceylanka Trading Inc.

No 308-A Robinsons Cybergate, Cebu City, Philippines 6000

Email add: anamae.ceylanka.sales@gmail.com

Contact Person: Ms. Bevelyn Pineda, GM Philippines

www.ceylankabrands.com



Island Tea Co.® is the only chain of “Pure Ceylon Tea” cafes brewing in over 100+ locations in Philippines, Sri Lanka, India, Dubai, & Ireland.

Date of Establishment: 2017 July 15

Franchise Fee: USD 5,500 – 11,000 (Depending on the Franchise Model)

Total Investment Package: USD 3,500 -13,500 (Depending on the Franchise Model)

Royalty: 4% on Gross Sales

Marketing Fund: none

Franchise Partnership Options: Master Franchise, Unit Franchise, Area Franchise, Regional Franchise

Franchise Term: 5 – 20 Years (Depending on Franchise Option)

Size of Store Outlets/Units: 100 sqm+

Priority Markets for Expansion (Indicate countries): Australia, Singapore, Qatar, Oman, Saudi Arabia, Bahrain, New Zealand, USA, Canada, Europe.

Presence in Global Markets: Sri Lanka, India, UAE- Dubai & Ireland





JOLLIBEE

Jollibee Foods Corporation

Unit 2809, Jollibee Plaza, F. Ortigas Jr. Road,

Ortigas Center, Pasig City, Philippines

Tel No: (+632) 634-0586

Fax No: (+632) 635-6005

Email Add: franchising@ufranchiseasia.com

Contact Person: Mr. Sam Christopher Lim, President

www.ufranchiseasia.com

Jollibee is the largest fast food chain in the Philippines, operating a network of over 1,500 stores worldwide. A dominant market leader in the Philippines, Jollibee enjoys the lion's share of the local market that is more than all the other multinational brands combined. The company has also embarked on an aggressive international expansion plan, and currently has over 290 stores outside the Philippines, present in US, Canada, Vietnam, Hong Kong, Macau, Saudi Arabia, Kuwait, Qatar, Bahrain, UAE, Oman, Brunei, Singapore, Malaysia, Guam, Italy, and UK firmly establishing itself as a growing international QSR player.

Franchise Fee: USD30,000

Total Investment Package: USD450,000 – 1,000,000

Royalty: 5%

Marketing Fund: 3%

Franchise Partnership Options: Territory or Area Development Franchise

Franchise Term: 5 to 10 years

Size of Store Outlets/Units: 200 to 500 sqm (depending on store type and size)

Presence in Global Markets: Philippines, US, Canada, Vietnam, Hong Kong, Macau,

Saudi Arabia, Kuwait, Qatar, Bahrain, UAE, Oman, Brunei, Singapore, Malaysia,

Guam, Italy, Spain and UK



MAX'S RESTAURANT

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,
Barangay Pio del Pilar, Makati City
Email add: klee@maxsgroupinc.com
Contact Person: Ms. Kay Lee, General Manager of MGI
International

www.maxschicken.com (Philippines)

www.maxsrestaurantme.com (UAE & Qatar)

www.maxsrestaurantna.com (North America)



It's "The House That Fried Chicken Built!". First served to American GIs, the crispy, tender and juicy fried chicken has been enjoyed by millions since it was first introduced in the Philippines in 1945. With a diverse menu line to complement the fried chicken, it's the perfect place for family dining.

Date of Establishment: 1945

Development Fee: USD 150,000-250,000

Store Opening Fee: USD 15,000-25,000

Total Investment Package: different in each market

Royalty: 5% of net sales

Marketing Fund: spent by a franchisee, but recommended to spend at least 3 % of net sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 year rolling contract

Size of Store Outlets/Units: average 300sqm

Priority Markets for Expansion: North America, Middle East

Presence in Global Markets: US, Canada, UAE, Qatar,

Singapore, and KSA(opening soon)



MAX'S ALL ABOUT CHICKEN

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,
Pio del Pilar, Makati City.
Email add: klee@maxsgroupinc.com
Contact Person: Ms. Kay Lee
General Manager of MGI International



Max's All About Chicken is NEW QSR (Quick Service Restaurant) concept that has been inspired by the famous Filipino chain Max's Restaurant. As the name suggests, we specialize in chicken, in particular Grilled Chicken of international flavours, 24-hour marinated, served in combos with variety of popular sides such as rice, noodles, and bakery items for wide appeal

Date of Establishment: 2016

Development Fee: USD 100,000-150,000

Store Opening Fee: USD 10,000

Royalty: 5% of net sales

Total Investment Package: different in each market

Marketing Fund: spent by a franchisee, but recommended to spend at least 3 % of net sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 year rolling contract

Size of Store Outlets/Units: foodcourt concept

Priority Markets for Expansion: Middle East, India, Asia Pacific

Presence in Global Markets: UAE and Singapore

MAX'S
ALL
ABOUT
CHICKEN



mesa

MESA PHILIPPINES

FRD Food & Spices Inc..

One Corporate Central Building, Boni Avenue,
Mandaluyong City

Email add: opsdirector@mesaphilippines.com,
businessdev@mesaphilippines.com

Contact Person: Raymond Federigan, Operations Director
for National / Zaldy Lawson Nollora, Deputy Operations
Director for Support

www.mesarestaurant.ph

The Mesa threefold advantage can be summed up as innovative yet traditional cuisine, genuine Filipino hospitality and an exceptional dining experience highlighted by native accents all within the realm of affordable luxury. Mesa operates more than 70 restaurants nationwide while setting a keen eye toward the future of further expansion across the country and abroad.

Date of Establishment: April 2009

Franchise Fee: USD 25,000

Total Investment Package: To be determined according to country

Royalty: 5 % of Sales

Marketing Fund: 1 % of sales

Franchise Partnership Options: Master, Multiple or unit and Single.

Franchise Term: 5 years

Size of Store Outlets/Units: 150-200 sqm for mall base operations but for stand alone its 600 sqm including parking space

Priority Markets for Expansion: Singapore, South Korea, United Arab Emirates, USA and Qatar

Presence in Global Markets: In negotiation with international partners.



MIGUELITOS ICE CREAM

8888 Marian Road 2 Barangay San Martin De Porres
Paranaque City, Philippines
Email add: miguelitoscorp@yahoo.com
Contact Person: Michelle Aman, President

www.miguelitoscorp.com

Miguelitos International Corporation has been in the Manufacturing and Franchising Business for 19 Years! with more than 600 stores nationwide from Luzon, Visayas, and Mindanao.

Date of Establishment: 2002

Franchise Fee: USD 3,700

Total Investment Package: USD 28,000

Royalty: Waived

Marketing Fund: No Marketing Fee

Franchise Partnership Options: Master Franchise

Franchise Term: 5 Years - 10 Years

Size of Store Outlets/Units: Min of 20sqm - 40sqm

Priority Markets for Expansion: USA, Australia, Canada and Middle East

Presence in Global Markets: Brisbane, Mozambique Africa





MINUTE BURGER

Leslie Corporation

#4 Dama De Noche St. UPS 4, Brgy Marcelo Green Village,
Sucat, Paranaque City

Email add: franchising@leslie.ph

Contact Person: Karell Antiojo, Franchise Recruitment
Manager /Chai Catan, Business Development Manager/
Jennifer Gail Kim, Sr. Manager - Network Management

www.minuteburger.com

With over 600 stores nationwide and counting - Minute Burger has been one of the leading franchise brands in the country with our famous “BUY1 TAKE1” concept. Minute Burger is the Food Service Division of Leslie Corporation; a food manufacturer with over 40 years.

Date of Establishment 1982 and started franchising in 2003

Initial Investment: Starts at USD 35,500 for 5 stores

1. Franchisee fee
2. Processing fee
3. Stock bond

Store Development Investment: Based on the actual developmental cost

Royalty: 3% of the total sales

Marketing Fund: 1% of total sales or USD 50 whichever is higher

Franchise Partnership Options: Multi-unit franchise set-up, Master Franchise

Franchise Term: 5 years

Size of Store Outlets/Units: Min of 30 sqm

Priority Markets for Expansion: South East Asia

Presence in Global Markets:





PANCAKE HOUSE

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,
Barangay Pio del Pilar, Makati City

Email add: klee@maxsgroupinc.com

Contact Person: Ms. Kay Lee, General Manager of MGI
International

www.pancakehouse.com.ph

Pancakes, waffles and more! Experience all-day dining with favorite international comfort food like fried chicken, tacos and spaghetti. Its warm, homey interiors make it the perfect place to take a break and enjoy a great meal!

Date of Establishment: 1974

Development Fee: USD 100,000-150,000

Store Opening Fee: USD 15,000

Total Investment Package: Different in each market

Royalty: 5% of net sales

Marketing Fund: spent by a franchisee, but recommended
to spend at least 3 % of net sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 year rolling contract

Size of Store Outlets/Units: average 150sqm

Priority Markets for Expansion: Middle East & India, Asia Pacific

Presence in Global Markets: UAE and Malaysia



**PANCAKE
HOUSE**
Since 1974



POTATO CORNER

Shakey's Pizza Asia Ventures, Inc

Km15 , East Service Road Paranaque

Email add:kgmanalo@shakeysinternational.com

Contact Person: Kathryn G Manalo, International Director

www.potatocorner.com

28 years, Potato Corner has been serving the world's first and original flavored French Fries to kids and kids-at-heart. We are known for our mouthwatering flavored French fries, prepared fresh, fried-to-order, seasoned with passionately formulated proprietary flavors, and served hot and crispy all the time. We are currently shaking our fries in 12 countries with over 1,400 stores.

Date of Establishment: October 1992

Franchise Fee: USD100,000-200,000 (depending on the market)

Total Investment Package:USD100,000-200,000

Royalty: (USD) 6%

Marketing Fund: (USD) 3%

Franchise Partnership Options: Master Franchise

Franchise Term: 5 years

Size of Store Outlets/Units: 10-25 Sqm

Priority Markets for Expansion: China, Vietnam, Indonesia, South Korea and Japan

Presence in Global Markets: Australia, New Zealand, Philippines, Hong Kong, Myanmar, Cambodia, Thailand, Singapore, China, Panama, USA, Canada, UAE, UK, Saudi Arabia





PURE NECTAR

Pure Nectar Global L.L.C.-FZ

Nad Al Sheba, Dubai, UAE

Email add: Harish.Babla@PureNectarJuice.com

Contact Person: Mr. Harish Babla, Managing Director & CEO

www.purenectarjuice.com

Pure Nectar brings a New Generation Juice Business. Open a Juicery to make 70+ specially formulated fresh juices locally without preservatives, additives or added sugars and open a Juice Bar where guests enjoy the best of hospitality with a creative menu of beverages and food.

Date of Establishment: 1993

Franchise Fee: USD 25,000-50,000

Total Investment Package: USD 180,000-225,000

Royalty: USD 6%

Marketing Fund: USD 150/month

Franchise Partnership Options: Area Development Franchise per City.

Open Juicery plus 1 Juice Bar

Franchise Term: 10 years

Size of Store Outlets/Units: Juicery 150 sq. meters (industrial space)

Juice Bar 80 sq. meters (prominent retail space)

Priority Markets for Expansion: Indonesia, Thailand, Malaysia, Singapore, India, Taiwan

Presence in Global Markets: Zambia, South Africa, Kenya, Brazil



SIZZLIN' STEAK

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,
Barangay Pio del Pilar, Makati City
Email add: klee@maxsgroupinc.com
Contact Person: Ms. Kay Lee, General Manager of MGI
International

www.sizzlinsteak.com



Steaks, chicken, seafood or Tofu on a sizzling plate! Enjoy hot, fast and satisfying meals with signature steak combinations or create your own sizzling meals by mixing and matching different sauces and sides.

Date of Establishment: 2001
Development Fee: USD 100,000
Store Opening Fee: USD 10,000
Total Investment Package: different in each market
Royalty: 5% of net sales
Marketing Fund: spent by a franchisee, but recommended to spend at least 3 % of net sales
Franchise Partnership Options: Master Franchise
Franchise Term: 5 year rolling contract
Size of Store Outlets/Units: average 100sqm
Priority Markets for Expansion: Middle East & Asia Pacific
Presence in Global Markets: UAE, Bangladesh(Opening Soon) & KSA (Opening Soon)




SIZZLIN' STEAK
STEAK*SAUCE*SIZZLE
- EST 2007 -

SUBWAY®

Subway Systems Singapore Pte Ltd

38 Temasek Boulevard, Suntec City Tower 3 #35-01, 038988

Email add: Gagarino_j@subway.com

Contact Person: Jean Gagarino, Philippines Territory Manager

www.subway-franchise.com



Subway is a global fast-food restaurant chain specializing in submarine sandwiches, salads, and wraps. Established in 1965, it offers a wide variety of fresh, customizable options with a focus on quick service and healthier alternatives. Subway has become one of the most recognizable brands, with thousands of locations worldwide.

Date of Establishment: 1965

Franchise Fee: USD 10,000

Total Investment Package: USD 200,000-350,000

Royalty: (USD) 8%

Marketing Fund: (USD) 4.5%

Franchise Partnership Options: Single, Multi Owner Franchisee, Master Franchise

Franchise Term: 20 years

Size of Store Outlets/Units: 50-120 sqm

Priority Markets for Expansion: Vietnam, Indochina, Cambodia

Presence in Global Markets: www.subway.com/en-SG/ExploreOurWorld

The Subway logo, featuring the word "SUBWAY" in a stylized font. The "S" is yellow and the rest of the letters are green. A green arrow points upwards from the end of the word.

TAPA KING

Tapa King Inc.

No. 16 Armal Compound, F. Legaspi Street,
Maybunga 1607 Pasig City

Email add: franchise@tapakinginc.com

Contact Person: Rowena A. Santos, Business Development

www.tapaking.com.ph



With a 36-year track record, Tapa King has established itself as a strong competitor in the food industry. Our signature tapa is unlike any other in the market. We offer real Filipino comfort food in a restaurant that is reminiscent of home.

Date of Establishment: 1987

Franchise Fee: USD50,000 - single unit

Total Investment Package: USD250,000

Royalty: (USD) 5% of Gross Sales

Marketing Fund:

Franchise Partnership Options: Master Franchise & Unit Franchise

Franchise Term: 5 years

Size of Store Outlets/Units: 50 sqm Food Court / 100 sqm Casual Dining

Priority Markets for Expansion: US, Canada, Middle East, Asia

Presence in Global Markets: Singapore, UAE (Dubai & Abu Dhabi)



TAPAWARMA

Tapawarma Inc.

#25 Lalaine Bennet Bfrv Village Talon Dos Las Pinas City

Email add: tapawarma.ph@gmail.Com

Contact Person: Ladyh Oliva, Chief Operating Officer

www.tapawarma.com



Tapawarma is combination of the terms “TAPA ,” which means dried marinated meat, and “SHAWARMA,” which is meat that is marinated ,sliced into slices , wrapped in pita bread ,and served with different veggies and sauces. Tapawarma is the newest Pinoy version of Shawarma that uses Tapa as the primary meat.

Tapawarma Inc. is the first and largest tapa-on-the-go company in the Philippines, was founded in December 2017 and has already expanded to over 300 locations. They are also the creators of Senyor Juan Suman Latik Café, the Philippines first Suman latik Café. The company was founded in 2014 as an IT COMPANY that provided Digital Marketing and Website/Business software Development to small, medium, and large organization around the country. And join the food Sector since the President is a Trained Chief Himself.

Date of establishment: December 2017

Franchise fee: USD 1,757.70

Total investment package: USD6,214.10

Royalty: 5% (3% of gross sale/ 2% for system wide ads)

Marketing fund: Yes

Franchise partnership option: Unit Franchise, Master Franchise

Franchise term: 3 years

Size of store outlet/units: 4sqm-100sqm

Priority Markets for Expansion: Thailand, Singapore, Hongkong, Vietnam, Japan, Malaysia, Dubai, Abu Dhabi

Presence in global market: Philippines as of now



TAPAWARMA™



TERIYAKI BOY

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,

Barangay Pio del Pilar, Makati City

Email add: klee@maxsgroupinc.com

Contact Person: Ms. Kay Lee, General Manager of MGI International

www.teriyakiboy.com.ph

Tabemashou! or Let's eat! Teriyaki Boy brings to the table quality Japanese food, friendly service and an authentic Japanese store experience at an affordable price. Savor and delight in its delicious Teriyaki Boy Chicken and other Japanese favorites.

Date of Establishment: 2007

Development Fee: USD 100,000

Store Opening Fee: USD 10,000

Total Investment Package: different in each market

Royalty: 5% of net sales

Marketing Fund: spent by a franchisee, but recommended to spend at least 3 % of net sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 year rolling contract

Size of Store Outlets/Units: average 150 sqm

Priority Markets for Expansion: Middle East & Asia Pacific

Presence in Global Markets: UAE, Bangladesh(Opening Soon) & KSA (Opening Soon)





WAFFLE TIME

Waffle Time Inc.

Qhp Bldg. Arsenal St., Iloilo City

Email Add: customerservice@waffletime.com

Contact Person: Roberto Esperanza, Franchise Manager

www.waffletime.com

Waffle Time, is a cherished Philippine local food cart chain, established in 1998. It has gained immense popularity for its delightful and freshly-made waffle treats, served conveniently from its food carts. The brand has become a go-to option for affordable and delicious snacks enjoyed by Filipinos across the country.

Date of Establishment: 1998

Franchise Fee: USD150,000

Total Investment Package:

Royalty: USD 1,000 per outlet per year

Marketing Fund:

Franchise Partnership Options: Master Franchise

Franchise Term: 8 years

Size of Store Outlets/Units: 6 sqm.

Priority Markets for Expansion: ASEAN

Presence in Global Markets: N.A.





IT'S ALL GOOD,
IT'S ALL WINGS
EVERYDAY



WINGERS UNLIMITED FLAVORED WINGS

Five Brad Dragons Food Franchise
Corporation

Unit D, 20th Flr., Latitude Corporate Center, Mindanao
Ave., Cebu City, Cebu 6000 Philippines
Email Address: wingersfranchise@5bdf.ph
Contact Person: Liza L. Lasuña, Franchise
Development Manager

www.5bdf.ph

WINGERS UNLIMITED FLAVORED WINGS is a homegrown brand from Cebu City, Philippines, offering unlimited flavored chicken in five different sauces, rice, flavored fries, bottomless softdrinks, juices, and soft serve ice cream all at an affordable price per head.

Date of Establishment: 2016
Franchise Fee : USD 365,000
Total Investment Package: USD 2,550,000 – 3,650,000
Royalty: 3% of gross sales
Marketing Fund: 2% of gross sales
Franchise Partnership Options: Master Franchise
Franchise Term: 10 years minimum
Size of Store Outlets/Units: at least 100 square meters
Priority Markets for Expansion: USA, Japan
Presence in Global Markets: None





YELLOW CAB PIZZA

Max's Group Inc.

3rd Floor KDC Plaza, 2212 Chino Roces Avenue,

Barangay Pio del Pilar, Makati City

Email add: klee@maxsgroupinc.com

Contact Person: Ms. Kay Lee, General Manager of MGI International

www.yellowcabpizza.com

New York style in every bite! A pizza experience inspired by cosmopolitan New York and its world- famous yellow cabs. With larger pizza portions and a mix of classic and specialty pizzas in an urban industrial setting, you are sure to experience great times, great pizza! Yellow Cab Pizza is one of our most popular brands in international market with wide international presence

Date of Establishment: 2001

Development Fee: USD 100,000-150,000

Store Opening Fee: USD 15,000

Total Investment Package: different in each market

Royalty: 5% of net sales

Marketing Fund: spent by a franchisee, but recommended to spend at least 3 % of net sales

Franchise Partnership Options: Master Franchise

Franchise Term: 5 year rolling contract

Size of Store Outlets/Units: average 150sqm

Priority Markets for Expansion: North America, Middle East & India, Asia Pacific

Presence in Global Markets: Qatar, UAE, Oman, Cambodia, USA, KSA, Singapore



BENCH

Suyen Corporation

Bench Tower 30th Street cor Rizal Drive BGC

Email add: cristina.montinola@benchmail.ph

Contact Person: Cristina Montinola, Franchise & Export Manager

www.shop.bench.com.ph

BENCH/ is the Philippines' largest homegrown Lifestyle and Fashion Apparel branch that offers premium quality products at affordable prices for every body, for every day.

Throughout the years, BENCH/ has achieved the distinction of setting up shop in over 600 locations in the Philippines and has built a worldwide network of stores and outlets, reaching as far as the United States, the Middle East, and China.

From the world's fashion capitals to pop culture's biggest sensations, #LiveLifewithFlavor with the Philippines' favourite lifestyle brand.

Date of Establishment: August 1987

Franchise Fee: USD\$20,000

Total Investment Package: USD Depending on the Country

Royalty: None

Marketing Fund:

Franchise Partnership Options: Country Franchise

Franchise Term: 5 years

Size of Store Outlets/Units: Min 150 sqm

Priority Markets for Expansion: ASEAN Countries

Presence in Global Markets: US, China, Saudi Arabia, Bahrain, UAE

BENCH/



ORYSPA

Oryspa Spa Solutions Inc.

Oryspa Bldg Rosal St Halang Calamba Laguna 4027

Tel No: (+6349) 502-6916/ (+639) 66-763-7509

Email Add: oryspa@gmail.com;

oryspamarketing@gmail.com

Contact person: Sherill Quintana, Founder/CEO

www.oryspa.com

Date of Establishment: 2010

Franchise Fee: USD 4,000

Total Investment Package: USD 12,000

Royalty: None

Marketing Fund: USD 2%

Franchise Partnership Options: Franchise and Joint Venture

Franchise Term: 3 years

Size of Units: 6sqm to 25sqm

Priority Markets for Expansion : Canada, Middle East, ASEAN Countries

Presence in Global Markets: Singapore, UAE, Bahrain, USA, UK, Australia



A pioneering brand in the health and wellness retail category of the franchising sector in the Philippines. The first and the finest maker of rice bran based spa products in the country. Oryspa won the Franchise Excellence Awards: Most Promising Filipino Franchise 2015 and the ASEAN Business Excellence Awards in Healthcare 2016. Recently named as the Most Outstanding Filipino Franchise and Best in Corporate Social Responsibility Program 2017.



PENSHOPPE

GOLDEN ABC, Inc. (GABC)

MANILA OFFICE: GABC 1155, 1155 North EDSA, Balintawak,
Quezon City, 1106, Philippines
Contact No.: +63 2 84222 800

CEBU OFFICE: 9th Floor Oakridge IT Center 2 Building,
Oakridge Business Park, 880 A.S. Fortuna St., Mandaue
City, Cebu 6014, Philippines
Contact No.: +63 32 346 1091

Email: Inquiry@goldenabc.com
Contact Persons: Ronnie Celestial - Director for
eCommerce and International Sales
Jaypee Anthony Uy - International Sales Senior Manager

www.goldenabc.com; www.penshoppe.com

GOLDEN ABC, Inc. is a multi-awarded international fashion enterprise that is home to top proprietary brands: PENSHOPPE, OXGN, FORME, MEMO, REGATTA, and BOCU. GOLDEN ABC provides access to fashion to its customers by having more than 1000 sites and vibrant e-commerce communities for its different brands.

Date of Establishment: Originating in the Philippines in 1986

Franchise Fee: USD 30,000 (negotiable)

Total Investment Package: USD 250,000

Royalty: 5% of Sales

Marketing Fund: 2% of Sales

Franchise Partnership Options: Master Franchise

Franchise Term: 3 Years

Size of Store Outlets/Units: Min. of 150 sqm

Priority Markets for Expansion: ASEAN countries (Indonesia, Malaysia, Thailand and Cambodia)

Presence in Global Markets:

PENSHOPPE



CANADIAN TOURISM & HOSPITALITY INSTITUTE

Canadian Tourism & Hospitality Institute Inc.

2nd Floor Paragon Plaza, Edsa cor. Reliance St.
Mandaluyong City, Philippines

Email add: info2@canadiantourismstitute.com

Contact Person: Christine Clamor, Chief Operating Officer

www.canadiantourismstitute.com

CTHI is the first and only tourism and hospitality education specialist in the Philippines. It has established itself as the premier source of highly-trained staff for a number of the world's top tourism and hospitality-related enterprises. It is also the preferred corporate trainer of many hotels, resorts and restaurants all over the country. CTHI offers a practical and proven effective alternative to the traditional degree course in tourism and hospitality management.

Date of Establishment: 2011

Franchise Fee: USD55,000

Total Investment Package: varies depending on size and courses offered

Royalty: 10% monthly gross

Marketing Fund: 1% monthly gross

Franchise Partnership Options: unit franchise with opportunity for master

Franchise Term: 5 years

Size of Store Outlets/Units: Min 160sqm., depending on the number of courses to be offered

Priority Markets for Expansion: Asia

Presence in Global Markets:



DR. CARL BALITA REVIEW CENTER

Dr. Carl E. Balita Review Center

2nd flr. Carmen Bldg., 881 G. Tolentino St., cor. España Blvd.
Sampaloc, Manila, Philippines 1008
Email add: cbrcmainoffice@gmail.com
Contact Person: Dr. Carl E. Balita, President

www.drcarlbaltareviewcenter.com

CBRC is the biggest and leading review center in the Philippine with 200 branches locally and internationally. It is ISO 9001:2015-certified, offering various review programs for Education, Nursing, Criminology, Midwifery, Civil Service among others. It is a multi-awarded brand, receiving the Hall of Fame trophy from the Philippine Franchise Association.

Date of Establishment: July 7, 2007

Franchise Fee: USD 30,000.00

Total Investment Package: USD 50,000.00

Royalty: Per student for the facilitation fee which depends on the program and the number of enrollees per branch

Marketing Fund: 1% of Gross Income of each branch Franchise Partnership Options

Franchise Partnership Options: Master Franchise

Franchise Term: 5 years

Size of Store Outlets/Units: 50 sqm minimum to 150 sqm maximum with a 50-seater classroom

Priority Markets for Expansion: Asia

Presence in Global Markets: Canada, Dubai, Hong kong, Indonesia , Kingdom of Saudi Arabia, Qatar, UAE, Georgia USA



Contact any of our 125 branches for review enrollment.

☎ 09102928889 / 09971800360



www.facebook.com/CBRC-Manila-Branch-2022/

MR. QUICKIE

Mr. Quickie Corporation

M. Eusebio Ave., Brgy. San Miguel Pasig City

Email add: marketing@mrquickie.com

www.mrquickie.com

Started in 1981, Mr. Quickie is the number one brand when it comes to quality yet affordable repair for shoes and bags, quick and accurate key duplication. They continue to reach out by adding more accessible branches. Designing researches, trainings, and building partnership to reach the highest quality in products and services.

Date of Establishment: 1981

Franchise Fee: USD 134,400

Total Investment Package: USD 206,200

Royalty: (USD) 7% Monthly

Marketing Fund: (USD) 1% + 0.25% Monthly

Franchise Partnership Options: Master Franchise, Unit Franchise

Franchise Term: 10 years

Size of Store Outlets/Units: at least 20sqm

Priority Markets for Expansion: Asian

Presence in Global Markets: Philippines



NAILS DOT GLOW, NAILS AND BODY SPA

NAILS DOT GLOW Phils. Inc.

2nd level, Northridge Plaza Bldg., #12 Congressional Ave.,
Quezon City 1100 Philippines
Email add: franchise@nailsdotglow.com
Contact Person: Ferdie G. Opena, Chief Franchise Executive

www.nailsdotglow.com

Since NDG is into franchising for more than a decade now, the company has built a solid ground in supporting equal minded entrepreneurs to start their business and be their own boss. With this level of commitment to customer satisfaction and successful business model, it is no wonder that NDG came to be known not only in the Philippines, but in the international community with the opening of the company's first-ever Master Franchise Operation in Riyadh, Saudi Arabia, employing all Filipina workers to banner the NDG brand of service in this country

Date of Establishment: August 29, 2009

Franchise Fee: Master Franchise – USD 95,000

Unit Franchise only- USD20,000

Total Investment Package: Master Franchise- USD550,000

Unit Franchise- USD110,000

Royalty: USD500 per branch annually

Marketing Fund: none

Franchise Partnership Options: Master Franchise and Unit Franchise

Franchise Term: 5 years for Unit Franchise and 10 years for Master Franchise

Size of Store Outlets/Units: 50-100 sqm per inline store

Priority Markets for Expansion: Middle East

Presence in Global Markets: Kingdom of Saudi Arabia with 5 existing branches



TUPPERWARE EXPERIENCE STORE

Tupperware Brands Philippines, Inc.

GF, Unit 1,2 & 3, Cybersigma, Lawton Ave., Mc Kinley West,
Fort Bonifacio, Taguig City, 1634
Email add: EdwardRobertAnda@tupperware.com
Contact Person: Edward Robert Anda, Operations
Excellence Senior Manager

www.tupperwarebrands.ph

Tupperware was introduced in the Philippines in 1966 and has since become a household name, changing the lives of millions of Filipinos through its world-class products and the limitless income opportunities it offers. In 2007, Tupperware Philippines merged with Sara Lee Direct Selling Philippines to become what was known as Fullerlife Direct Selling Philippines. Today, we are proudly known as Tupperware Brands Philippines to reflect our strong heritage while conveying that we are a multi-brand, multi-category direct sales company.

Today, Tupperware continues to innovate to benefit our consumers, partners, and planet. We're making life easier and better through our loved and trusted products while benefiting our local communities. What motivates us is knowing that we can positively impact the planet by creating eco-friendly food storage solutions to keep food fresher longer, by reducing food waste, and facilitating healthy on-the-go food.

Date of Establishment: 1966
Franchise Fee: No Franchise Fee
Total Investment Package: USD 15,300 to 24,000
Royalty: No Royalty Fee
Marketing Fund: No Marketing Fund
Franchise Partnership Options: Unit Franchise
Franchise Term: 3 years
Size of Store Outlets/Units: 30 to 80 sqm
Priority Markets for Expansion: Asia
Presence in Global Markets: India, Korea & Vietnam.

Tupperware

