

Taters
Entertainment Snacks

TAKE CONTROL

of Your future

AND OWN A TATERS FRANCHISE TODAY



FOR FRANCHISE, CONTACT US:



09972755595



franchising@tatersgroup.com



@ilovetaters.ph



www.ilovetaters.com



STORE FRANCHISE

INITIAL FEE
PHP 500K

INCLUSIONS

- ✓ Use of trademark
- ✓ Site approval
- ✓ Training for franchisee and staff
- ✓ Procurement program
- ✓ Opening assistance
- ✓ Operations manual on loan

INITIAL TERM
5 YEARS

RENEWAL TERM
5 YEARS

RENEWAL FEE
60%

BOND
PHP 100K

ROYALTY
5%

ADVERTISING
LSM SHARED ADVERTISEMENT
1% 2%



KIOSK FRANCHISE

INITIAL FEE
PHP 300K

INCLUSIONS

- ✓ Use of trademark
- ✓ Site approval
- ✓ Training for franchisee and staff
- ✓ Procurement program
- ✓ Opening assistance
- ✓ Operations manual on loan

INITIAL TERM
3 YEARS

RENEWAL TERM
3 YEARS

RENEWAL FEE
60%

BOND
PHP 50K

ROYALTY
5%

ADVERTISING
LSM 1%
SHARED ADVERTISEMENT 2%



AREA FRANCHISE

INITIAL FEE
PHP 900K
RIGHTS TO 1 STORE AND 2 KIOSKS

INCLUSIONS

- ✓ Use of trademark
- ✓ Site approval
- ✓ Training for franchisee and staff
- ✓ Procurement program
- ✓ Opening assistance
- ✓ Operations manual on loan

INITIAL TERM
5 YEARS

RENEWAL TERM
5 YEARS

RENEWAL FEE
60%

ROYALTY

5%

UPGRADE FEE IF
STORE FACILITY:

PHP 150K



INTERNATIONAL FRANCHISE

MASTER FRANCHISE

for the award of the rights to an entire Country

TERRITORY DEVELOPMENT

for USA, Canada, Australia where we award Territory Development

INITIAL FEE
US\$ 60,000

Includes the rights to open 6 outlets and the possibility of sub-franchising.

CONTRACT
15 YEARS

ROYALTY FEE
3% OF GROSS SALES



FREQUENTLY ASKED Questions

WHY SHOULD I FRANCHISE TATERS?

- ☑ Offers American inspired entertainment snacks that is easy to prepare and sell.
- ☑ Low risk and easy to manage business.
- ☑ Good concept with innovative products and marketing.
- ☑ Positive brand recognition as a leading entertainment snack brand in the Philippines.
- ☑ Direct assistance from the Franchisor and team.
- ☑ Continuous products R&D.

DO YOU GUARANTEE SUCCESS TO YOUR FRANCHISEES?

A franchise gives the franchisee the opportunity to follow the business system that the franchisor has proved to be successful. Your success as a franchisee highly depends on the commitment you give to the business.

HOW LONG WILL IT TAKE TO RECOVER MY INVESTMENT?

It depends upon the financial viability on various factors such as sales, investment and ability of the Franchisee to effectively manage his expenses. This will be discussed further during the Franchisor-Franchisee sit down discussion.

DO I NEED TO PURCHASE ALL THE SUPPLIES AND EQUIPMENT NEEDED FROM THE FRANCHISOR?

As a franchisee, you are required to purchase all the supplies and equipment from us and from our accredited suppliers. You will be provided with a Procurement Program to guide you upon purchasing all the supplies and equipment that you need to set up the franchise outlet.

WILL THE FRANCHISOR HELP ME FIND A GOOD LOCATION? WHAT WILL BE THE IDEAL LOCATION?

Each franchisee is responsible for securing his/her own location but there are some instances that the Franchisor may have space offers to share with prospective franchisees in their areas. All potential sites must be submitted to the Franchisor for approval. The ideal location should be near or within heavy foot traffic areas like malls, parks, business districts and even local communities with busy streets.



06 PRIOR TO AND DURING OPENING OF THE FRANCHISED OUTLET, WILL THERE BE AN ASSISTANCE FROM THE FRANCHISOR'S HEAD OFFICE?

The Franchisor will send a representative who will assist you in the training of personnel, acquisition of supplies and equipment, and other arrangements. There will be also a monthly visit from the franchisor's office to monitor and provide you a proper assistance.

07 WHO WILL DO THE MARKETING?

The Franchisor will provide marketing and advertisement via social media updates through Taters official website, Facebook page and Instagram account. All marketing collaterals will be given upon request.

08 ARE YOU GOING TO PROVIDE A COMPREHENSIVE FRANCHISE OPERATIONS MANUAL?

Definitely! As a franchisor, it is our responsibility to give you a comprehensive and easy to understand manual that details Taters Day to Day Operations.





STEPS TO OWN *Our Franchise*

1 Fill out the Confidential Questionnaire. Together with your Letter of Intent, send them to:

EMAIL:
franchising@tatersgroup.com

2 We will review your application.

3 You will be invited to discuss franchise details.

4 We will present you with the franchise disclosure information.

5 Your proposed location will be visited and thoroughly checked.

6 The Franchise Agreement can now be executed.

7 Outlet set-up and staff training will commence.

8 We will provide pre-opening assistance.

9 Your Grand Opening! Congratulations!

