

LIST OF SOME LEGITIMATE FRANCHISE BUSINESS IN THE PHILIPPINES

(Disclaimer: The CFO has gathered the information on this site from official sources. For vetting, interested franchisees seek further assistance from legitimate franchisors.)

A legitimate franchise business in the Philippines is a business arrangement where a well-established company (franchisor) grants permission to another party (franchisee) to operate under their brand name and business model. This typically involves the franchisee paying an initial franchise fee and ongoing royalties in exchange for:

- The right to use the franchisor's brand name, trademarks, and logos
- Access to the franchisor's proven business model and operational manuals
- Training and support from the franchisor, including marketing assistance and supplier connections

Key points about legitimate franchises in the Philippines:

- The franchisor should be registered with the Philippines Franchise Association (PFA). You can verify their legitimacy at this link: www.pfa.org.ph.
- A formal franchise agreement should exist, outlining the rights and responsibilities of both parties.
- Reputable franchisors provide ongoing training and support to their franchisees.

MISTER DONUT

Mister Donut is one of the largest doughnut chains in the world and a respected leader in the industry, with over 5500 shops, especially in Asia. They have a strong and established brand with 39 years of franchising experience in the Philippines. They have a solid infrastructure that supports nationwide distribution, production, product research & development. They also provide continuous assistance to their franchisees - business consultancy, training, marketing, and expansion.



CAPITAL INVESTMENT: Php 310,000

FRANCHISE FEE: Php 100,000

TERM OF FRANCHISE AGREEMENT: 3 Years

The package costs of Mister Donut's regular franchise offers are Php 285,000 for indoor kiosks, Php 380,000 for outdoor kiosks, Php 500,000 for inline kiosks, Php 1.4 million for counter cafes, and Php 2.4 million for dine-in types.

CONTACT DETAILS

- Website: www.misterdonut.com.ph
- Email: fms@misterdonut.ph

WAFFLE TIME

Waffle Time is a popular Filipino waffle franchise known for its delicious and affordable waffles with various fillings. They've been around since 1998 and have grown from a simple kiosk to over 400 outlets nationwide.



FRANCHISE FEE: Php 50,000

CAPITAL INVESTMENT: Php 300,000

TERM OF FRANCHISE AGREEMENT: 3 years with a renewal option

FRANCHISE INCLUSIONS:

- **Franchise License** - Gain the right to operate a Waffle Time outlet under their brand name and logo.

- **Training** - Waffle Time likely provides training for you and your staff on waffle making, kiosk operations, customer service, and upholding brand standards.
- **Site Selection Assistance** - They might offer guidance on choosing a suitable location for your kiosk with high foot traffic.
- **Operations Manual** - You'll likely receive a comprehensive manual outlining operational procedures, recipes, equipment usage, and quality control measures.
- **Marketing Support** - The extent of marketing support is unclear. It might involve initial promotional materials or inclusion in their wider marketing efforts.

CONTACT DETAILS

- Website: www.waffletime.com
- Email: customerservice@waffletime.com

MR. SOFTY ICE CREAM

Mr. Softy is a well-established ice cream company in the Philippines known for its delicious and affordable soft-serve ice cream. It has been around for a while and have grown into a popular franchise option.



CAPITAL INVESTMENT: Php 700,000

FRANCHISE FEE: Php 100,000

TERM OF FRANCHISE AGREEMENT: 5 Years

RENEWAL: half of the franchise fee

FRANCHISE INCLUSIONS

- Benefit from brand recognition and established customer base.
- You'll receive a standard Mr. Softy cart or kiosk for your operation.
- Mr. Softy provides training for you and your staff on proper ice cream preparation, operations, and customer service.
- They'll help you choose a strategic location for your cart/kiosk to maximize sales.

- Mr. Softy may offer some marketing assistance, but details aren't publicly available.

ADDITIONAL COSTS (NOT INCLUDED IN FRANCHISE FEE)

- You'll need to purchase an ice cream machine (new or reconditioned) separately. Costs can range from Php 180,000 (reconditioned) to Php 295,000 (brand new).
- You'll need to purchase initial stocks of ice cream mix, cones, toppings, and other supplies. Expect to spend around Php 30,000.

CONTACT DETAILS

- Facebook: www.facebook.com/mrsoftyicecream
- Email: eliagao.msic@gmail.com

BROWNIES UNLIMITED

Brownies Unlimited is a well-established Filipino dessert franchise known for its delicious brownies, cupcakes, and other sweet treats. Here's a detailed breakdown of their franchise opportunity:



FRANCHISE FEE: Ranges from Php 180,000 to Php 240,000, depending on the franchise package.

TOTAL CAPITAL INVESTMENT: Ranges from Php 920,000 to Php 2.2 million depending on the chosen package and kiosk size.

PACKAGE OPTIONS AND INCLUSIONS

1. **Kiosk Franchise (₱920,000 - ₱1.1 Million)** - Ideal for malls or high-traffic areas with limited space.

Inclusions:

- Franchise License
- Kiosk construction and set-up
- Training for franchisee and staff on product preparation, operations, and customer service
- Opening inventory of ingredients and packaging
- Use of Brownies Unlimited brand name and logo

- 2. Counter Franchise (Php 1.1 Million – Php 1.7 Million)** - Offers more space than a kiosk, suitable for locations with moderate foot traffic.

Inclusions:

- Larger counter/display area
- Additional equipment

- 3. Shop Franchise (Php 1.7 Million – Php 2.2 Million)** - Largest option, ideal for high-traffic areas with seating space.

Inclusions:

- Seating area furniture
- Additional staff training for dine-in service

ADDITIONAL COSTS (NOT INCLUDED IN FRANCHISE FEE)

- Rental costs for your kiosk/counter/shop space
- Permits and licenses to operate your business
- Security deposit (may be required by the lessor)
- Ongoing supplies and inventory costs
- Utilities and other operating expenses

FRANCHISE TERM AND RENEWAL

- The franchise agreement typically lasts for 5 years.
- Renewal is possible for another 5 years.

Here's how to inquire about a Brownies Unlimited franchise:

CONTACT DETAILS

- Website: browniesunlimited.com/pages/franchising
- Email: franchise@browniesunlimited.com

RICE IN A BOX

The Philippines has a vibrant Rice in a Box (RBX) franchise market, with several established brands offering opportunities. However, unlike some other franchises, information about inclusions and fees can be scattered across various sources.



FRANCHISE FEE: Starts at Php 200,000

TOTAL CAPITAL INVESTMENT: Approximately Php 350,000 and up depending on the chosen package and kiosk size.

FRANCHISE PACKAGES AND INCLUSIONS

- Franchise License to operate under the RBX brand name and logo.
- Training for you and your staff on food preparation, operations, and customer service.
- Assistance in site selection and kiosk set-up.
- Opening inventory of ingredients and packaging.
- Marketing support during the opening phase
- Use of RBX equipment (depending on the package).

ADDITIONAL COSTS (NOT INCLUDED IN FRANCHISE FEE)

- Rental costs for your kiosk space
- Permits and licenses to operate your business
- Security deposit (may be required by the lessor)
- Ongoing supplies and inventory costs
- Utilities and other operating expenses

FRANCHISE TERM AND RENEWAL

The franchise agreement typically lasts for 3 to 5 years.

CONTACT DETAILS

- Website: www.rbx.com.ph
- Email: contact@rbx.com.ph

FROTEA

Frotea, a Palawan-born beverage franchise, is known for its delightful and affordable milk tea and frozen yogurt, offers exciting franchise opportunities in the Philippines.



FRANCHISE FEE: Ranges from Php 80,000 to Php 150,000.

TOTAL CAPITAL INVESTMENT: Php 260,000 to Php 3.5 million This includes the franchise fee, kiosk/store setup, equipment, initial inventory, and working capital.

FRANCHISE PACKAGES

While Frotea doesn't explicitly list packages on its website, it likely offers options to suit different needs and budgets. Here are some possibilities:

- **Mall Stall** - Ideal for high-traffic areas within malls.
- **Kiosk** - Designed for locations outside malls with moderate foot traffic.
- **In-Line Store** - Suitable for high-traffic areas with seating space.

CONTACT DETAILS

- Website: www.frotea.ph
- Email: Froteaphilippines@yahoo.com

MASTER SIOMAI

Master Siomai is a well-established Filipino franchise known for its delicious and affordable siomai and other Chinese-inspired street food.



CAPITAL INVESTMENT: Php 280,000 to Php 3.5 million

FRANCHISE FEES: Php 200,000 to Php 500,000

FRANCHISE INCLUSIONS: (May Vary by Package)

FRANCHISE LICENSE: Operates under the Master Siomai brand name and logo.

FOOD CART/KIOSK CONSTRUCTION (FOR CARTS AND KIOSKS): Assistance in securing a location (for carts) or construction (for kiosks/restaurants).

EQUIPMENT: includes a steamer, display case, freezers, and basic kitchenware specific to siomai preparation.

INITIAL INVENTORY: Starting stock of frozen siomai, dipping sauces, packaging materials, and other supplies.

TRAINING: Training for you and your staff on siomai preparation, operations, customer service, and maintaining hygiene standards.

FRANCHISE TERM AND RENEWAL

- The franchise agreement typically lasts for 5 years.
- Renewal is possible for another 5 years
- Getting Started with a Master Siomai Franchise

CONTACT DETAILS:

- Website: mastersiomai.com
- Email: inquiry@mastersiomai.ph

SHAWARMA SHACK

Shawarma Shack, a well-known Filipino brand known for its delicious and affordable shawarma wraps, offers exciting franchise opportunities in the Philippines. Here's a breakdown of what you can expect:



FRANCHISE FEE: Php 300,000

CAPITAL INVESTMENT: Php 850,000

FRANCHISE PACKAGES AND INCLUSIONS

Shawarma Shack offers various franchise packages, each with inclusions tailored to the type of outlet:

1. Mall Cart: Ideal for high-traffic areas within malls.

Inclusions:

- Franchise License to operate under the Shawarma Shack brand name and logo.
- Assistance in securing a mall kiosk location. Cart construction and set-up.
- Training for you and your staff on shawarma preparation, operations, and customer service.
- Opening inventory of ingredients and packaging materials.

2. Non-Mall Cart: Designed for locations outside malls with moderate foot traffic.

Inclusions:

- Slightly lower franchise fee due to less premium location.
- Different cart designs suitable for non-mall locations.

3. In-Line Store: Suitable for high-traffic areas with seating space.

Inclusions:

- Larger space compared to carts for dine-in service.
- Additional equipment for dine-in operations (tables, chairs, etc.).
- Additional staff training for dine-in service.

ADDITIONAL COSTS (NOT INCLUDED IN FRANCHISE FEE)

- Rental costs for your kiosk/restaurant space. This can vary significantly depending on the location.
- Permits and licenses to operate your business.
- Security deposit (may be required by the lessor).
- Ongoing supplies and inventory costs for shawarma ingredients, packaging materials, and other supplies.
- Utilities and other operating expenses.

FRANCHISE TERM AND RENEWAL

The franchise agreement typically lasts for 3 years. Renewal is possible for another 3 years.

CONTACT DETAILS:

- Website: www.shawarmashack.ph
- Email: customer@shawarmashack.ph

GRAINSMART

Grainsmart, a leading rice retailer and franchisor in the Philippines, offers opportunities for entrepreneurs to venture into the rice retailing industry.



FRANCHISE FEE: Php 200,000 to Php 336,000 depending on the chosen package size and location.

TOTAL CAPITAL INVESTMENT: Php 298,000 to Php 2.2 million depending on the package, store size, and equipment needs

FRANCHISE PACKAGES

- **Small Sari-Sari Store format** - Ideal for smaller communities with limited space, focusing primarily on rice sales.
- **Medium Sari-Sari Store format** - Offers more space for additional grocery items alongside rice.
- **Large Sari-Sari Store format** - Suitable for high-traffic areas with a wider selection of rice and grocery products.

CONTACT DETAILS:

- Website: www.grainsmart.co
- Email: customercare@grainsmart.co

TAPAWARMA

Tapawarma Inc., the leading "tapa-on-the-go" company in the Philippines, offers franchise opportunities for entrepreneurs looking to venture into the affordable Filipino breakfast and rice meal market.



FRANCHISE FEE: Php 99,000 - Php 336,000

TOTAL CAPITAL INVESTMENT: Php 350,000 - Php 2.2 million

This capital investment range considers factors like:

- Franchise Fee
- Kiosk/Store Construction or Cart Set-up Costs
- Equipment (depending on the package)
- Initial Inventory
- Permits and Licenses
- Security Deposit (for rent)

FRANCHISE PACKAGES

- **Cart Franchise** - Ideal for high-traffic areas with limited space, like malls or public markets.
- **Kiosk Franchise** - Designed for locations with moderate foot traffic, offering a slightly larger setup compared to carts.
- **In-Line Store Franchise** - Suitable for high-traffic areas with seating space, providing a dine-in option for customers.

CONTACT DETAILS

- Website: www.tapawarma.com
- Email: tapawarma.ph@gmail.com

Sources:

iFranchisePhilippines. Retrieved from *ifranchise.ph*

MoneyMax. Retrieved from *moneymax.ph*

PhilippineFranchiseAssociation. Retrieved from *pfa.org.ph*