



Spice Up Your Life With A Toronto PHO Franchise

We're in the business of making un-pho-gettable food and growing a valuable brand.



Get a taste of our success with a proven profitable concept that's fun pho everyone!

Toronto PHO provides fast and authentic Vietnamese food, deliciously and conveniently served. We're offering the opportunity to invest in our rewarding and profitable concept with a popular brand name, proven business model, and comprehensive support. We offer a very strong potential return on investment through a reasonable overhead and low start-up costs, plus applicability in any market. Learn how to leverage our streamlined operating systems to maximize your true potential.

Are you interested in owning an authentic Vietnamese restaurant with a proven track record of success?

Don't *MISO* out on the opportunity to join the Toronto PHO team today!



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Are You The One PHO Us?

- Strong sales and customer service abilities.
- Good with timing and schedule management.
- General business acumen.
- Ability to understand the company culture.
- High personal standards.
- Ability to meet initial investment requirements.
- An understanding of cost management.



- Tried and trusted brand that's already successful.
- A strong community presence and credibility.
- Be your own boss while leveraging proven industry expertise.
- An affordable option for entrepreneurs with restaurant experience.
- Strong potential return on investment, reasonable overhead, and low start-up costs.
- Simple operational structure for smooth day-to-day and manageable staff.
- Extensive training, support, and guidance for easy replication.

Square Footage Breakdown (Estimates Only):

Toronto Pho Express (Takeout only) with 1000sft and less

= **\$380k**

Minimum for Dine-in option is 1500sft (30-40 seats)

= **\$500k**

1500sft - 2000sft (40-50 seats)

= **\$650k**

Up to 2500sft (up to 80 seats)








= **\$750k**

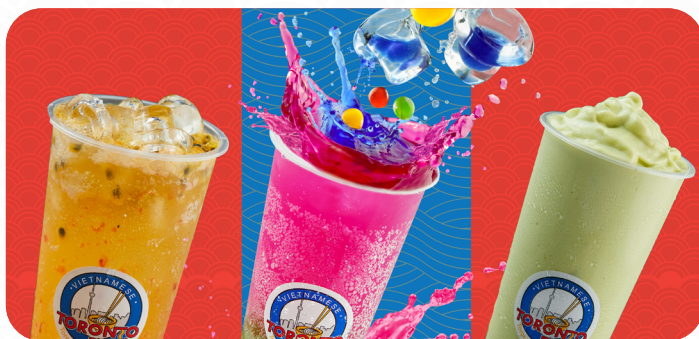
** Liquor License will be extra (not all franchisee wants to sell liquor at their location)

** Number of seats depending on the layout of the physical unit



Our Franchise Process

-  **Wonton Know More?** - Let us know you're interested so our team can be in touch.
-  **For The Broth Of Us** - We get to know each other and make sure all questions get answered.
-  **Rice To See You** - Visit our location to get a real sense of what Toronto PHO is all about.
-  **Noodle Over The FDD** - We send over the Financial Disclosure Document to review.
-  **Fried Your Financing** - Now you can apply for any financing you may need.
-  **Woking Together** - Time to sign the Franchise Agreement (FA) on the dotted line. Welcome to the Toronto PHO family!
-  **Let's Roll!** - Our comprehensive training program prepares every franchise partner for success.
Phase One is conducted at the Toronto location for two weeks prior to opening.
Phase Two is on-site at the new location for one week once operations begin.



Financial Overview

The average initial investment for a Toronto PHO franchisee can be between **\$389,000** and **\$652,000** to account for start-up costs and the franchise fee.

Franchise Fee: **\$25,000**

Royalty Fee: **6% of Gross Sales**

Local Advertising: **2% of Gross Sales**

Corporate Marketing Fund: **1% of Gross Sales**

All PHO One And One PHO All

- Ongoing support and training in operations, customer service, administrative procedures, and more.
- Development of advertising materials and strategies and supply consumer marketing plans for use at the local or regional level.
- Negotiated quantity discounts for additional savings on business expenses.
- Continuous research on methods to enhance profitability for all locations.
- Toronto PHO franchise will be including bubble tea and dessert (with over 50 items). It is very much like having 2 businesses in 1 franchise model.

Are you ready to take your life from normal to pho-nomonal? Bring a Toronto PHO to your community and invest in a far more delicious future. Find out more by visiting our franchise website today:

www.torontophofranchise.com

franchise@torontopho.com

www.torontopho.com