



READY TO TAKE ON A  
**GREAT FRANCHISE?**







## A YELLOW CAB IN NEW YORK

Yellow Cab Pizza Co. is an innovative restaurant concept specializing in New York-style pizzas. We are positioned as a quick casual restaurant serving great pizza using fresh ingredients. Our dedication to delivering value has created, in a relatively short period, a loyal and growing customer base that consistently insists on the Yellow Cab Pizza brand.



# OUR MENU



Pizza is and will always be our core product. Our pizzas are always freshly baked, come in large sizes, and are generously topped with the best ingredients. Other items include pasta, hot wings, and desserts, rounding off a menu that appeals to a broad market.



# LIFESTYLE, BRAND & GLOBAL APPEAL

Our store design features retro-industrial interiors and an open kitchen. The result is a New-York-pizza-factory feel that communicates our brand position as a serious pizza specialist. Our minimalist setting creates a truly unique and striking ambience.



# KITCHEN DESIGN

Our compact kitchen makes efficient use of space and is easy to manage.



# OUR CUSTOMERS

Being unique and original has not stood in the way of market accessibility. Yellow Cab Pizza's customers are those who are seeking a great pizza experience and know how to enjoy it. From a single store operation in 2001, we have grown into a major restaurant chain serving thousands of customers each day.





# THE OPPORTUNITY

Yellow Cab Pizza Co. is seeking Franchise Developers to undertake our expansion in selected countries around the world. We have developed a successful business model, and we are looking to share that model with qualified and adequately-experienced Franchise Developers.

A Yellow Cab Pizza Franchise Developer will have the opportunity to exclusively develop Yellow Cab Pizza in their country or territory. A Franchise Developer should also have a good reputation and a track record of honesty and integrity.

Yellow Cab Pizza has a comprehensive franchise development system that includes:

- Site selection and store design
- Classroom and in-store training
- Marketing and promotional support
- Rights to use the Yellow Cab Pizza Co. trademarks
- Use of the Yellow Cab Pizza Co. propriety recipes and procedures
- Assistance with the sourcing for food and packaging products
- Use of the Yellow Pizza Co. operations manual
- On-going operational support

## OUR PLANS

With particular interest in Asia and the Middle East, Yellow Cab Pizza aims to expand its scope and fulfill its potential as a global brand with the help of its Franchise Developers.





# FAQ

## FREQUENTLY ASKED QUESTIONS

### 1. How much investment is needed and what does this cover?

The Franchise package ranges from P9 million to P14 million. This includes the franchise fee, store construction, equipment, furniture and fixtures, manpower hiring and training and pre-opening marketing activities. The investment cost will be dependent on the floor area and locations, i.e., Provincial areas, Greater Manila Area, Metro Manila and others.

### 2. What is the floor area requirement?

The required floor area ranges from 120sqm to 150sqm.

### 3. Can I apply for a franchise even if I don't have a site or location?

Yes. Once qualified as a franchisee, we can offer available locations.

### 4. Can a corporation apply for a franchise?

Yes! But the major shareholder should be the representative of the franchise.

### 5. How long is the expected return of investment?

Several factors determine ROI, including managing and maintaining projected sales by marketing and promoting the Brand in its Retail Trade Area and the ability of the franchisee to manage his operating expenses. As long as these factors are controlled properly, projected ROI will be achieved.

### 6. How long is the franchise term?

The franchise term for a Yellow Cab store is ten (10) years and renewable for another five (5) years upon mutual agreement of both parties.

### 7. Who looks for the location?

Usually, the franchise applicant proposes the store location subject to our site assessment, analysis and approval. However, the company may also match sites for the approved franchise applicant.

### 8. Is there a standard store design?

Yes, Yellow Cab provides the standard store design, layout, equipment and facilities requirement.

### 9. What are the qualifications of a franchisee?

- a. Preferably with experience in food and retail business
- b. Financial capability
- c. Has a good network in the trade area of the proposed store
- d. Will dedicate time and has the infrastructure to manage the store

### 10. What about the supplies and materials for products to be sold?

Yellow Cab will provide the franchisee all products, formulated ingredients and supplies. Franchisee may also use designated suppliers of Yellow Cab according to the set of specifications.

### 11. Is there any training program provided?

An initial training program will be provided to the franchisee, management team and staff. The training fee is already included in the initial investment.

### 12. What kind of continuing services will the company provide?

Aside from the National level promotions and advertising, Yellow Cab will continue to do periodic visits. The Area Managers, who serve as coaches, will check on operations and ensure implementation of Yellow Cab's systems and standards.





**FOR LOCAL FRANCHISE INQUIRIES**

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