



LOCAL FRANCHISING

Frequently Asked Questions (FAQs)

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

The Franchise package ranges from P14 million to P16 million. This includes the franchise fee, store construction, equipment, furniture and fixtures, manpower hiring and training, and pre-opening marketing activities. However, the investment cost varies based on the floor area and locations, i.e. Provincial areas, Greater Manila Area, Metro Manila and others.
- 2. What is the floor area requirement?**

The required floor area ranges from 250sqm to 300sqm.
- 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. However, the major shareholder should be the representative of the franchise.
- 5. How long is the expected return of investment?**

Several factors determine ROI, including managing and maintaining projected sales by marketing and promoting the Brand in its Retail Trade Area, and the ability of the franchisee to manage his operating expenses. As long as these factors are controlled properly, projected ROI will be achieved.
- 6. How long is the franchise term?**

The franchise term for a Dencio's store is ten (10) years and renewable for another five (5) years.
- 7. Who looks for the location?**

Usually, the franchise applicant proposes the store location subject to our site assessment, analysis and approval. However, the company may also match sites for the approved franchise applicant.
- 8. Is there a standard store design?**

Yes. Dencio's will provide the standard store design, layout, equipment and facilities requirement.
- 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 products to be sold?

Dencio's will provide the franchisee all products, formulated ingredients and supplies. The franchisee may also use designated suppliers of Dencio's according to the set specifications and standards.

11. Is there any training program provided?

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

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

Aside from the National level promotions and advertising, Dencio's will conduct periodic visits through the Area Managers to serve as coaches and ensure implementation of Dencio's systems and standards.

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