



HOT STAR FRANCHISE SYSTEM

■ HOT STAR'S BUSINESS HAS GREAT POTENTIAL

Hot Star shares its opportunities with the right partners who trust in the the brand's potential. We have grown to 7 stores in Metro Manila and would like to expand nationwide.

- ❖ Hot-Star Large fried Chicken is the most famous snack from Shih Lin Night Market in Taipei and has been in the Philippines for 2 years with an attractive store design
- ❖ Competitive Investment cost
- ❖ A committed team who has the vision of making the company “The Leading and Preferred Large Fried Chicken Restaurant in the Philippines”
- ❖ Unique Signature 12-inch Chicken, largest in the world
- ❖ Fantastic growth opportunities

■ BE OUR PARTNER FOR GROWTH AND EXPANSION

As part of the Hot Star family, our resources are at your disposal and these include:

1. Strategic planning and site selection
2. Design, construction, and technical support
3. HR training and development
4. Operations standards, systems and support
5. Marketing and advertising services
6. Centralized purchasing and distribution

■ FINANCIAL INVESTMENT

The financial requirement for a restaurant ranges from **3.5M** (food court) to **7.5M** (mall / in-line) depending on store size, location and other factors (excluding site acquisition cost). We are also open to free-standing stores subject to approval.

The investment includes:

1. Leasehold improvements
2. Equipment
3. Furniture and Fixtures
4. Franchise Fee

The Franchise grant is for an 8-year period applicable to a specific location only with an option to renew for another four (4) years based on mutual agreement.

■ INVESTMENT SCHEDULE

- | | |
|------------------------|---|
| ❖ Franchise Fee | - One Time Payment 800k (Exclusive of VAT & Final Tax) |
| ❖ Development Fee | - One Time Payment :
NCR: 150k LUZON: 200k VISAYAS: 250k MINDANAO 300k |
| ❖ Food Delivery Fee | - One Time Payment 120k (If applicable) |
| ❖ Design Fee | - Prior to start of design plans |
| ❖ Construction Cost | - As per Agreement with contractor |
| ❖ Equipment | - 50% Downpayment;
50% upon delivery |
| ❖ Furniture & Fixtures | - 50% Downpayment;
50% upon delivery |
| ❖ Comissary Deposit | - 200k |

■ OTHER DETAILS

- | | |
|---|--|
| ❖ Continuing License Fee | - 3% of Gross License Sales,
VAT exclusive |
| ❖ National Advertising Fund | - 2% of Gross License Sales,
Not subject to VAT |
| ❖ Local Advertising Fund | - 1% of Gross License Sales,
Not subject to VAT |
| ❖ Management Team/No. of Training Days Required | |
| ▪ Restaurant Manager | - 30 days |
| ▪ Shift Managers | - 30 days |
| ▪ Team Member | - 15 days |

■ JOINING THE TEAM

HOT STAR is looking for committed individuals/corporations who meet the following criteria:

- ❖ Strong General Business Acumen Skills
- ❖ Willing to participate in restaurant of operations training
- ❖ Entrepreneurial Spirit
- ❖ Proven ability to meet the financial requirements

☑ THE APPLICATION PROCESS

Upon receipt of the Letter of Intent, a confidential application form will be provided to the potential franchisee who then undergoes a three-phase process:

- ❖ The Screening - submission of application form & meeting
- ❖ The Validation
- ❖ The Final Review - contract signing & final meeting

Successful candidates are required to go through hands-on exposure to fully understand the Hot Star System.

Send or Email your applications to:

RJV Restaurant Group c/o Jill Ong

27 JP Bautista St. Potrero Malabon City

franchise@hotstar.com.ph
