



FAQS

Frequently Asked Questions

mesa

How much investment is needed?

Investment needed is from Php 50,000 to Php 60,000 per square meter all in

- Php 8M to Php 10M for 150 sqm.
- Php 10M to Php 12M for 200 sqm.

What is the floor area requirement?

Required floor area is from 150 to 200 square meters.

How much is the franchise fee and how long is the franchise term?

Franchise fee is Php 1,200,000 covering 5 years franchise term.

How much is the royalty fee?

Royalty fee is computed 5% of gross sales.

How much is the advertising fee?

Advertising fee will be 1% gross sales for Local Sales Marketing

Who looks for the location?

The franchisee may propose for a site location together with an initial market study of the proposed site.

Is there a standard store design?

Yes. A standard store design, layout, equipment and facilities

Does Mesa have inventory controls and business aids?

Yes. Mesa have designed a complete variety of forms for inventory control, daily and weekly sales, profit and loss account and other procedures that are vital in efficient restaurant operation.

A franchisee may also receive advertisements, flyers and other marketing materials to promote

Who decides what prices I will charge for menu items?

All stores shall maintain one pricing level. For stores with much lower food cost (due to supply in the vicinity), we initiate a promo/ discount on such items.

How long will it take to open the restaurant?

Timetable depends on a lot of factors, including selecting a desirable location and operation requirements. However, training and store construction may be completed within 60 to 90 days.