

FREQUENTLY ASKED QUESTIONS (FAQs)



1. How much investment is needed and what does this cover?

The estimated investment varies depending on type and location., Provincial areas, Greater Manila area, Metro Manila and others. If it is an Inline or mall based, it ranges from P10M to P12M. If it is a stand alone store, it ranges from P15M to P18M. This includes the following:

- a) store construction
- b) equipments, furniture and fixtures,
- c) manpower hiring and training
- d) pre-opening marketing activities
- e) franchise fee

2. What is the floor area requirement?

Floor area requirement varies per store type.

- a) Inline / Mall: 90 to 120 square meter
- b) stand alone: 250 to 400 square meter

3. Can I apply for a franchise even if I don't have a site or location?

Yes. Once qualified as a franchisee, we can offer available locations.

4. Can a corporation apply for a franchise?

Yes! But we require majority ownership that will act as Managing Director of the franchise.

5. How long is the expected return of investment?

There are several controllable and uncontrollable factors that will determine the ROI.

6. How long is the franchise term?

The franchise term for a Pancake House store is ten (10) years and renewable for another five (5) years.

7. Who looks for the location?

The company has a pipeline but we entertain in case the franchise applicant has a proposed or preferred location.

8. Is there a standard store design?

Yes, Pancake House provides, through an accredited architect, the standard store design, layout, equipment and facilities requirements.

9. What are the qualifications of a franchisee?

- a) preferably with experience in food and retail business
- b) financial capability
- c) has a good network in the trade area of the proposed store
- d) will dedicate time and has the infrastructure to manage the store

10. What about the supplies and materials for products to be sold?

Pancake House will provide the franchisee all proprietary products, formulated ingredients and supplies. Franchisee may also use designated suppliers of Pancake House according to the set of specifications.

11. Is there any training program provided?

A training program is provided to the franchisee, management team and dining staff who must successfully complete the program. The training fee is already included in the initial investment.

12. What kind of continuing services will the company provide?

Aside from the system wide level promotions and advertising, Pancake House supports local marketing efforts of the store.