

mesa

THE
Menu Book
FOR
Franchisee

NATIONAL BROCHURE



Business Portrait

A True Representative of the Filipino Cuisine

A simple dream by a foodie at heart coupled with a forward thinking mindset led to the proliferation of a burgeoning business empire spearheaded by our visionary leader: Mr. Rikki U. Dee.

It all started when Mr. Dee keenly identified unfulfilled needs of the Filipino dining out market which he ably addressed through the establishment of Lamesa Grill in SM Mall of Asia. Anchored on firm commitments to **food quality & freshness, attentive service, and culinary innovation**, Lamesa Grill quickly captured the imagination of the Filipino dining public. A dining concept that was truly ahead of its time, Lamesa Grill was a pioneer in the Filipino restaurant industry relative to on-the-spot grilling at your table while imbuing the Shabu-Shabu concept with an intrinsic Filipino identity.

Inspired by the success of this venture and armed with a deeper understanding of the local dining landscape, the seeds were soon quickly planted for the group's latest brainchild: Mesa in Greenbelt 5, Makati City which initially opened its doors to the dining public back in 2009. Mesa soon became a **favorite stop to enjoy both classic Filipino dishes influenced by diverse regions in the Philippines with endearing modern twists.**



The Mesa threefold advantage can be summed up as innovative yet traditional cuisine, genuine Filipino hospitality, and an exceptional dining experience highlighted by native accents all within the realm of affordable luxury. Today, our food business venture operates **more than 60 restaurants nationwide** while setting a keen eye toward the future of further expansion across the country and abroad while we march forward towards our unified goal - ***Our Road to 100 Restaurants!***

Mesa is an integral pillar within the Foodee Global Concepts family bannered by Michelin Starred Restaurant Concepts Tim Ho Wan, Hawker Chan, and Kam's Roast, as well as homegrown restaurant establishments Mangan, Bench Café, Sunnies Café, original Chef curated concepts Pound, Flatterie, Kai and so much more. Mesa has been repeatedly recognized among the top restaurants in the Philippines by The Philippine Tatler, Taste Atlas, and the Philippine Retailers Association."

CONTACT US

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FOODEE
GLOBAL CONCEPTS

 Hawker **CHAN**

TimHoWan  添好運

laollao.
natural frozen yogurt.


KAM'S ROAST

POUND
FLATTERIE

 EST. 2017
BENCH/
CAFÉ

SUNNIES
CAFÉ

FOOD
DISTRICT



List of Stores

METRO MANILA

SM Aura Premier
SM North EDSA
SM Megamall
SM Mall of Asia
SM East Ortigas
SM Southmall
SM City Fairview
SM San Lazaro
SM Sucat
SM Grand Central
Robinsons Galleria
Robinsons Magnolia
Robinsons Place Manila
Ayala Malls Cloverleaf
Ayala Malls Feliz

Ayala Malls Circuit Makati
Ayala Malls by the Bay
Ayala Malls Greenbelt 5
Ayala Malls UP Town Center
Rockwell Powerplant Mall
Evia Lifestyle Center
Vista Mall
Festival Mall
Eastwood Mall
EDSA Shangri-La Mall
Ali Mall
Tomas Morato
Calle Bistro, Ever Gotesco
Fishermall, Quezon Ave.

LUZON

SM City Clark
SM City Telabastagan
SM Pampanga
SM Olongapo
SM Dagupan
SM Baguio
SM Calamba
SM San Pablo
SM Lipa

SM Dasmaringas
SM Lucena
SM Daet
SM Legazpi
SM Puerto Prinsesa, Palawan
SM Naga
Robinsons Galleria South
Robinsons Ilocos Norte

VISAYAS

SM Cebu
SM Seaside Cebu
SM Iloilo
SM Bacolod
Henann Regency
Boracay

MINDANAO

SM Lanang Premiere, Davao
SM City Davao
SM Mindpro Zamboanga
Centrio Mall, Cagayan de Oro





Be A MesaPreneur

Franchise System

Cook Up Your Own Mesa

1 PROPOSAL

Submit a letter of intent supported by pictures, brief background of the applicant and floor plan or shop drawing of the proposed area. Upon receipt, a meeting with the business development group will be set to discuss further the application and learn more about the location.

2 INSPECTION & EVALUATION

An inspection of the location will be scheduled after the meeting and an evaluation and feasibility study will be conducted.

3 AGREEMENT

If the location is approved, signing of the Franchise Agreement will immediately follow. Upon signing of the Franchise Agreement, the franchisee will then be entitled to the franchisee's benefits and will be assisted in setting-up of the outlet up to the grand opening.



QUALIFICATION OF THE FRANCHISEE

A franchisee should have a successful professional track record, not necessarily in the food business and should have a strong will to succeed.

Hands-on management is preferred, though it is not a requirement. It is also important that a franchisee must have a strong background in people skills.

BENEFITS OF MESA FRANCHISEE

1. The franchisee can use MESA's business name and trade mark.
2. The franchisee can utilize the existing business system for the restaurant.
3. Shall be provided with high quality menus and food service.
4. Shall have a chance for a profitable business venture.
5. The franchisee can be assured of the credibility of the brand and name recognition.
6. Shall be assisted in site selection and evaluation.
7. Shall be provided with the proper training, specifically training of staff.
8. Will provide with necessary assistance for pre-opening, grand opening and post-opening.
9. Will be provided with marketing and promotional assistance.
10. Shall be entitled to on-going operational support.
11. Will be provided with the procurement program.



Brand Support

Embrace Filipino Hospitality with MESA Care

OPERATING MANUALS

Mesa Franchise store will receive:

- Operations Manual
- Store Opening Kits
- NLRC Approved Company Handbook
- Food Safety Manual
- Kitchen and Bar Recipe Manuals
- Official Mesa forms on how to operate franchise store facility



TRAINING & DEVELOPMENT

Franchisee can deploy several management positions and will be trained under Mesa facility for sixty (60) days with the supervision of our opening team **FREE** of charge. Mesa shall assign opening team to train and assist the franchise outlet's employees in the opening of the restaurant.

AUDITING & SUPPORT TEAM

To ensure financial profitability and franchise store's compliance with set standards, processes and procedures, our audit team frequently conducts unannounced audit. This covers several aspects of operations like inventory management system, floor control compliance, facility maintenance, food safety practices, kitchen operations, and so on. We also have monthly/quarterly business performance review presided by our CEO and/or COO and Operations Director. Our corporate team shall guide franchise management team on their financial performance.

MARKETING & ADVERTISING

Our Marketing and Advertising team continuously develops national and local store promotions, partnerships and co-branding activities in supporting franchise outlet. Our team will assist franchise store in establishing market demographics and information dissemination tools during and after the opening.





FRANCHISE FEE

Franchise Fee: **Php 1.2M**

(good for 5 years)

Renewal Fee: **Php 600k**

(good for 3 years)

Royalty Fee: **5%**

Ad Fund: **1%**

Return of Investment:

3-4 yrs.

(average estimate from previous stores. Other factors such as location affects each store's ROI period)

PROPOSED INVESTMENT BUDGET

Franchise Store

(for 150 to 200 square meters)

DEPOSITS

Construction Bond	100,000.00	
Security Deposit	<u>1,200,000.00</u>	1,300,000.00

CONSTRUCTION EXPENSE

General Contractor	3,300,000.00	
Airconditioning System	1,000,000.00	
Exhaust System	500,000.00	
Gas Installation / FDAS / Fire Pro	300,000.00	
Glassworks	400,000.00	
Miscellaneous Decor	<u>400,000.00</u>	5,900,000.00

FURNITURE, FIXTURE & EQUIPMENT

Kitchenwares	600,000.00	
Kitchen Equipment	1,200,000.00	
Computer POS	320,000.00	
Sound System	120,000.00	
Kitchen Appliances	400,000.00	
Tables & Chairs	<u>500,000.00</u>	3,140,000.00

DININGWARES / RESTAURANT PARAPHERNALIA

900,000.00

DESIGN FEE

270,000.00

ADS & PROMO

Menu / Leaflets / Marketing Materials etc.	400,000.00
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LICENSES / PERMITS

100,000.00

Change Fund	30,000.00
Petty Cash Fund	20,000.00

PRE-OPS TRAINING

500,000.00

Salaries, 15 pax ADS (2 months)

FRANCHISE FEE

1,200,000.00
13,760,000.00

📍 VIABLE SITES AND LOCATIONS

METRO MANILA

Alabang Town Center
Ayala Avenue, Makati
Harrison Plaza
Market Market, Taguig
NAIA Terminal 3, Pasay
SM City Bicutan
SM City BF, Paranaque
SM Centerpoint, Sta. Mesa
Lucky China Town Mall
Venice Grand Canal Mall

LUZON

Harbour Point, Subic
Marquee Mall, Angeles, Pampanga
Vista Mall Malolos, Bulacan
Clark Global City
Vigan, Ilocos Sur
SM Baliuag
SM City Batangas
SM City Tuguegarao
SM Cabanatuan
SM Sorsogon
SM Balanga, Bataan
Tagaytay

VISAYAS & MINDANAO

Abreeza Mall, Davao
Ayala Center, Cebu
Ayala IT Park, Cebu
SM City Butuan
SM City Roxas
Ormoc, Leyte
Tacloban, Leyte
Tagbilaran, Bohol

