

FRANCHISE NOW!

Interested? Contact Us!

We'd love to hear from you. Join our growing Waffle Time family Today!

ILOILO HEAD OFFICE
DOOR 5, Q.H.P Bldg., Arsenal St.,
Iloilo City, PH 5000

Mobile #: (+63) 933 851 3988
Franchise Inquiry: (+63) 933 851 3988
Email: Iloilo.franchise@waffletime.com

MANILA
#69 C. Raymundo Avenue,
Brgy. Caniogan, Pasig City, PH 1606

Tel #: (02) 8477 2468
Mobile #: (+63) 933 851 4522
Email: franchise.manila@waffletime.ph

CEBU
31-0 La Guardia Extension, Salinas Drive
Lahug, Cebu City, PH600

Tel #: (032) 256 6105
Mobile #: (+63) 933 851 3980
Email: Cebu.franchise@waffletime.com

CAGAYAN DE ORO
Salcedo Village Rd., Zone 7 Kauswagan Highway
Cagayan De Oro, PH 9000

Mobile #: (+63) 916 833 4878
Email: CDO.franchise@waffletime.com

DAVAO
32B Mariner St., Doña Vicenta Village
Davao City, PH 8000

Mobile #: (+63) 946 304 9400
Email: Davao.franchise@waffletime.com

WAFFLE TIME FRANCHISE PACKAGE



Trade Name	: Waffle Time
Nature of Business	:Refreshment Stands, Kiosks and Counters
Purpose of Business	:To manufacture, process & sell waffles
Package Cost	:P400,000.00 net of tax
Security Deposit	:P50,000.00 – refundable upon expiration of the Franchise Agreement with no interest
Location Franchise	:Franchisee's Account
Duration	:Three (3) years
Renewal Fee	:P50,000.00
Space Requirement	:2mx2m square meters
Cart Dimensions	:1.8mx0.75mx2.10m (L x W x H)



Franchise Package FAQs

Q: How much is the total cost of the Franchise Package?
A: Total Franchise Package is Php 400,000

Q: What comes with the package?
A: The Franchise Package includes the following: Franchise Fee, Cart and Equipment Training, Orientation & crew uniform worth 5K of stocks

Q: Does Waffle Time require any Security Deposit?
A: Waffle Time requires a Php 50,000 security deposit, which should be paid before actual opening.

Q: Does Waffle Time provide manpower?
A: The franchisee will be the one to hire their personnel. However, Waffle Time will screen and train them at no cost

Q: Is there any royalty fee?
A: There is no royalty fee.

Q: What is the minimum space requirement?
A: Minimum space requirement is 2m x 2m or 4 square meters

Q: What is the expected ROI?
A: ROI will depend on the sales performance and the operational cost of the outlet. On average, ROI is around 6 to 12 months.

Q: Does Waffle Time provide a location?
A: The franchisee shall look for its own location.



Q: What are the other franchise expenditures?
A: Other franchise expenditures are the following

- Cost of site improvements and renovations
- Site security deposits, rental and other advances
- Cost of business permits and licenses
- Refrigerator / back cabinets
- Replenishment of stocks (for Pick up)

Q: Is there any fee that needs to be paid for the processing of the franchise application?
A: Upon verification of the site, Waffle Time will require a Php 5,000 processing fee. This is non- refundable but is deductible from the total franchise package.

Q: What are the qualifications for a franchise applicant?
A: An applicant for franchise should:

- ✔ Be an entrepreneur who has a strong desire to succeed.
- ✔ Has the commitment to manage and willing to give full attention to be the day-to-day operations of the franchise outlet.
- ✔ Be dedicated and shares the Waffle Time vision.
- ✔ Be willing to undergo training and performance evaluation programs on the Waffle time system.
- ✔ Be financially capable.

Q: How long does it take for the processing of application for franchise before we can open an outlet.
A: If the proposed location has been evaluated and accepted, and the application for franchise has been granted, the store can be opened in thirty to forty (30-40) days. This it to make sure that their outlet service crew has completed the necessary training.

Package Inclusions



1. Use of the Waffle Time Trade Name & Marks
    a. The franchisee is given the privilege to sell Waffle Time products using the Waffle Time trade name and trademark during the duration of the franchise contract.

2. Business Operations System
    a. The franchisee will use the business operations system developed by Waffle Time, Inc. to run its outlet smoothly and profitably.
    b. The business operations systems include:
        i. Outlet operation – furniture, equipment & tools, procedures, products, quality standards, food safety practices, workplace safety, and handling customer complaints
        ii. Outlet accounting – daily sales report, inventories, P&L statement format
    c. Initial training of franchisee's prospective personnel and the franchisee is free of charge; additional training of the franchisee's personnel is for the franchisee's account.

3. Mobilization Set-up
    a. Within the six cities where Waffle Time's head office is located (Metro Manila, Iloilo City, Cebu City, Cagayan de Oro City, and Davao City), as franchisor, Waffle Time, Inc. delivers carts, equipment, and small wares to the franchisee's outlet location free of charge.
    b. For franchise outlets located outside the cities where the Waffle Time head office is, delivery of cart, equipment, and small wares to the franchised outlet is on the account of the franchisee.
    c. Setting up of carts follows the above condition.

4. Cart and Signage
    a. A well-designed and attractively made brand-new cart is provided to the franchisee. This includes the familiar Waffle Time signage.
    b. All our carts are thoroughly inspected for quality workmanship before shipped out.

5. Equipment and Small Wares
    a. The franchise comes with a waffle baker, a food warmer, and small wares needed for preparing waffles.
    b. The franchisee shall provide a refrigerator used for the storage of fillings.
    c. The ice tea dispenser is on loan and will be returned upon expiration of the franchise agreement.

6. Marketing Support
    a. Marketing collaterals, which include one (1) specially designed streamer and bundles of flyers, are provided for free to the franchisee before opening.
    b. These specially designed marketing collaterals bring awareness and help promote business in new areas.
    c. Design consultancy and conceptualization for customized marketing stuff are free. However, additional and customized marketing stuff is for the franchisee's account.

Package Inclusions





7. Operational and Technical Support
   a. In line with our never-ending drive to provide our customers with the highest possible quality products and services, regular and periodic outlet quality compliance audits are conducted by well-trained Waffle Time supervisors.
   b. Not only do the Waffle Time supervisors do quality audits, but they also determine the specific needs of each outlet and address problems that may arise from day-to-day operations.
   c. Waffle Time's continuous research and development efforts aim to upgrade and improve both the products and waffle business.

Supplies:

- To control the quality of the product, all supplies are purchased from the nearest Waffle Time commissary.
- These supplies include all raw materials used in product preparation and all packaging materials. These supplies are for pick up.
- Supplies purchased at Waffle Time commissary are for Franchisee’s account and paid with a dated check on the same day the order is picked up.

Contract Duration:

- Three (3) years upon signing of contract
- Franchise agreement between Waffle Time, Inc and its franchisee is valid for a period of three years upon signing of contract.
- Franchisee may renew the agreement upon mutual agreement with the franchisor on the same terms and conditions as the first contract.
- Franchisor reserves the right to terminate a franchise agreement before expiration should the franchisee is found to be in violation of the stipulations of the Franchise Agreement.

Other Franchise Expenditures:

- Cost of site improvements or renovations
- Site security deposits, rentals and other advance payments
- Cost of business/government permits & licenses
- Training allowance or salary of prospective crews o Utilities – electricity/power, water, etc.



APPLICATION PROCEDURE

1. Send us an inquiry via email at customerservice@waffletime.com.

2. Submit the application to the Franchise Officer or Area Manager, together with the following:
   - oFranchise Application Form with two (2) 2x2 photo
   - oSketch map of the proposed outlet location
   - oLetter of Intent indicating the complete address of the target site

3. Upon submission, a one-on-one interview will be conducted with the Franchise Officer or Area Manager.

4. The proposed location will be inspected by the Franchise Field Supervisor.

5. The applicant will receive feedback on whether the application has been approved or disapproved within one (1) week from the submission of the franchise application.

6. Once the application has been approved, the following documents will be required:
   - oDTI Registration
   - oNBI Clearance
   - oBank Certificate
   - oProcessing fee of ₱5,000.00

7. Review and signing of the Franchise Agreement.

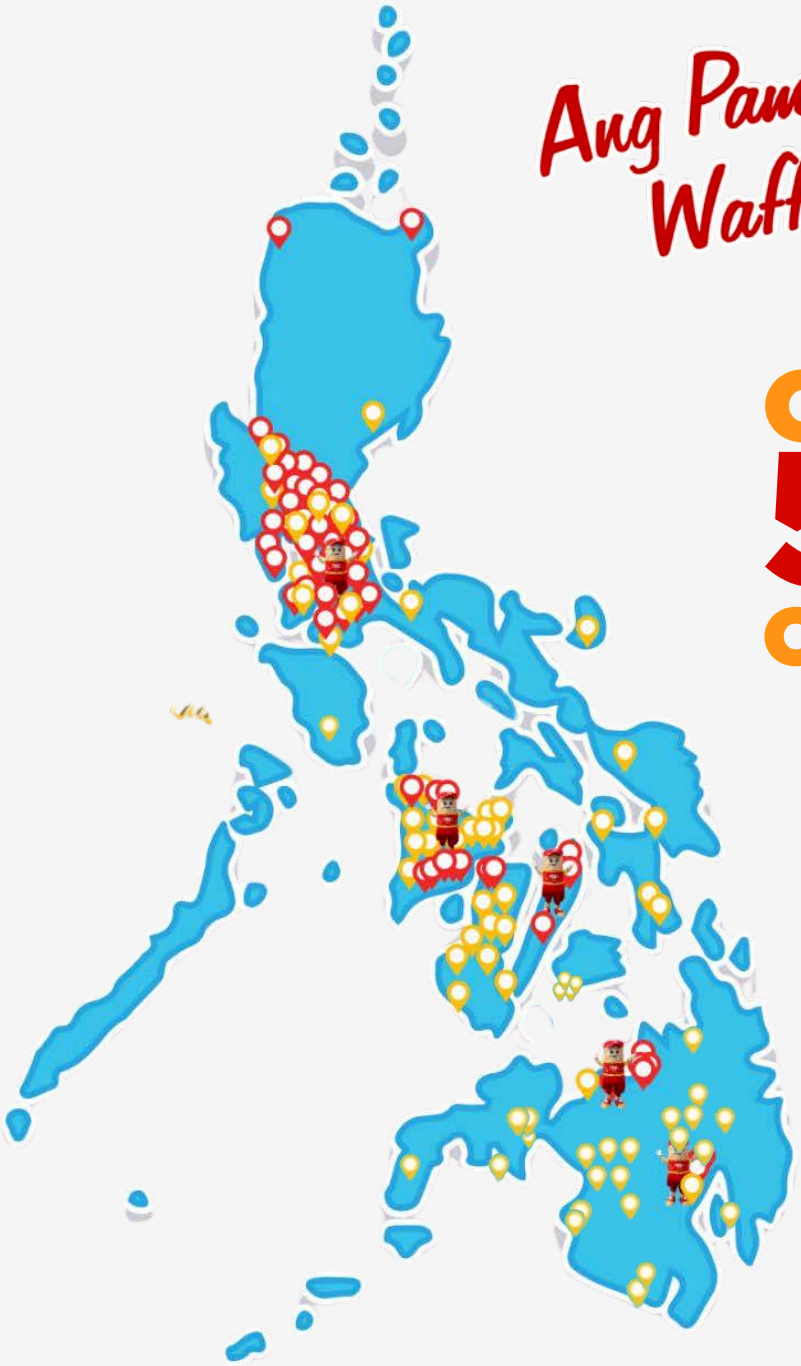
8. Payment of fifty percent (50%) of the franchise fee.

9. Training and orientation on outlet operations for both the franchisee and prospective crew members.

10. Full payment of the remaining franchise fee, security deposit, and initial stocks.
    - oThe ₱5,000.00 processing fee is deductible from the total franchise package cost, but is non-refundable should the application be denied by the company for any reason.

11. Grand opening of the franchise outlet.

Ang Pambansang Waffle ng Pilipinas



over 500+ outlet



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MAIN OFFICE: Door 4, QHP Building, Arsenal St., Iloilo City
TELEPHONE: 33-373051
FAX: 33-3350026

MANILA OFFICE: 69-C Raymundo Ave., Brgy. Caniogan, Pasig City
TELEPHONE: 02-84772468
E-MAIL: customerservice@waffletime.com