



*Hunter*<sup>™</sup>  
TRADITION

*FRANCHISE OPPORTUNITY PRESENTATION*

# ABOUT US

Hunter Tradition, founded in 2016 by Carlo Villamin, offers custom leather watch straps in the Philippines. Started with bazaars, they now serve hundreds of watch enthusiasts every month.

Carlo, together with his wife Melanie and the team headed by senior craftsman Balbert Loyang, started making custom leather strap in bazaars. Their quality work and dedication to the craft quickly gained popularity, and soon they expanded to malls and online services.



# *MISSION AND VISION*

## *MISSION*

Crafting heritage and excellence. Our mission at Hunter Tradition is to deliver the finest handmade custom leather watch straps in the Philippines. By preserving and sharing the lost tradition of local leather craftsmanship, we pay homage to our culture and empower our fellow Filipinos. With an eye towards the global market, we aim to create appreciation and leave a lasting impact worldwide.

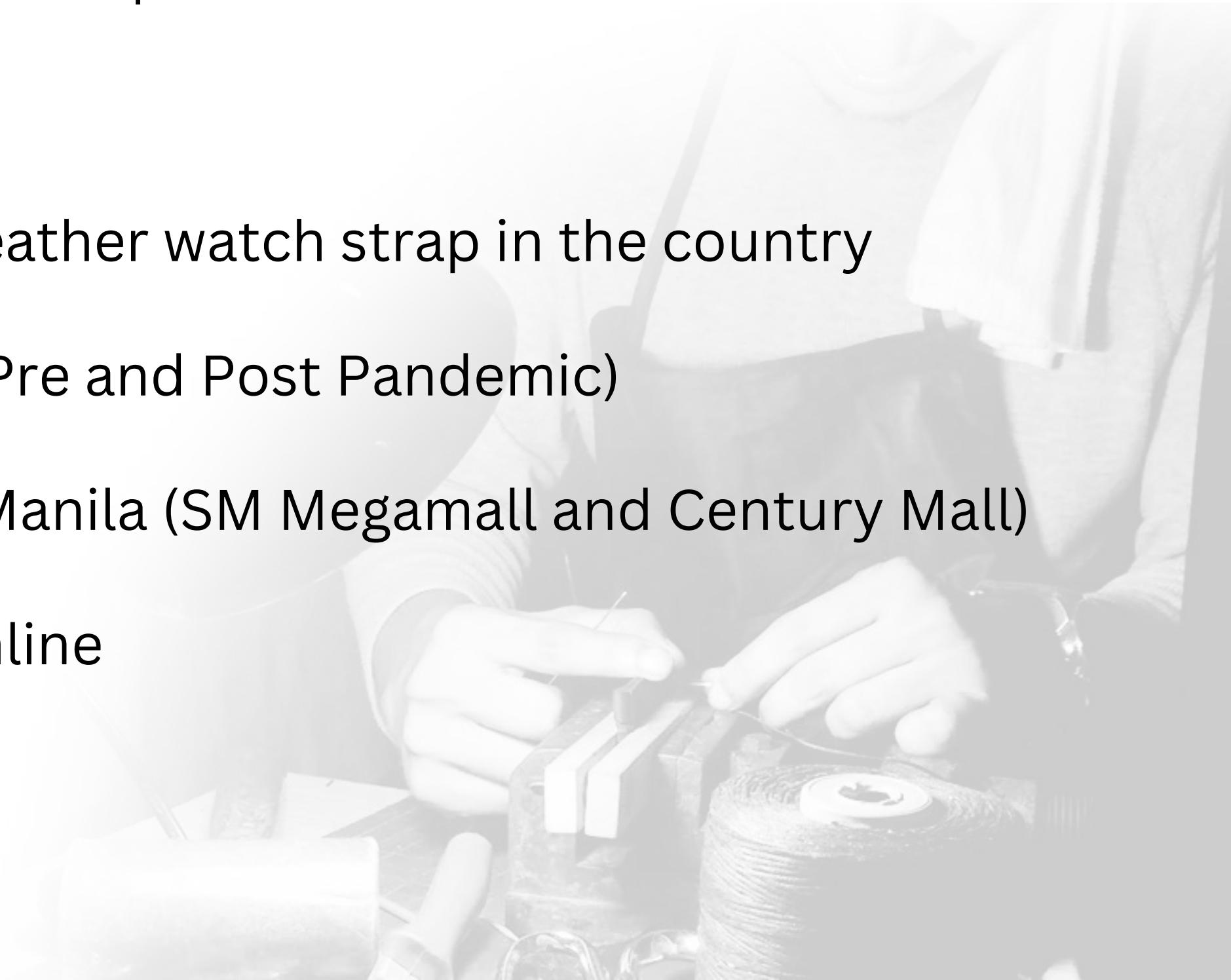
## *VISION*

Hunter Tradition envisions being a renowned symbol of heritage and excellence in the custom leather watch strap industry. By preserving and elevating the rich tradition of local craftsmanship, we aim to become a global force, captivating enthusiasts worldwide. Our vision is to inspire appreciation for our cultural heritage, empower our community, and leave an indelible mark of artistry and distinction on the global stage.



# *MILESTONES*

- ✿ Over 20,000 custom leather watch strap sold
- ✿ Over 27,000 Facebook followers
- ✿ The only full service customized leather watch strap in the country
- ✿ In business operation since 2016 (Pre and Post Pandemic)
- ✿ With two main branches in Metro Manila (SM Megamall and Century Mall)
- ✿ As featured in Esquire magazine online



# *WHY HUNTER TRADITION IS THE RIGHT FRANCHISE OPPORTUNITY*



## *Strong Brand Identity and Unique Offerings*



## *Ideal for Millennial Consumers*



## *Proven Track Record and Growth Potential*

- Hunter Tradition is a leading franchise opportunity in the customized leather strap industry in the Philippines.
- The brand is known for its traditional craftsmanship and high-quality products.
- Hunter Tradition offers customizable watch straps and accessories, giving it a unique selling point.
- The franchise has a track record of success and is profitable.
- Franchisees receive comprehensive training, marketing assistance, and operational guidance.
- The premium leather goods market is growing, with increasing demand for quality and individuality.
- Investing in a Hunter Tradition franchise promises a prosperous venture in this flourishing market.

# STORE CONCEPT

Hunter Tradition Store is a haven for those who appreciate the artistry and allure of bygone eras where craftsmanship takes center stage. Its rugged yet elegant atmosphere creates a timeless experience. From the weathered wooden facade to the meticulously curated displays, the store exudes nostalgia and tells stories of intrepid explorers and noble huntsmen. The fusion of raw masculinity and refined sophistication captures the essence of the hunt, celebrating tradition and enduring beauty. It is a sanctuary where time stands still, inviting connoisseurs of authenticity to embark on a pilgrimage and take home a piece of history, honoring the pursuit of excellence in every item.





# *WE CRAFT FOR THESE BRANDS*

  
**ROLEX**

PANERAI

  
**OMEGA**

  
**BREITLING**  
1884

**IWC**  
SCHAFFHAUSEN

**LONGINES®**  


**ORIS**  
HÖLSTEIN 1904

**SEIKO**

Bell & Ross

  
**TUDOR**

  
**HEUER**

  
**TISSOT**

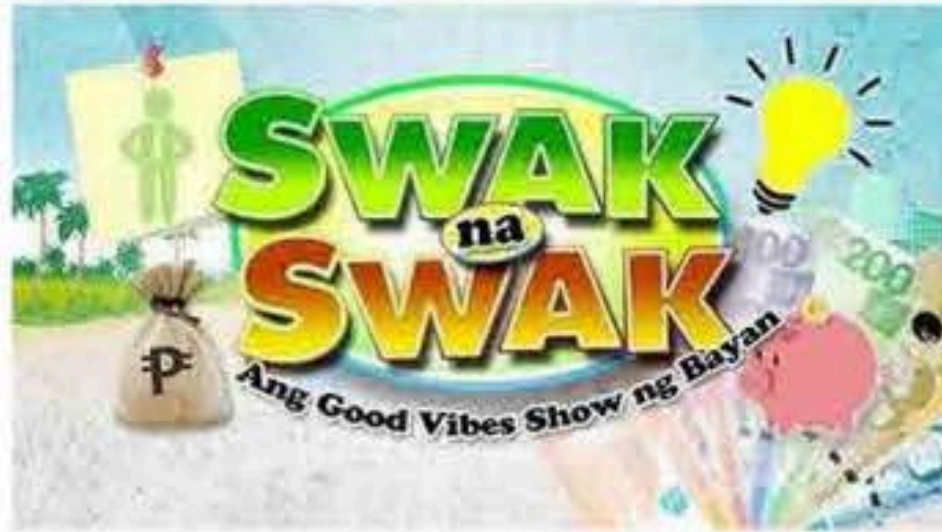
  
**TW STEEL**

 **WATCH**

  
**PATEK PHILIPPE**  
GENEVE

*and more...*

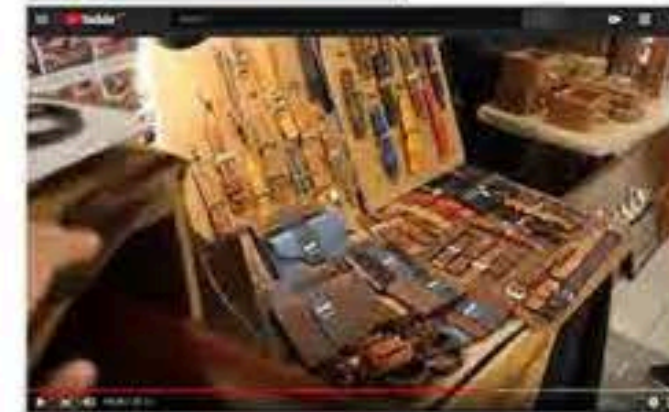




Featured Business in “**Kabuhayang Swak na Swak**” TV Show in ABS-CBN



Visited by **Mikey Bustos** and vlogged during a bazaar event



Featured Business in a lifestyle TV Show “**Home Base Plus**” in GMA 7







## Proudly Philippine Made Personalized Apple Watch Straps

(*Manila, Philippines*) – I recently got my own Apple Watch Series 3 and I'm totally loving it. Although it doesn't have the sleep tracker present at Fitbit, the fact that the watch can be synchronized with my iPhone X made it one of my favorite wearable gadgets.



HOME MAKER'S MARKET AT PARKMALL IN CEBU NEWS MEET THE MAKERS

Meet the Makers: Melanie, Bernard, Carlo and James of Hunter Tradition



The search for the perfect leather strap for your treasured old or new watch was over. Just ask Carlo, James, Bernard and Melanie of Hunter Tradition.

After a long search for the perfect leather strap for your treasured old or new watch, you've found it. Just ask Carlo, James, Bernard and Melanie of Hunter Tradition. They are the makers of the perfect leather strap for your treasured old or new watch. They are the makers of the perfect leather strap for your treasured old or new watch. They are the makers of the perfect leather strap for your treasured old or new watch.

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## From Rolex to Apple watches, These Custom PH-Made Leather Straps Will Jazz Up Your Timepiece

From Rolex to Apple watches, These Custom PH-Made Leather Straps Will Jazz Up Your Timepiece

By [Author Name]



And, of course, the excellent skills of their craftsmen are sure to deliver. "Our culture of being meticulous when it comes to making our leather watch straps is the very backbone of our service," Carlo says. "We actually have a client who's a luxury watch collector and has already bought 20 watch straps from us."

*Hunter Tradition is at Venice Piazza, McKinley Hill, Taguig City.*







**Quezon City Branch**  
G/F The Block, SM North Edsa



**Makati Branch**  
G/F Century Mall, Makati



**Mandaluyong Branch**  
4/F Fashion Hall  
SM Megamall



**Estancia Mall**  
Ortigas Center, Mandaluyong



**Nuvali**  
Lakeside Grounds, Sta. Rosa



**Central Square**  
BGC



**The Podium**  
Ortigas Center, Mandaluyong



**Discovery Bay**  
Hong Kong



## The MARKET

Though our creations appeal to upmarket, we also want to extend the benefits and beauty of our brand to general customers to gain wider market share.

Thus far, most of our customers are watch collectors who are foremost driving factor that prop up our revenues.

They have the ardent interest and discriminating taste in anything-quality for their watch to keep up with their high style.

This niche market finds through us the customized solution to their needs for straps according to the styl and size they want.

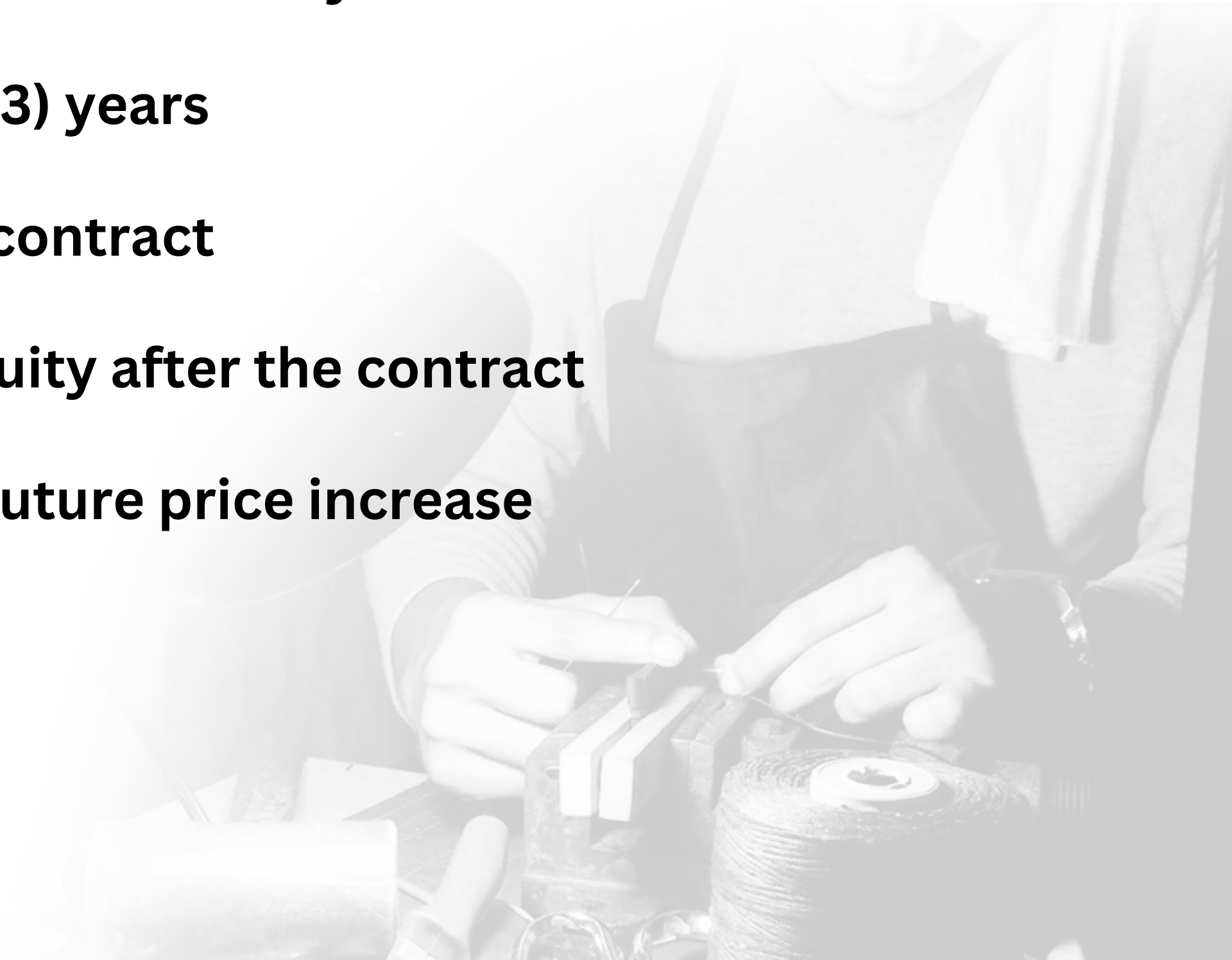
Owners of such luxury timepieces comes to us for tailor-made straps that fits their status and lifestyle.





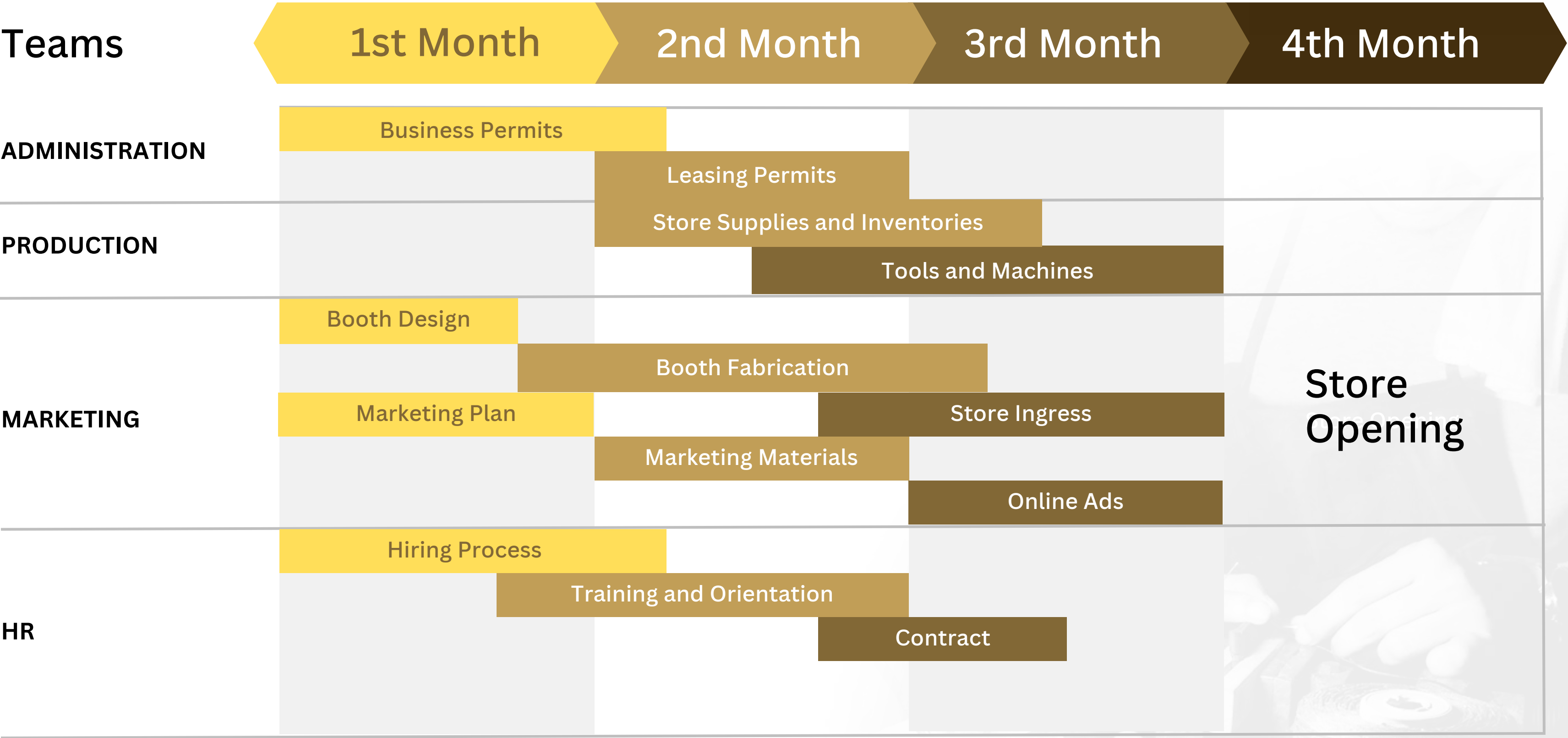
# *FRANCHISE FEATURES*

- ✓ **Our team will handle the store operations for you**
- ✓ **Renewable contract every three (3) years**
- ✓ **Option to sell the store after the contract**
- ✓ **Option to convert the store to equity after the contract**
- ✓ **Equity shares have potential for future price increase**
- ✓ **Monthly store profit reporting**





# TURNKEY TIMELINE



# HOW MUCH CAN I MAKE?

*AUV's: Php 2,133,850 to Php 4,238,525\**  
*( For the current two 2 stores )*

\* The mentioned revenue figures have been achieved by some store branches. Your individual results may vary, and we cannot guarantee that you will earn the same amount. We do not make any representations about the future financial performance of franchisees or the past performance of company-owned or franchised outlets, and we do not authorize our employees or representatives to make such representations. However, if you are considering the purchase of an existing outlet, we may provide you with the actual records of that specific outlet. If you receive any other financial performance information or income projections, please report it to the franchisor's management. Upon reasonable request, we will provide written substantiation of the data used to prepare these sales figures. For further information, please send email at [info@hunter-leadition.com](mailto:info@hunter-leadition.com)





# INVESTMENT RANGE

*Turnkey Cost: Php 1,000,000*

*Franchise Fee: Php 500,000*

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# RETURN OF INVESTMENT

It is estimated that it will take around 14.12 months to achieve the Return on Investment (ROI)

Average Revenue	3,186,188.75 PHP
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Average Net Profit per Year	1,274,475 PHP
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ROI = Net Profit per Year / Total Investment
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1,274,475 / 1,000,000	1.274 ROI
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12 months (1 year) / 1.274 (ROI)	9.413 months
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# *AVAILABLE LOCATIONS*

Franchisees have the freedom to choose the perfect location for their Hunter Tradition franchise store, ensuring maximum visibility and accessibility. With a wide range of options, they can strategically position their store to attract customers and capitalize on their local market.





Where the city's heart beats.

FILINVEST

Lifemalls

fora

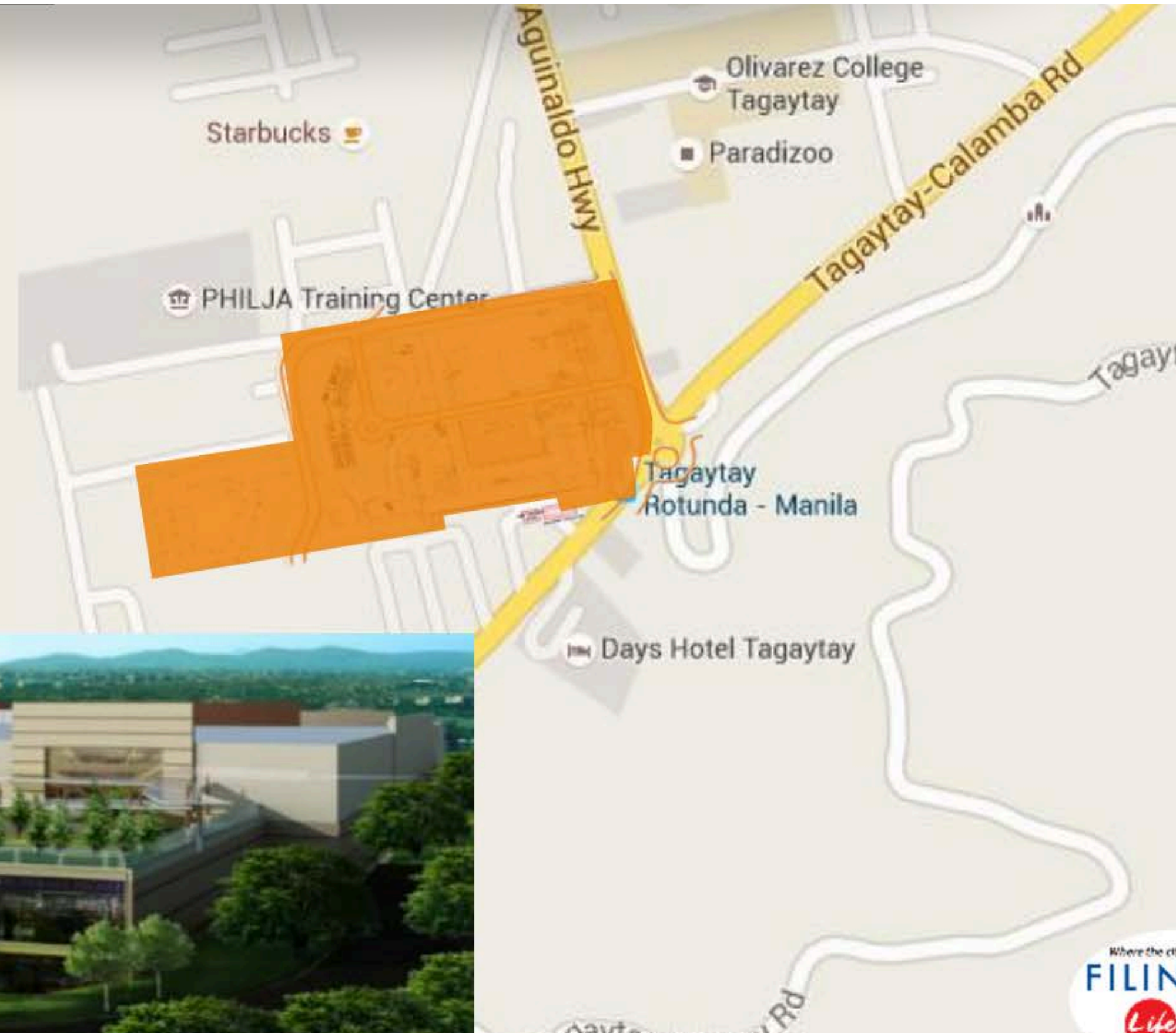




## FILINVEST FORA MALL TAGAYTAY

### "THE FIRST REGIONAL MALL IN TAGAYTAY"

- WITHIN A MIXED USE DEVELOPMENT OF CONDOMINIUMS AND CONDOTELS AND HOSPITAL
- SEATED ON A 2-HECTARE PROPERTY
- COMBINED MODERN ARCHITECTURE AND LANDSCAPED OPEN SPACES
- FEATURING A BOTANICAL FOREST GARDEN, THE CENTERPIECE AMPITHEATER, CANOPY WALKS AND CONVENTION CENTER
- 3-LEVEL STRUCTURE WITH A HYPERMARKET AND 4 CINEMAS (THE FIRST IN THE AREA)
- OPENED: NOVEMBER 2017





# FILINVEST FORA MALL TAGAYTAY



**FORA MALL FAÇADE FACING ROTUNDA**





*Hunter*<sup>TM</sup>  
TRADITION

SM BACCOOR











**PROPOSED AREA**











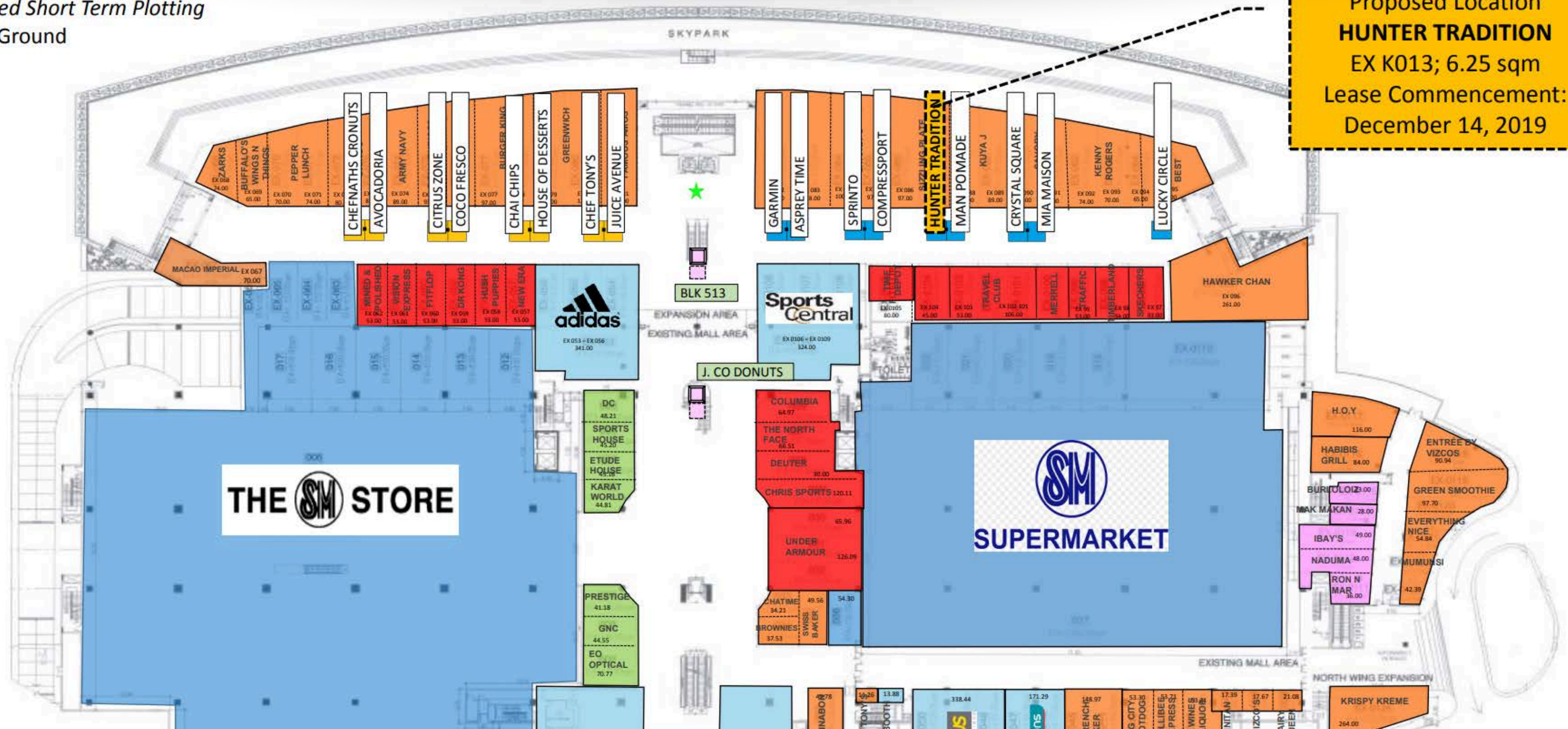






**SM CITY BAGUIO EXPANSION**  
Proposed Short Term Plotting  
Lower Ground

Proposed Location  
**HUNTER TRADITION**  
EX K013; 6.25 sqm  
Lease Commencement:  
December 14, 2019





*Hunter*<sup>TM</sup>  
TRADITION

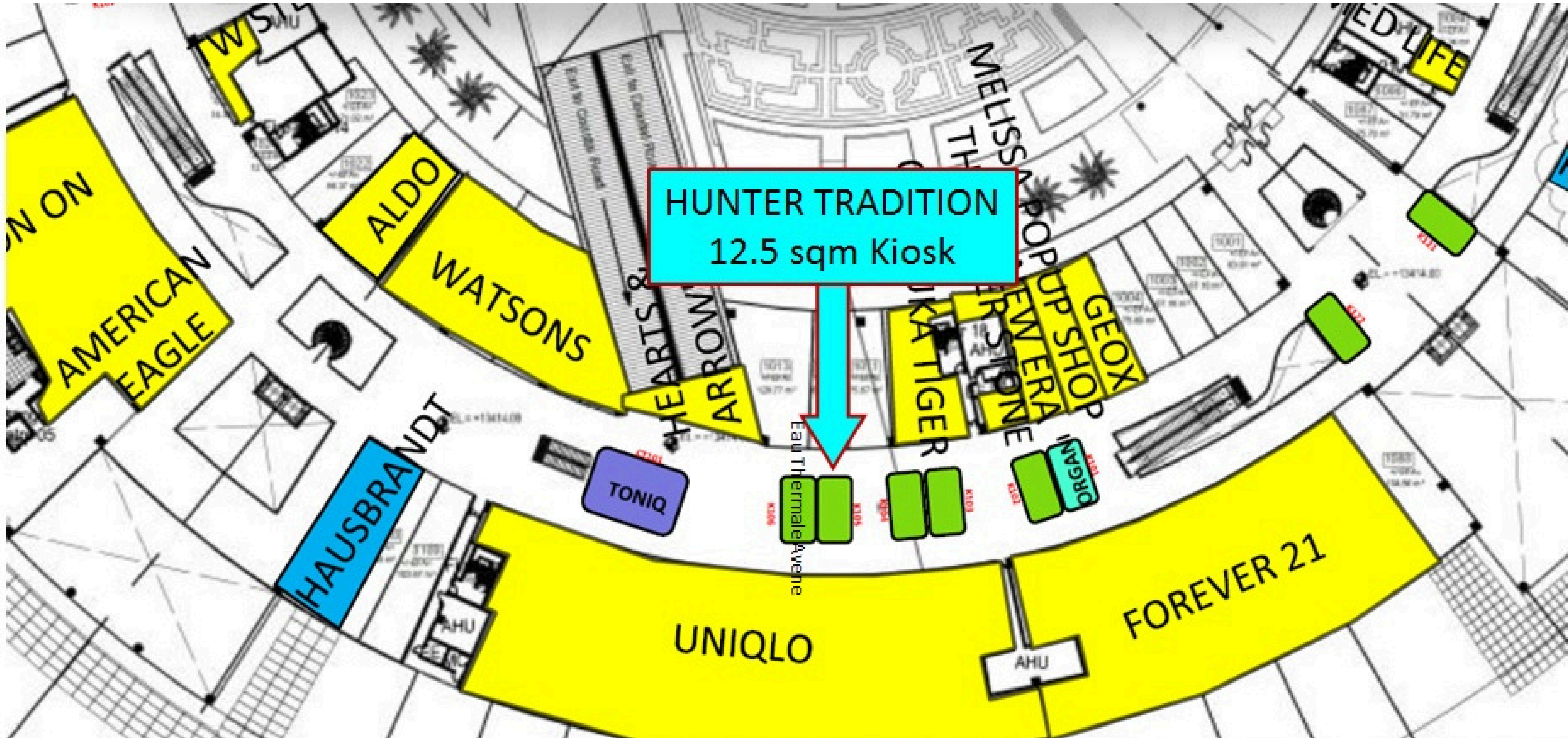
SM SEASIDE CEBU















## SM FAIRVIEW EXPANSION









## Mall Features: Anchors

With Supermarket and Hypermarket  
more 10,000sqm each



❑ The **#1** Supermarket  
Nationwide in terms of  
gross sales.



❑ Hypermarket registering the  
**biggest** growth Nationwide  
in terms of sales



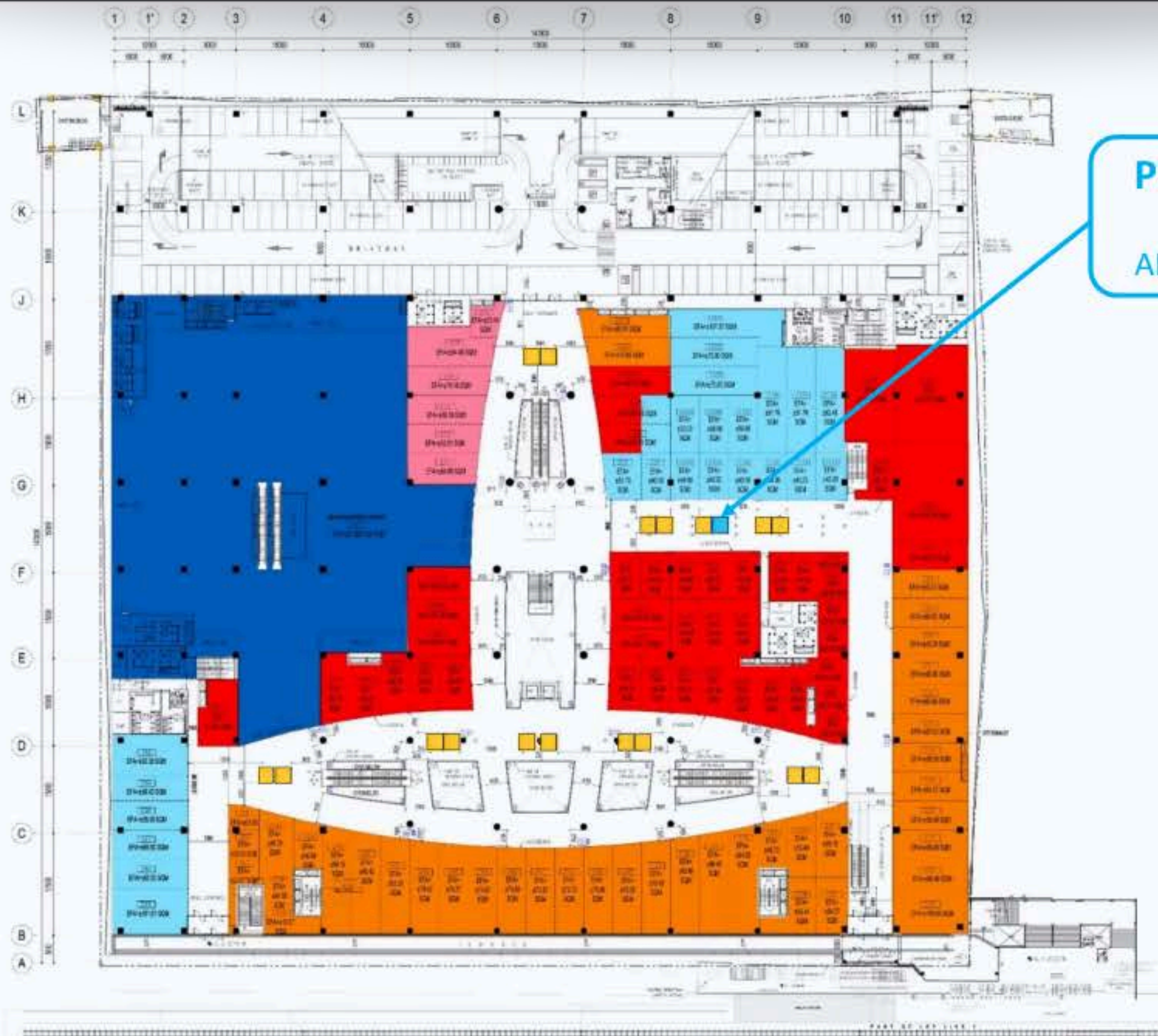








# SM GRAND CENTRAL



**PROPOSED AREA**  
LOC CODE: K 206  
AREA SIZE: 6.25 sq.m.

SHORT TERM LEGEND:	
	KIOSKS (2.50M x 5.00M)
	KIOSKS (2.50M x 2.50M)
	EXHIBIT / SALE KIOSKS (5.00M x 1.00M) (3.00M x 3.00M) (2.50M x 2.50M)
	CARTS
	ELECTRICAL PROVISION
	ELECTRICAL PROVISION (SHADING)
	NEUTRAL PIER
	ADBOX
	EMERGENCY LIGHTS
	COUNTER UNDER ESCALATOR W/ ELECTRICAL AND PLUMBING
	CONVENIENCE OUTLET
	WALL DIRECTORY



***Hunter***<sup>TM</sup>  
TRADITION

**SM MANILA**





**Hunter**<sup>TM</sup>  
TRADITION

SM MANILA





## LIST OF HOTELS

- A. Diamond Hotel – 1.7km
- B. Manila Hotel – approx. 1km
- C. Pan Pacific Hotel – 1.7km
- D. Bayview Park Hotel Manila – approx. 1.3km
- E. Century Park Hotel – 3km
- F. Best Western Hotel La Corona – approx. 1.4km
- G. Waterfront Manila Pavilion Hotel – approx. 1.1km
- H. Hotel Kimberly – approx. 1.4km
- I. The Corporate Inn Hotel Manila – approx. 1km
- J. Oasis Park Hotel- approx. 1km
- K. Manila Grand Opera Hotel – approx. 1.5km
- L. Hyatt Hotel and Casino – approx. 1.7km
- M. The Pearl Hotel – 1.2km
- N. Aloha Hotel Malate – approx. 2.3km
- O. City Garden Suites – 1km
- P. City State Tower Hotel – approx. 1km
- Q. Executive Plaza Hotel – approx. 2km
- R. Garden Plaza Hotel – 1km
- S. Las Palmas Hotel – 1.5km
- T. Mabini Mansion Hotel – approx. 1km
- U. Manila Manor Hotel – 1.5km
- V. Orchard Garden Suites – 3km









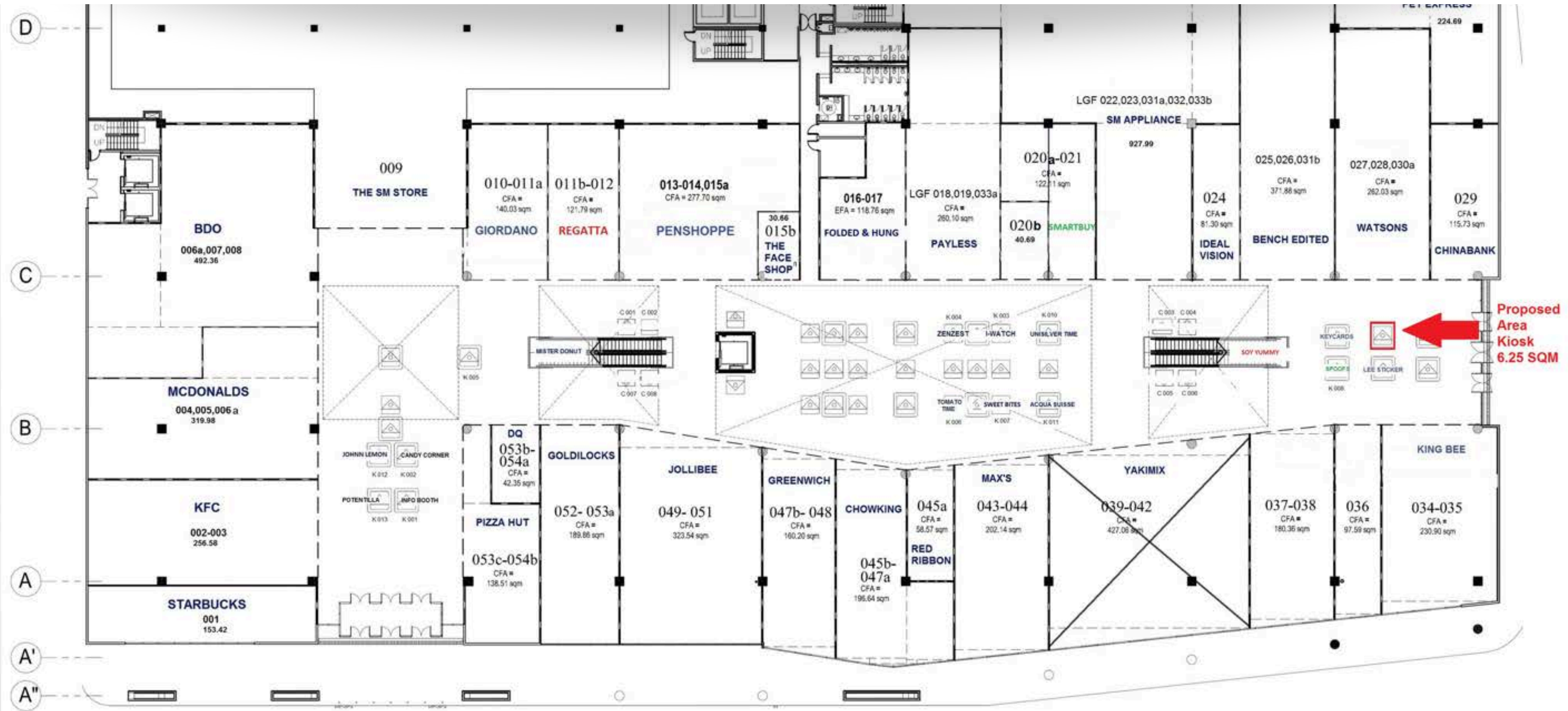




# SM CITY MASINAG









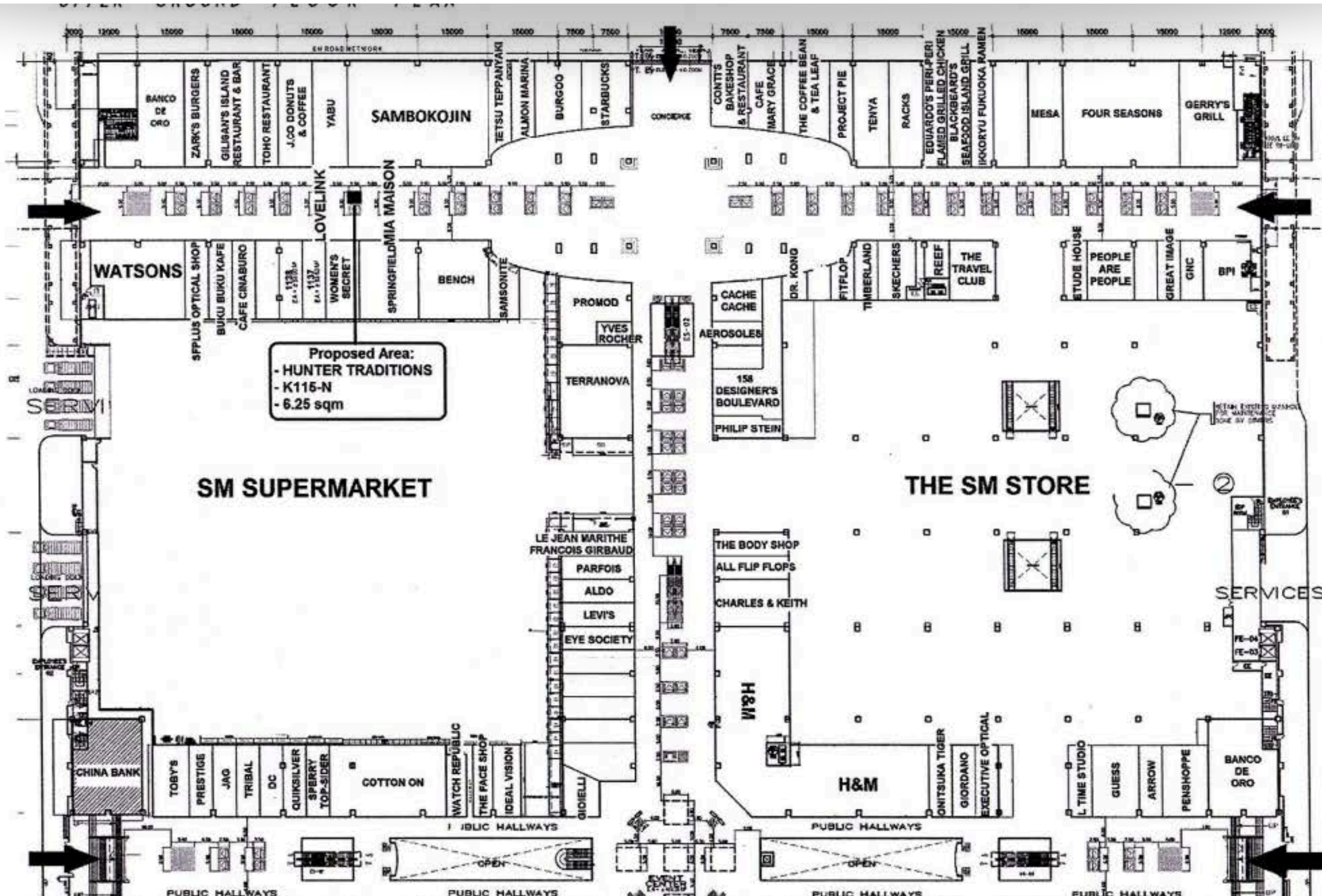








**SOUTH TOWER**  
(BPO & CARPARK BUILDING)





*Hunter*<sup>TM</sup>  
TRADITION

VERTIS NORTH

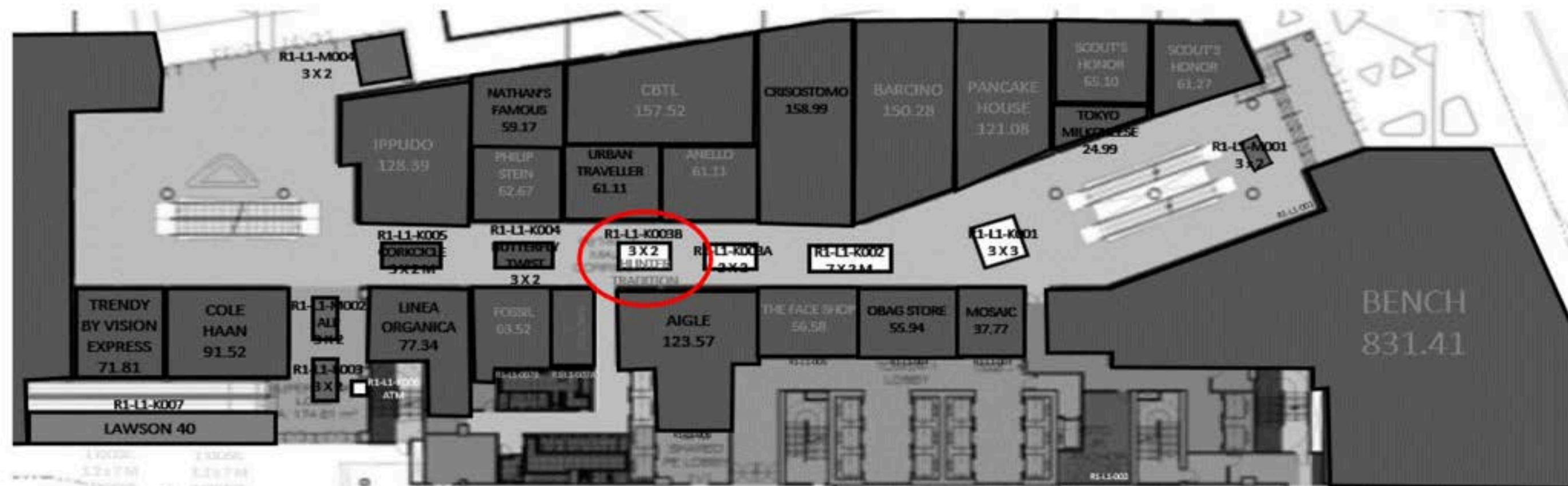








**Ayala Malls**  
VERTIS NORTH





# *STEPS & REQUIREMENTS*

- *Sending of Franchise Agreement (Draft)*
  - *Sending of Franchise Application Form*
- *Fillout Franchise Application Form*
- *Signed Franchise Agreement*
- *Valid ID (Passport, Driver's License, National ID etc.)*
- *Proof of Payment (Bank transaction slip)*
  - *Franchise fee*
  - *Complete store setup cost*
- *Payment should only be made through our corporate account*  
*EIGHTYTWO JAGER LEATHER WORKS CORP.*



# *WE ALSO ACCEPT EQUITY INVESTMENT*

- *Php 400,000 minimum worth of shares*
- *2.5% MONTHLY fixed dividend rate*
- *@ Php 1 per Share*
- *Redeemable after 3 years at current share price*

For more details please email [info@hunter-tradition.com](mailto:info@hunter-tradition.com)





**EIGHTYTWO JAGER LEATHER WORKS CORP.**

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