

FATBRO FRANCHISEE



หม่าป๋อง
เฮียอ้วน

SILOM

Applicant Qualifications

1. Have a thorough understanding of the Franchise Business Model
Able to comply with company policy & regulations stringently
2. Financially capable of investment
3. Must attend & complete FATBRO training program and pass the franchisee examination by FATBRO
4. Passionate about the F&B industry, responsible, driven, and hard-working
5. Speak Thai well enough to communicate with staff and/or customers



Application Form

Apply for a FATBRO Franchise via
www.fatbro.net/application



A Kiosk

- Easy to assemble/disassemble
- For indoor & outdoor
- Light weight
- Suitable for temporary establishments



B Cart

- Easily movable
- Spacious counter & storage spaces
- For outdoor
- Suitable for temporary establishments



C Shop

- Spacious counter & storage
- For indoor & outdoor
- Ideal for longterm establishments

FATBRO



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D Stand Alone

- Spacious counter
- Ideal for longterm

- For outdoor establishments



E Cloud Kitchen

- Ideal for existing kitchen/restaurant
- Business model focusing on deliveries

**FAT
BRO**



Costs & Fees

Shop type	A	B	C	D	E
	฿10,000	฿20,000	฿200,000	฿300,000	-
Design fee	-	-	-	฿5,000	-
Equipment (starter pack)			฿25,000		
Operational fee*			฿5,000		
Franchise fee			฿20,000		
Total (excluding VAT)**	฿60,000	฿70,000	฿250,000	฿355,000	฿50,000

Security deposit***

฿50,000

(Refunded in full after 2 years of business operation)

Royalty + Marketing fee

฿999 per month

Accounting Fee (for food apps.)

฿1,000 per month

Contract duration

3 years (Shop renovation every 3 years)

*Operational fee includes set up fee, new store management training fee, the area survey fee, installation fee, connection fee for food apps such as GrabFOOD Lineman FoodPanda and GoJek.

**The above price is the preliminary estimate. It may change according to the current market conditions without prior notice.

***Security deposit will be refunded in full after 2 years of business operation.

Profit

Foot traffic & Lineman orders (no commission deduction)

Pork skewer at ₱8 wholesale price sold at ₱12 generates a ₱4 Profit

If you can sell 1,500 skewers per day, the monthly profit is ₱180,000

If you can sell 1,000 skewers per day, the monthly profit is ₱120,000

If you can sell 500 skewers per day, the monthly profit is ₱60,000

If you can sell 200 skewers per day, the monthly profit is ₱24,000

GrabFood GoJek and FoodPanda (25% - 30% commission deduction depending on app.)

Pork skewer at ₱8 wholesale price sold at ₱15 generates ₱2.5 - ₱3.5 after deducting commission on various food apps

If you can sell 1,500 skewers per day, the monthly profit is ₱112,500 - ₱157,500

If you can sell 1,000 skewers per day, the monthly profit is ₱75,000 - ₱105,000

If you can sell 500 skewers per day, the monthly profit is ₱37,500 - ₱52,500

If you can sell 200 skewers per day, the monthly profit is ₱15,000 - ₱21,000

Not including profits from sticky rice and dipping sauce.

Rent & staff costs not yet considered.

Franchisee Procedures

FATBRO



- 1** Apply for a FATBRO Franchise via www.fatbro.net/application
- 2** Approach the selection process
- 3** Recieve a confirmation email
- 4** Training program begins
- 5** Sign Franchisee Agreement
- 6** Start managing your new FATBRO store

Important Information 1/2

1. Interested investors will propose their selling areas for FATBRO to consider. In this regard, investors are prohibited from entering into a lease agreement with the landlord before AroiVer Co., Ltd. approves the franchise rights to the investor. In the event of any damages occur, AroiVer Co., Ltd. will not be liable for any damages.
2. Fill out the information for participating in the FATBRO Franchise business in the E-Form at www.fatbro.net/application
3. The consideration process will take approximately 15 business days from the receipt of all documents from the investor. After that, FATBRO will notify the area consideration results to interested investors by E-mail as specified in the E-Form. In the event that the application has been “approved”, FATBRO will request additional documents that must be prepared for the FATBRO Franchisee Agreement contract.
4. FATBRO Franchisee rights are exclusive and non-transferable, in whole or in part, unless with written approval from AroiVer Co., Ltd.

Important Information 2/2

5. The franchisee must open shop within 6 months after receiving the franchisee rights. If the franchisee does not do so within the specified period, FATBRO can cancel the right grant without prior notice.
6. The franchisee will invest in construction, decoration, and paying for raw materials and equipment used in the shop according to the list specified by FATBRO directly. Along with paying the fees and expenses that FATBRO charges in full before opening the store.
7. The franchisee must be trained one month in advance and must pass both theoretical and practical examinations to be approved for operation. All staff personnel, whether sourced by the franchisee or FATBRO H&R department, will be required to undergo the same program.
8. FATBRO shop is operated under the franchise system. Therefore, the franchisee has to cooperate with FATBRO and strictly adhere to the terms of the franchise contract.

Benefits

- 1** Rights to use brand
Registered Trademarks
- 2** Recipe usage
FATBRO products
- 3** Operating manual
FATBRO shop
- 4** Marketing campaign participation
- 5** Store design involvement
- 6** Store set up support
- 7** Training program
- 8** Recruitment program

Contact Sales

Email

info@fatbro.net

Phone

092 280 8432

 HeaOwen

 FatbroBKK

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AroiVER

Aroiver Co., Ltd.
150 Chan 16
Toongwatdon Sathorn
Bangkok 10120

www.fatbro.net

