



**PANCAKE  
HOUSE**  
Since 1974

## LOCAL FRANCHISING

### Frequently Asked Questions (FAQs)

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

The Franchise package ranges from P9 million to P12 million. This includes the franchise fee, store construction, equipment, furniture and fixtures, manpower hiring and training, preopening marketing support, and operations support. However, the investment cost varies based on 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 100sqm to 120sqm.

**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 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 cases wherein 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 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



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**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. The 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 service will the company provide?**

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

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