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 yakiniku concept with an intrinsic Filiipino 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 80 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

6372
0917 327 MESA
vp.ops@mesaphilippines.com
@MesaPH
@mesaphilippines
www.foodeeglobal.ph

FOODEE
GLOBAL CONCEPTS

HawkerCHAN TimHoWan 添好運 llaollao. natural frozen yogurt.

Kam's Roast POUND FLATTERIE BENCH/ CAFÉ SUNNIES CAFE FOOD DISTRICT



List of Stores

METRO MANILA

SM Megamall
SM North Edsa
SM Aura
SM Mall of Asia
SM Grand Central
SM Caloocan
SM Manila
SM Sta Mesa
SM City Sucat
SM City Bicutan
SM City Fairview
SM City San Lazaro
SM East Ortigas
Ayala Malls Greenbelt 5
Ayala Malls by the Bay
Ayala Malls Cloverleaf
Ayala Malls Trinoma
Ayala Malls Feliz
Ayala Malls Arca South
One Ayala
Circuit Manila
Rockwell Powerplant Mall
Lucky Chinatown
Robinsons Place Manila
Robinsons Magnolia
Greenhills Mall
EDSA Shangri-La Mall
Vista Mall Taguig
Venice Grand Canal
Festival Mall
Tomas Morato
UP Town Center
Fishermall

LUZON

SM City Laoag
SM City Tuguegarao
SM City Baguio
SM City Olongapo
SM City Pampanga
SM City Telabastagan
SM City San Fernando
SM City Balanga
SM Bacoor
SM City La Union
SM City Rosales
SM San Mateo
SM Taytay
SM Tanza
SM City Sta Rosa
SM Calamba
SM South Mall
SM Batangas
SM City Dasmariñas
SM City Sto Tomas
SM San Pablo
SM Daet
SM City Lipa
SM City Legazpi
SM Sorsogon
SM City Puerto Princesa
Ayala Malls Evo City
Ayala Malls Vermosa
Robinsons Galleria South
Hotel Rai Cauayan
Evia Lifestyle Center
NOMO - Vista Lifestyle Center

VISAYAS

SM City Iloilo
SM City Bacolod
SM City Cebu
SM J Mall
Henann Regency Boracay

MINDANAO

SM City Lanang
SM City Mindpro
SM City Zamboanga
Ayala Malls Centrio





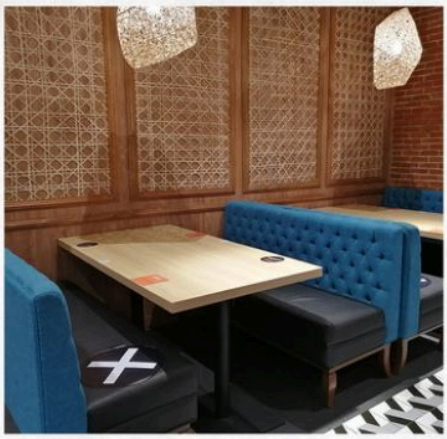









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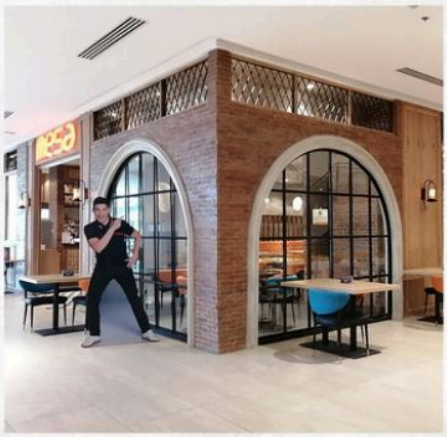





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Be A MesaPreneur

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, proceses 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 1.25M
(good for 5 years)
Renewal Fee: Php 625k
(good for 3 years)

Royalty Fee: 4%
Support and Advertising Fund: 3%

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	150,000.00	
Security Deposit	1,200,000.00	1,350,000.00
CONSTRUCTION EXPENSE		
General Contractor	5,500,000.00	
Air Conidtioning System	800,000.00	
Exhaust System	500,000.00	
Gas Installation/FDAS/Suppression	350,000.00	
Glassworks	300,000.00	
Miscellaneous Decor	500,000.00	
Accordion Doors	400,000.00	8,350,000.00
FURNITURE, FIXTURES, & EQUIPMENT		
Kitchen Equipment	2,300,000.00	
Computer POS	320,000.00	
Sound System	90,000.00	
Kitchen Appliances	400,000.00	
Tables and Chairs	900,000.00	4,010,000.00
DINNERWARE / RESTAURANT PARAPHERNALIA / KITCHENWARE	1,300,000.00	1,300,000.00
DESIGN FEE	270,000.00	270,000.00
ADS & PROMOS		
Menu, Marketing Materials, etc.	400,000.00	400,000.00
LICENSES & PERMITS	100,000.00	100,000.00
Change Fund	20,000.00	
Petty Cash Fund	30,000.00	50,000.00
PRE-OPS TRAINING	500,000.00	500,000.00
Salaries (15 pax)		
ADS (2 months)		
FRANCHISE FEE	1,250,000.00	1,250,000.00
OPENING SET-UP FEE	250,000.00	250,000.00
GRAND TOTAL		**17,830,000.00**

VIABLE SITES AND LOCATIONS

METRO MANILA

Alabang Town Center
Ayala Avenue, Makati
Harrison Plaza
Market Market, Taguig
NAIA Terminal 3, Pasay
SM City BF, Paranaque
SM Centerpoint, Sta. Mesa

VISAYAS & MINDANAO

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

LUZON

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

