INVESTING IN A FRANCHISE
(sources: Philippine Franchise Association, various private companies/franchises)

Franchising is a business method whereby a franchisor (business owner or manager) allows a franchisee (person or entity) to market products or services under its name and trademark, and in strict adherence to a system he prescribes. Among the benefits are:

- Minimized risk of business failure and higher chance of success;
- Savings on advertising costs with the use of a recognized trademark and, pooling of resources with other franchisees; and
- Provision of detailed training and help by the franchisor to the franchisee and staff.

Types of franchising

There are two different types of franchising – product franchising and business format franchising.

Product franchising, also known as trade name franchising, is that type of franchising wherein a manufacturer grants a franchisee the right to sell its products, but with no method of doing business. Examples of this type of franchising are car dealerships and service stations. Product franchising usually peg royalty collection on a product basis and not on gross sales as compared to business format franchising.

A more complex form of franchising is the business format franchising. Also identified as a name and process franchise, this format features a broader and ongoing relationship between the franchisor and the franchisee. Aside from granting the right to use the name and market the products and services of the franchisor, the franchisee is also provided a complete plan for managing and operating the business – a transfer of the proven way of doing business that has been developed by the franchisor. This plan often includes a full range of services, including site selection, training, product supply, marketing plans and even assistance in obtaining financing. All of the franchisor’s operating systems, technical expertise, marketing systems, training systems, management methods and essentially all relevant information, are transferred to the franchisee.

Business format franchising offers franchisees the advantage of a proven trademark and formula of doing business, as opposed to having to build a new business and brand from scratch. Franchisors are also able to expand rapidly across countries and continents. Franchisees are offered significant training, which is not available for free to individuals starting their own business.

In this arrangement, franchisors typically control how franchisees conduct business to ensure uniformity. Though these controls may significantly restrict the franchisee’s ability to exercise its own business judgment, the end result is to the benefit of the consumers because certain standards are maintained. To this end, franchisors may require the franchisee to operate in a particular manner - operation during certain hours, using only pre-approved signs, employee uniforms, and advertisements, or abiding by certain accounting or bookkeeping procedures. The franchisor may also require the franchisee to purchase supplies only from an approved supplier, in order to ensure that the consuming public does not suffer from inconsistency in product quality.

With the means of distributing goods and services perfected, rapid expansion of a successful business concept occur more quickly. Modern day franchising is primarily in the business format mode, accounting for around 90% of franchise businesses worldwide. PFA is an association of franchisors who are into business format franchising.
Advantages for the Franchisee

Franchise is a robust business model that allows tremendous success over other investment vehicles.

- **High success rate**
  A franchise is a business model based on proven ideas and implementation. As opposed to having to build a new business from scratch, a franchise business comes with a reduced calculated risk.

- **Recognized brand and trademark**
  A franchise offers a product or a service that has become a household name. The powerful brand names that your franchise carry will guarantee your success.

- **You are not alone**
  Franchisors discover and perfect operating and management efficiencies that they pass on to their franchisees. These powerful and superior training and coaching system offered by the franchisors are designed either to help a franchisee overcome his lack of experience in running a business, or polish an acquired business sense, all done with the intention to make the franchise a success.

- **Ease in financing / Re-saleability of the franchise**
  Financial help for businesses with established good reputation come easy. Businesses with high success rates get nods for loans from banks and financial institutions. Moreover, a good franchise is an appreciating asset, thus maintaining its re-saleability at all times.

- **Huge profit**
  Through the franchisors, obtaining lower-cost materials and supplies is possible. This benefit, coupled with the right marketing strategy, brand positioning, and growth of the customer base, could only translate to increase in sales and immense profit.

Challenges for the Franchisee

- **Control**
  As franchising involves the use of a proven business expertise, trademark, knowledge and training, the franchisee is required to follow the system. Some franchisors impose on a certain degree of control that makes following the system difficult.

- **On-going costs**
  Aside from the franchise fee and royalty, franchisees pay a certain percentage of their franchises' revenues to the franchisor each month. Additional fees for services provided, such as advertising costs, are also charged regularly to franchisees.

- **Failed expectations**
  Conflict may arise in a franchisor-franchisee relationship due to incompetence. Franchisors can destroy its franchisees by failing to give ample support or by squeezing them too aggressively for profits. On the other hand, franchisees that tend to be lax in adhering to franchise agreements create dents on the established system, later on creating damage to the business or the brand.

What is a good franchise business
Not all businesses can be franchised, but most business concepts with the following characteristics are franchise material:

- **Unique**
  A fresh or unique concept that has the potential to expand nationally, and even internationally.

- **Profitability**
  The business must be consistently profitable.

- **Systematized.**
  The business operating systems should be polished and efficient. These systems and procedures should be in manual form.

- **Training.**
  The transfer of knowledge through training should be relatively easy for others.

- **Excellent margins.**
  The profit margins built into the concept should be viable enough that every franchisee who adheres to the franchise system can realize an attractive Return on Investment.

**Things to consider before buying a franchise**

As with any other major decisions in life, going into business – whether traditional or franchising – requires due diligence in assessing several variables before coming up with a resolution. In buying the right franchise, careful considerations on the following is very important:

1. **Ask yourself why you want to own a franchise.**

2. **Begin the search.** Look for opportunities that are in harmony with you and that greatly interest you.

3. **Research.**
   - Have a complete understanding of the business.
   - Check on the business experience and track record of the franchisor.
   - Determine the type of experience required in the business; the hours and personal commitment necessary to run the franchise; how much money is to be invested; and, the terms and conditions of the franchise agreement.
   - Get information on the franchise by visiting stores; and interviewing the franchisors and existing franchisees.

4. **Concept**
   Look into the product or service and discern what makes it stand out among other businesses. Ask about the territory rights. Make sure that you get a good site selection.

5. **Labor pool**
Check on the depth and quality of the franchise’s labor pool, making sure that it provides strong and qualified workforce.

6. **Training and Support**
Determine the kind of training and support the franchisor will provide. Ensure that all levels of support are included, clarifying that support will continue after the grand opening.

7. **Investment amount**
While the upfront cost of the investment can seem expensive, in the long run it is probably not. A more significant expense can be the ongoing royalty and marketing fees.

8. **Exit strategy**
Determine if there are resale options should the opportunity does not work.

9. **Franchise Agreement**
Finalize a franchise agreement. This formal deal should detail the rights and obligations of both the franchisor and the franchisee, including the length of term, the start and end periods of the agreement, the renewal provisions and the end of the contract.

**The Franchise Agreement**

The Franchise Agreement (FA) is the legal document that binds the franchisor and the franchisee together.

**What is included in the Franchise Agreement?**

- **Terms of Agreement**
The FA carries a contract explanation detailing the type of relationship a franchisee is entering into with the franchisor. Since a franchise relationship is temporary in nature, the FA should specify how long the agreement will last. At the end of that appointed period, the franchise is considered null and void.

- **Renewal**
Renewal periods grants the franchisor the chance to review the FA thus enabling him to decide whether to renew the agreement or not. The franchisee’s good performance is the most common of all criteria. However, a renewal does not guarantee the retention of the original terms and conditions of the agreement. If applicable, a renewal fee is also charged by the franchisor.

- **Termination**
The FA carries in it the grounds for termination of the contract. In some cases, violations of such conditions may still be remedied, however if repeated over time or failure to act on them will still lead to termination of the contract.

- **Fees**
This part of the FA explains the due cost and date a franchisor is to be paid. Included in these fees are franchise fees, royalties and marketing contribution. The initial franchise fee, which may be non-refundable, is paid at the start of a franchise relationship thus giving the franchisee the right to engage in the business using the franchisor’s name and business system.
Royalties are usually a percentage of the franchisee’s sales and are typically paid weekly, biweekly or monthly.

System-wide marketing contributions are also based on the percentage of franchisee’s sales.

- **Territory**
  The Territory determines the geographical boundaries a franchisee may operate, or within which no other unit of the franchisor’s businesses may compete.

- **Purchase of Products**
  Products and supplies used in the franchise system should maintain consistency. Hence the FA specifies that the franchisee may only buy from suppliers accredited by the franchisor. A detailed list of approved suppliers is also provided in the Operations Manual.

**How much investment is needed**

Investment is dependent on the nature of the chosen franchise business. Investment could range from as low as P200,000 to as high as P4 million. (The initial investment to put up a Jollibee franchise ranges from P15M to P30M [US$300,000 to US$500,000] depending on the store size and model. This includes construction of the store, kitchen equipment and facilities, furniture and fixtures, air-con system, signage and pre-operating expenses. Return of investment is usually between three and five years.

*Factors that affect investment size are:*  
- Size/area of establishment  
- Location  
- Equipment  
- Outlet type  
- Stock inventory  
- Office / space rental  
- Insurance  
- Permits and licenses  
- Other working / operating expenses

*In general, franchise investment includes:*  
- Franchise fee  
- Marketing study  
- Store design  
- Layout assistance  
- Training programs  
- Leasehold improvements (outlet construction)  
- Equipment  
- Pre-opening marketing expense, and pre-opening supplies

**What assistance does the Mother Company extends**

The franchisor or the Mother Company will provide continuing support to its franchises including the initial training program. Before the franchisee gets started with his
business, he will undergo a Basic Operations Training Program (BOTP). This, along with other programs, will enrich the franchisee’s management and analytical skills needed in the operation of the business.

Other forms of assistance include:

- Store layout and design, equipment specifications, furniture and fixtures construction management
- Creative advertising and marketing programs
- Product development
- Manufacturing and logistics facilities
- Consultative services for operations
- Manpower and personnel
- Recruitment and training of management team

**How much is the expected profit**

Income from the business is dependent on a number of factors such as: location, market condition and type of supervision, advertising and marketing. Depending on the franchise business, recovery period can be anywhere from 6 months to 36 months.

**What are the basic requirements in applying for a franchise**

- Letter of Intent (LOI) - containing the exact address of your proposed site, your exact mailing address, contact numbers, etc.
- Vicinity Map of Proposed Site - for on-site evaluation
- Legal document certifying applicant’s ownership of the site
- Detailed resume or bio-data

**LIST OF FRANCHISES**


**Food, Less than P1 Million**

**Hero Sausages**

Ms. Rosemarie Lee, EVP Operations & Franchise Manager

213-215 Del Monte St. Quezon City

**Telephone:** (632) 448-7995 or 381-1778  
**Fax:** (632) 411-8353

**Email:** herosausages@yahoo.com.ph  
**Website:** [www.herosausages.multiply.com](http://www.herosausages.multiply.com)
Buns & Pizza, Inc.
Mr. Reginald Robillos
B5 L50-52 ACM PH9 Columbia Heights Alapan 1 A1, Imus Cavite
Telephone: (6346) 875-5204
Fax: (6346) 670-5631
Email: buns_and_pizza@yahoo.com
Website: www.bunspizza.com

Candy Corner
Mr. Ricardo Andres, President
14 Red Arrow St. White Plains Quezon City
Telephone: (632) 632-7741/ 632-0379
Fax: (632) 632-0379
Email: info@candycorner.ph
Website: www.candycorner.ph

Magic Melt
Ms. Carolyn Go, President / CEO
1242 Salbellano St. Puerto Princesa Labangon Cebu City
Telephone: (6332) 261-0297
Fax: (6332) 262-2326
Email: sales@magicmelt.com
Website: www.magicmelt.com

Minute Burger
Ms. Judy Guevara
4 Dama de Noche St., UPS IV Parañaque City
Telephone: (632) 823-2566
Fax: (632) 776-7339
Email: minuteburger@leslie.com.ph
Pixie's Sinugba
Mr. Jose Ma. Rey Valencia, COO
3 Road 1 Brgy. Bagong Pag-asa Quezon City
Telephone: (632) 920-8357
Fax: (632) 920-8359
Email: jp@pixiessinugba.com
Website: www.pixiessinugba.com

Pizza Pedrico's
Mr. Kerwin Tan, Managing Director
1295 G. Araneta Ave. Quezon City
Telephone: (632) 712-2568
Fax: (632) 712-2568 loc. 106
Email: kerwin.tan@jiggsthomas.com
Website: www.pizzapedricos.com

Potdog Yummy Yes Delights
Ms. Lennie Ang, CEO
Grand Central Rizal Ave., Calookan City
Telephone: (632) 732-3046
Fax: (632) 742-9336
Email: lennieang@yahoo.com
Website: www.potdog.multiply.com

Potato Corner
Mr. Jose Magsaysay, President
869 Katarungan St. Plainview,
Mandaluyong City
Telephone: (632) 534-5845 to 46
Fax: (632) 534-5849
Email: cincofranchise@yahoo.com
Website: www.cincocorporation.com.ph
Sam's Everything on Stick

Mr. Reymont Chouchuy
30 Cement Compound Congressional Ave.
Quezon City
Telephone: (632) 453-5239 to 40
Fax: (632) 926-3176
Email: xtishellmunoz@yahoo.com
Website: www.noblehouse.ph.com

Waffle Time

Mr. Johnny Que, President
63 San Luis St. Pasay City / Door 4 QHP Bldg.,
Arsenal St. Iloilo City
Telephone: (6333) 550-9912/ (6333)335-0026
Fax: (6333) 552-9208 /(6333)335-0026
Email: customerservice@waffletime.com
Website: www.waffletime.com

Mister Donut

Mr. Manny Ferido, Project Manager, Operations
7/F Ramcar Center, Mister Donut Phils.,
80-82 Roces Ave., Diliman, Quezon City
Telephone: (632) 370-1236
Fax: (632) 376-2223
Email: leah.viloria@misterdonut.ph
Website: www.misterdonut.ph

Dimsun Republic

Mr. Kelvin Alibarbar, President
57 C Guiraylan St, Bgy. Dona Imelda,
Quezon City
Telephone: (632) 714-5595
Fax: (632) 714-5585
Email: info@kjaglobal.com
Website: www.kjaglobal.com

Food, P1.1 Million - P5 Million
Bread & Butter
Mr. Guidon Dela Cruz, President
50 Osmena Ave. Kalibo Aklan
Telephone: (6336) 500-8989
Fax: (6336) 268-5721
Email: macciri@runbox.com
Website: www.breadandbutterbakeshop.blogspot.com

Fiorgellato - Fiorcafe
Mr. Ricardo Z. Cuna, President / CEO
1263 Gen. Luna St., Ermita, Manila
Telephone: (632) 524 0384
Fax: (632) 524 0385
Email: kiosk1263@yahoo.com
Website: www.fiorgellato.com

Fruit Magic
Dr. Alan Escalona, President
27 Rizal Ave. Grace Park, Caloocan City
Telephone: (632) 364-3621 / 364-6927
Fax: (632) 366-2934
Email: edocunanan@fruitmagic.com.ph
Website: www.fruitmagic.com.ph

Mrs. Fields
Mr. Gerwyn See
4072 Gen Mascardo St., Bangkal, Makati City
Telephone: (632) 887-1151 / 843-4822
Fax: (632) 843-4822 Loc. 105
Email: gerwyn.see@ababacorp.com
Website: www.mrsfields.com
**GoodAH!!!**

Mr. Antonio Soler, President  
369 Dr. Sixto Antonio, Maybunga, Pasig City  
**Telephone:** (632) 640-4908  
**Fax:** (632) 640-4908  
**Email:** contact_us@goodah.com.ph  
**Website:** www.goodah.com.ph

**Hotshots Flame-Grilled Burgers**  
(Ultimate Burgers, Inc.)

Mr. Carlo De Guzman, President  
Unit 1 # 56 Dolmar Bldg., Edsa Ave. Mandaluyong City  
**Telephone:** (632) 744-0452 / 726-0171  
**Fax:** (632) 744-0452  
**Email:** hotshotsmarketing@yahoo.com  
**Website:** www.hotshotsburger.com

**Julies Franchise Corporation**

Mr. Virgilio Espeleta, President / COO  
C. Padilla St., San Nicolas, Cebu City  
4 Amang Rodriguez and Ortigas Ext  
**Telephone:** (6332) 261-7117 to 19 / (632) 6435024 / (632) 6437455  
**Fax:** (032) 261-3326 / (632) 6435024  
**Email:** nonoy.espeleta@juliesbakeshop.com.ph  
**Website:** www.juliesbakeshop.com.ph

**Mongolian Quick Stop**

Ms. Mercedes Gil / Mr. Jerome Lim  
176 Aquirre Ave., BF Homes Parañaque City  
**Telephone:** (632) 826-3634  
**Fax:** (632) 826-3634  
**Email:** mongolianquickstop@yahoo.com
**Andok’s Lison Manok**

Ms. Tes Vega, Director for Special Projects

No. 24 Bulacan St. Brgy. Bungad
West Ave. Quezon City
**Telephone:** (632) 372-4033
**Fax:** (632) 414-0467

**Email:** info@andokscorp.com
**Website:** www.andokscorporation.com

**Freska Ilonggo Seafood & Inasal**

Atty. Mark Gorriceta, President

2nd Level EDSA Arcade, EDSA Mandaluyong City
**Telephone:** (632) 535-1828 or 534-7898
**Fax:** (632) 535-1828

**Email:** mail@freskagroup.com
**Website:** www.freskagroup.com

**The Coffee Beanery**

Mr. Norman Zamora, Director for Operations

287 Katipunan Ave. Loyola Heights Quezon City
**Telephone:** (632) 426-6681 Loc. 104
**Fax:** (632) 426-6681 Loc. 104

**Email:** tcbthecoffeebeanery@ymail.com
**Website:** www.cravingsgroup.com

**Mang Inasal**

Mr. Edgar Sia II, Chairman / CEO

2316 Aurora Blvd. Tramo St. Pasay City
**Telephone:** (632) 854-3346 / (6333) 508-6111
**Fax:** (632) 854-5692 / (6333)508-5111

**Email:** info@manginasal.com
**Website:** www.manginasal.com

**Food, Above P5 Million**
Gloria Jean’s Coffee

Mr. Ramon Balingit Jr.

150 San Vicente Road, Brgy. San Vicente, San Pedro, Laguna
Telephone: (632) 808-6017 to 51 1111
Fax: (632) 868-1996 / 808-6017 loc.239
Email: hernandez.ruel@gmail.com
Website: www.gloriajeanscoffee.com.au

Arce Dairy

Ms. Arlene Arce

102 Don Ramon Arce St. Selecta Compound, A. Bonifacio Ave., Balintawak, Quezon City
Telephone: (632) 364-2650/364-2790 361-5675/ 366-1882-83
Fax: (632) 366-1883/364-5695
Email: arcedairy@pacific.net.ph

Aristocrat Restaurant

Mr. Victor Reyes, President

432 San Andres St., Malate, Manila
Telephone: (632) 524-7671
Fax: (632) 526-4023
Email: mktg@aristocrat.com.ph
Website: www.aristocrat.com.ph

Blue Boz Water Refilling Station

Ms. Jasmin Pineda

Unit 107 Parc Royale Condo, Jade St., Ortigas, Pasig City
Telephone: (632) 634-1207/ 634-8542/ 632-0525
Fax: (632) 687-0895
Bigg's Diner
Mr. Carlo Buenaflor, General Manager
E. Fausto Drive, Zone 2 San Felipe, 4400 Naga City, Camarines Sur
Telephone: (6354) 472-4240
Fax: (6354) 811-7795
Email: cbbuenaflor@biggsdiner.com
Website: www.biggsdiner.com

Bread Connection
Mr. Angelito Trias
298 M.H. Del Pilar Street, Palatiw Kanan, Pasig City
Telephone: (632) 642-6008
Fax: (632) 642-6008
Email: alt_be@yahoo.com

Brother's Burger
Mr. Martin Jose, Director
Units 2 & 3 V & O Bldg., Don Bosco St. Pasong Tamo, Makati City
Telephone: (632) 815-0736 / 891-1784
Fax: (632) 893-2775 / 815-0732
Email: franchise@brothersburger.com.ph
Website: www.brothersburger.com.ph

Cabalen
Ian Tiongson
JP Rizal and Aguado, Marilag, Project 4, Quezon City
Telephone: 913-2618
Fax: 437-0296
Email: cmci@broline.com
Website: www.cabalen.com.ph
Cafe Via Mare & Oyster Bar
Ms. Glenda Barreto
7503 Bagtikan St. San Antonio Village, Makati City
**Telephone:** (632) 895-3240
**Fax:** (632) 895-9075
**Email:** franchise@viamare.com
**Website:** www.viamare.com.ph

Chowking Foods Corporation
Mr. Erwin Elechicon
33th Flr. Jollibee Plaza, Emerald Avenue, Ortigas Center, Pasig City
**Telephone:** (632) 634-1111
**Fax:** (632) 634-1182
**Email:** franchise@chowking.com
**Website:** www.chowking.com

The Coffee Experience (TCE Franchise Corp.)
Mr. Rod Torres
112B. N. Domingo Ave. Brgy. Horse Shoe Cubao, Quezon City
**Telephone:** (632) 726-7679
**Fax:** N/A
**Email:** machrisgaetos@yahoo.com

Dencio's Bar And Grill
Mr. Martin Lorenzo / Ms. Cecile Macaalay
2Flr. Lapanday Center, 2263 Pasong Tamo Ext., Makati City
**Telephone:** (632) 894-2000
**Fax:** (632) 894-3385
**Email:** dfsi@dencios.biz
**Website:** www.dencios.biz
Dippin' Dots
Ms. Lucy Co
Unit 10, Valencia Hills, Valencia Cor. N. Domingo Street, Quezon City
Telephone: (632) 410-9585
Fax: (632) 726-9215
Email: dippindots@mindgate.net
Website: www.dippindots.com

Fressan Bakery
Mr. Jon Cashel Chua
6, Arcadia Square, J.P. Rizal St., Guadalupe, Makati City
Telephone: (632) 682-1418/ 632-9575
Fax: 645-1527
Email: fressanbakery@myrealbox.com

Goldilocks Bakeshop, Inc.
Ms. Lin Deres, Franchise Relations Manager
439 Shaw Boulevard, Mandaluyong City
Telephone: (632) 535-4087
Fax: (632) 535-4369
Email: lin.deres@goldilocks.com.ph
Website: www.goldilocks.com.ph

Greenwich Pizza
Mr. Ariel Fermin, President
Flr Jollibee Plaza, Emerald Avenue, Ortigas Center, Pasig City
Telephone: (632) 634-1111 Loc. 4610
Fax: (632) 687-6981
Email: franchising@greenwich.com.ph
Website: www.greenwich.com.ph
Hap Chan
Mr. John Sy, General Manager
937 EDSA South Triangle QC
Telephone: (632) 411 6186/ 410 4009
Fax: (632) 412 3080
Email: hapchan2001@gmail.com
Website: www.hapchan.com

Jollibee Foods Corporation
Mr. Ernesto Tanmantiong, President
10th Flr. Jollibee Plaza, Emerald Avenue,
Ortigas Center, Pasig City
Telephone: (632) 688-7164
Fax: (632) 688-7125
Email: genee.salomon@jollibee.com.ph
Website: www.jollibee.com.ph

Kenny Rogers Roasters
Ms. Bernadine Siy
6797 Ayala Ave., Cor. Herrera Salcedo Village Makati
Telephone: (632) 893-6067; 893-1021; 893-5958
Fax: (632) 893-5031
Email: bernadinesiy@roasters.com.ph
Website: www.roasters.com

Kentucky Fried Chicken
Mr. Jesus Montemayor, President
80+F28-82 Roces Avenue, Diliman, Quezon City
Telephone: (632) 373-1234 loc. 3302 / 3002
Fax: (632) 373-9160
Email: mdtorres@ramcar.com
Website: www.kfc.ph
Krispy Kreme

Mr. Jimmy Fuenteabella

4th Flr. Salustiana D. Ty Tower Paseo de Roxas, cor. Pera St. Legaspi Village Makati City
**Telephone:** (632) 840-3694 / 812-6596
**Fax:** (632) 816-5961 / 892-86

**Email:** none@na.com
**Website:** www.krispykreme.com.ph

Max's Restaurant

Mr. Robert Trota, President

3/F Max's Baclaran Bldg., Roxas Blvd, Parañaque City
**Telephone:** (632) 832-1991
**Fax:** (632) 852-3442

**Email:** rsong@maxschicken.com.ph
**Website:** www.maxschicken.com.ph

McDonalds

Mr. Kenneth T. Yang / Mr. Luke Tan

17/F, Citibank Center Bldg., 8741 Paseo De Roxas, Makati City
**Telephone:** (632) 815-4708 / 867-2937
**Fax:** (632) 815-4543

**Email:** luketan@ph.mcd.com
**Website:** www.mcd.com.ph

Monterey Foods Corporation

Mr. Jose Alberto Arellano

JMT Corporate Condominium, ADB Avenue, Ortigas, Pasig City
**Telephone:** (632) 702-5464
**Fax:** (632) 634-2883

**Email:** jugay@smg.sanmiguel.com.ph
**Website:** www.sanmiguel.com.ph
Mocha Blends

Mr. Florante De La Cruz

95 Brgy. Laging Handa, Tomas Morato, Quezon City
**Telephone:** (632) 376-2889
**Fax:** (632) 374-8108

**Email:** info@mochablends.com
**Website:** www.mochablends.com

Oliver's Super Sandwiches

Ms. Ruth Velasco Co

2401 B, West Tower, Phil. Stock Exchange Center, Exchange Road, Ortigas, Pasig City
**Telephone:** (632) 631-0077 / 631-0109
**Fax:** (632) 631-0074

**Email:** none@na.com
**Website:** www.olivers.com.ph

Padi's Point, Inc.

Mr. Vince A. Padilla

291 P. Guevarra Avenue, San Juan, Metro Manila
**Telephone:** (632) 727-5143
**Fax:** (632) 724-6447

**Email:** vincepadilla@padispoint.com
**Website:** www.padispoint.com

Pancake House, Inc.

Mr. Martin Lorenzo/Ms. Cecile Macaalay

2F, La Panday Center, 2263 Pasong Tamo Ext. Makati City
**Telephone:** (632) 894-2000 / 812-0651 l. 172/173 / 867-1306
**Fax:** (632) 894-3385

**Email:** phi@pancakehouse.biz
**Website:** www.pancakehouse.biz
Pansit Malabon Express
Engr. Lutgardo V. Cruz
1382 M. Naval Street, San Roque, Navotas, Metro Manila
Telephone: (632) 521-7403 / 523-8351 loc.158
Fax: (632) 521-7403
Email: pmexpressinc@yahoo.com.ph
Website: www.pansitmalabon.com

Pier One Bar & Grill Holding Corp.
Mr. Francis Juan
Pier One Bldg. Cabrera Rd. Barangay Dolores, Taytay Rizal
Telephone: (632) 658-3992
Fax: (632) 658-4564
Email: franchise@pierone.com.ph
Website: www.pierone.com.ph

Pizza Hut
Mr. Jorge Araneta, President / CEO
15/F, Aurora Tower, Araneta Center, Cubao, Quezon City
Telephone: (632) 912-1921/ 912-2157
Fax: (632) 911-0337
Email: csc@pizzahut.com.ph
Website: www.pizzahut.com.ph

Rai Rai Ken
Mr. Herbert Joey Garcia
1942 Donada St. cor. San Juan Pasay City
Telephone: (632) 536-5002
Fax: (632) 522-9463
Email: herbertjoey@yahoo.com
Red Ribbon Bakeshop, Inc.
Mr. Joseph Tambunting, President
28th Flr. Emerald Ave. Ortigas Center Pasig City
**Telephone:** (632) 706-5776 loc. 306
**Fax:** (632) 724-4892
**Email:** mayette.vargas@redribbonbakeshop.com.ph
**Website:** www.redribbonbakeshop.com

Sari - Sari Breadstore
Mr. Jerome Genson
Sari - sari Arcade Ledsco Commercial Area, Ledsco Village, La Paz, Iloilo City
**Telephone:** (6333) 788-0052 (6333) 320-6616 to 17
**Fax:** (6333) 320-6617
**Email:** ssbvic@yahoo.com

Shakey's International Family Food Services
Mr. Vicente Gregorio
2/F, Sample Shop Building AFP-RSBS Industrial Park, Km 12 East Service Road, C5
**Telephone:** (632) 839-0155 839-0011 to 20
**Fax:** (632) 839-0162
**Email:** mmmayo@shakeyspizza.ph
**Website:** www.shakeyspizza.ph

Teriyaki Boy
Ms. Jude Bagamano
2259 Pancake House Center, Pasong Tamo Ext. Makati City
**Telephone:** (632) 848-0386
**Fax:** (632) 867-4457
**Email:** jlbagamano@pancakehouse.biz
**Website:** www.teriyakiboy.com.ph
T.G.I. Fraday's, Inc.

Mr. William Stelton
2176 Primo Rivera St. La Paz, Makati City
Telephone: (632) 899-4543 / 895-7277
Fax: (632) 895-6934
Email: amyp@bistro.com.ph
Website: www.fridays.com.ph

Tokyo Tokyo

Mr. Jay Mercado, Licensing Manager
5 Pioneer St. Mandaluyong City
Telephone: (632) 746-2429
Fax: (632) 746-2141
Email: tokyotokyo.circle@gmail.com
Website: www.tokyotokyo.com

Wendy's Hamburger

Ms. Elizabeth Pardo - Orbeta, President
3rd Flr. Unioil Center 1222 Acacia Street, cor. Commerce Ave. Madrigal Business Park Ayala Alabang, Muntinlupa City
Telephone: (632) 809-5506 loc. 411
Fax: (632) 807-2394
Email: wendyshamburgers.ph
Website: www.hamburgers.ph

Retail Sector, Less than P1 Million

Inkrite Ink Refilling Station

Mr. Joseph Anthony Luna
26 Aurora Blvd., San Juan, MM
Telephone: (632) 724-4261/ 724-4346
Fax: (632) 721-5331
Email: psicom@info.com
The Generics Pharmacy
Mr. Benjamin Liuson, President
459 Quezon Ave. Quezon City
Telephone: (632) 731-5555
Fax: (632) 740-5197
Email: comments@thegenericspharmacy.com
Website: www.thegenericspharmacy.com

Zen Zest
Ms. Michelle Asence - Dula, President
64 B & C E. Rodriguez Ave. Marikina City
Telephone: (632) 997-3482
Fax: (632) 933-1202
Email: zenzestasia@gmail.com
Website: www.zenzestasia.com

Johnston Pharmacy
Ms. Christine Dela Paz, President
Unit 8 & 9 Plann Bldg. National Highway, Macabiling, Sta. Rosa Laguna
Telephone: (632) 520-8461
Fax: (632) 520-8461
Email: hi5_ent@yahoo.com
Website: www.johnstonpharmacy.com

Aficionado Germany Perfume
Mr. Lambert Lopez, General Manager
1774 Instruccin St. cor. N.S. Amoranto Ave., Sampaloc Manila
Telephone: (632) 740-0000
Fax: (632) 412-0992
Email: llopez@aficionado.com.ph
Website: www.aficionado.com.ph

Services, Less than P1 Million
Aqua Water Tech. Inc.
Mr. Alberto Alejo
78 Mindanao Ave. Quezon City
Telephone: (632) 454-3780 / 920-7224
Fax: (632) 454-3787
Email: aqua2000@pacific.net.ph
Website: www.aqua2000ph.tripod.com

Aqua Soft Water Systems, Inc.
Ms. Hope Lee
5F King Cater Bldg., 57 Sgt. E. Rivera St., Quezon City
Telephone: (632) 364-9633
Fax: (632) 363-8171

Bayad Center
Mr. Francispito Quevedo
Business Solution Center, Meralco Complex, Ortigas Ave., Pasig City
Telephone: (632) 1622-6020; 1622-6067
Fax: (632) 914-2160
Email: msroa@cis.com.ph
Website: www.bayadcenter.com

Orange Blush Salon
Ms. Joby Linsangan, President
Sotto Bldg. Del Pilar St.
Cabanatuan City, Nueva Ecija
Telephone: (6344) 464-4114
Fax: (6344) 464-3338
Email: jobylinsangan@yahoo.com
Website: www.orangeblushsalon.com

Services, P1.1 Million - P5 Million
Aqua Best
Mr. Carson Tan
883-C Quezon Ave., Brgy. Sta. Cruz, Quezon City
Telephone: (632) 332-2222
Fax: (632) 332-1436
Email: aquabestlife@yahoo.com
Website: www.gqwest.com

Big Apple Express Spa
Mr. Victor Fernando, Franchise Director
3rd Level West Wing, Robinson Galleria
Telephone: (632) 381-0029
Fax: (632) 915-7808
Email: victor.fernando@pranavglobal.com
Website: www.bigappleexpressspa.com

Crystal Clear Water Store (Solerex Water Tech.)
Mr. Jose Antonio Soler / Mr. Cyd B. Bascar
369 Dr. Sixto Antonio Ave. Cor. Sandoval Bridge, Maybunga, Pasig City
Telephone: (632) 642-3448 / 642-2974
Fax: (632) 642-3815
Email: solrex@pldtdsl.net
Website: www.crystalclear.com.ph

Dermaline Facial & Skin Care Center
Ms. Dina Stadler / Mr. Allan Herradura
302 3rd Flr. EDSA Central Pavillion Mall, Mandaluyong City
Telephone: (632) 637-6970
Fax: (632) 631-3064
Email: Dermaline@stadler.com.ph
Website: www.stadler.com.ph
HBC Home of Beauty Exclusives

Dra. Rosalinda Hortaleza, Chairman / CEO

548 Mindanao Ave. cor. Quirino Hiway
Novaliches, Quezon City
**Telephone:** (632) 984-5555 Loc. 141
**Fax:** (632) 455-6086

**Email:** franchise@hbc.com.ph
**Website:** www.hbc.com.ph

K2 Drugstore

Ms. Rebecca Bucad, President

9 Emerald Commercial Center J. P.
Rizal Proj. 4 Quezon City
**Telephone:** (632) 508-7941
**Fax:** (632) 913-7271

**Email:** k2drug@yahoo.com
**Website:** www.k2drug.com

AHEAD Tutorial & Review Centers

Ms. Rossana Llenado, President

337 Katipunan Ave., Loyola Heights Quezon City
**Telephone:** (632) 920-2900
**Fax:** (632) 433-9300

**Email:** aheadfranchise@gmail.com
**Website:** www.aheadph.com

Bluewater Day Spa, Inc.

Mr. Francis Simisim, Vice President

G/F Platinum 1000, # 16 Annapolis St.
Greenhills, San Juan
**Telephone:** (632) 584-0205
**Fax:** (632) 584-0061

**Email:** bluewaterdayspa@yahoo.com
**Website:** www.bluewaterdayspa.com
California Nails & Day Spa

Ms. Mary Grace Dometita, Franchise Marketing Manager
R-11 Ameriz Garden Villa, # 37 Presidents Ave., BF Homes, Paranaque City
Telephone: (632) 820-1569
Fax: (632) 825-3419

Email: califnails@gmail.com
Website: www.californianailsanddayspa.com

CAL Holdings Philippines

Mr. Leonardo Riingen / Ms. Josephine Manalad
2ND Flr. Security Land Bldg. 6727 cor. Rufino St. Ayala Ave. Makati City
Telephone: (632) 867-2893
Fax: (632) 810-6096

Email: maldover@caleduc.com
Website: www.caleducation.com

Netopia Internet Cafe

Mr. George Tan, President
U603 Centerpoint Bldg., Garnet Rd. Cor. Julia Vargas, Ortigas Center, Pasig City
Telephone: (632) 638-6742
Fax: (632) 633-4181/ 634-0618

Email: info@netopia.com.ph
Website: www.netopia.com.ph

Genetic Computer Institute

Mr. Anthony Gabitan, President
Telephone: (632) 722-0545 / 725-4383
Fax: (632) 723-6143

Email: franchise@genetic.edu.ph
Website: www.genetic.edu.ph
Informatics Holdings Philippines

Mr. Leonardo A. Riingen / Ms. Katrina Monsod

2F Security land Bldg., 6797 Rufino cor. Ayala Ave., Makati City
Telephone: (632) 893-4818 to 20
Fax: (632) 810-6096

Email: info@informatics.com.ph
Website: www.informatics.edu.ph

Microtel Inn & Suites

Ms. Grace Magnaye, Business Development Manager

2Flr. Phinma Plaza, 39 Plaza Drive, Rockwell Center, Makati City
Telephone: (632) 899-7171
Fax: (632) 870-0319

Email: franchise@microtel.ph
Website: www.microtelphilippines.com

Mr. Quickie Corp.

Mr. Emilano Caruncho IV

Banner St. cor Danny Floro St. Bagong Ilog Pasig City
Telephone: (632) 671-9542 / 910-3858
Fax: (632) 671-9541

Email: management@mrquickie.com
Website: www.m.quickie.com

PR Gaz Franching Corporation

Ms. Siu Ping Par, Chief Operating Officer

Retelco Drive, Brgy. Bagong Ilog, Pasig City
Telephone: (632) 571-7771
Fax: (632) 571-7775

Email: franchise@prgazhaus.com
Website: www.prgazhaus.com
Reyes Hair International Corporation

Mr. Celestino Reyes, Chairman
2nd Flr., Ammiraglio Bldg., Tomas Morato cor. E. Rodriguez, Quezon City
Telephone: (632) 725-0584
Fax: (632) 727-9606
Email: rhc_franchisedept@yahoo.com.ph
Website: www.reyeshaircutters.com

Ystilo

Mr. Federico Moreno
Unit B, Gil Preciosa Bldg.,2 No. 75 Timog Ave. South Triangle 1102 Quezon City
Telephone: (632) 927-7532 / 927-7508
Fax: (632) 927-7533
Email: ystilo01@yahoo.com
Website: www.ystilosalon.com

Forever Flawless Face & Body Center

Ms. Ruby Coyuito, President
Rubille Bldg. 748 EDSA West Kamias Quezon City
Telephone: (632) 433-8801 to 09
Fax: (632) 929-7208
Email: franchise@flawless.ph
Website: www.flawless.ph

Feet for Us

Mr. Christian Oliver Chua, President
34 Granda St. Villa Ortigas Brgy. Valencia, Quezon City
Telephone: (632) 723-9031
Fax: (632) 727-0716
Email: chris.chua@i-quanxi.com
Website: www.feetforus.com

Services, Above P5 Million
Bioessence Facial & Slimming Center

Dra. Emma B. Guerrero, President
West Ave., West Triangle, Quezon City
**Telephone:** (632) 374-6310  
**Fax:** (632) 415-0522

**Email:** [dr_ebg@bioessencephil.com](mailto:dr_ebg@bioessencephil.com)  
**Website:** [www.bioessencephil.com](http://www.bioessencephil.com)

Arcon Franchise Systems

Mr. James P. Concepcion
Sunnett Tower, Makati cor. Durban Street, Makati City
**Telephone:** (632) 811-0033  
**Fax:** (632) 811-0146

**Email:** [alexjavier@arconcentral.com](mailto:alexjavier@arconcentral.com)  
**Website:** [www.arconcentral.com](http://www.arconcentral.com)

Caltex Express Lube Center

Mr. Shibly Latiff
6F, 6750, Ayala Avenue, Makati City
**Telephone:** 8411000 loc. 1623/ 841-1687  
**Fax:** (632) 841-1021/ 841-1761

**Email:** balatorre@chevrontexaco.com  
**Website:** [www.caltex.com](http://www.caltex.com)

Center For International Education (CIE)

Prof. Nelia Cruz- Sarcol
165 Pres. Magsaysay St., Kasambayan, Cebu
**Telephone:** (6332) 233-2500 loc 109  
**Fax:** (6332) 233-2522

**Email:** none@na.com  
**Website:** [www.cie.edu](http://www.cie.edu)
Consolidated Building Maintenance

Mr. Salvador Ortañez

Jovan Condominium, Shaw Boulevard, Mandaluyong City
Telephone: (632) 533-3425 / 533-2117
Fax: (632) 533-1954

Email: cbmserve@cbm.com.ph
Website: www.cbm.com.ph

Comprehensive Business Advisors, Inc.

Ms. Filomena Abalado

10th Flr. Rufino Pacific Tower Ayala Ave. Makati City
Telephone: 813-6449 / 811-01101
Fax: 811-0023 / 813-6352

Email: fiducial@arconcentral.com
Website: www.arconcentral.com

Cosmopolitan Funeral Homes, Inc.

Ms. Kate Dychangco - Anzani, Franchise Director

15- 18 Junguerra St., Cebu City
Telephone: (6332) 256-0491 to 94/ (6332) 231-0721
Fax: (6332) 255-2652/ 231-4550

Email: keropleen@yahoo.com
Website: www.cosmofuneral.com

Francorp

Ms. Alegria Limjoco, CFE

2809 Jollibee Plaza, Emerald Avenue, Ortigas Center, Pasig City
Telephone: 638-3142 / 49 / 50
Fax: 638-3141

Email: bslimjoco@francorp.com.ph
Website: www.francorp.com.ph
Great Image

Mr. Robert L. Palomo
Unit 709 AIC Gold Tower, Ortigas Compound, Pasig City
Telephone: (632) 633-1699
Fax: (632) 683-0870
Email: rpalomo@yahoo.com
Website: www.greatimage.com

Gymboree Play & Music

Ms. Ann Tan, Managing Director
17 Mc Kinley Road, Forbes Park, Makati City
Telephone: (632) 635-6240 / 817-0951 loc. 251
Fax: (632) 910-0450
Email: ann@ymboree-ph.com
Website: www.gymboree.ph.com

ICCT Computer Education

Ms. Vivien L. Co, President / CEO
V.V. Soliven Ave.II, V.V. Soliven Center, Cainta, Rizal
Telephone: (632) 249-1049 to 50/ 249-4228
Fax: (632) 249-1049 / 722-4605
Email: info@icct.edu.ph
Website: www.icct.edu.ph

Kameraworld, Inc.

Mr. Diogenes L. Gueco
U814, West Tektite Tower, Phil. Stock Exchange Center, Ortigas, Pasig City
Telephone: (632) 636-6000 loc. 103
Fax: (632) 636-7546/ 47 or 892-3899
Email: info@kameraworld.com
Website: www.kameraworld.com.ph
Loyola Memorial Plans
Ms. Jesusa Concepcion
849 Loyola Building, A. Arnaiz Avenue, Makati City
Telephone: (632) 892-6061
Fax: (632) 817-6574
Email: evillanueva@loyolaplans.com
Website: www.loyolaplans.com

Metropole Laundry
Mr. Dominador R. Asis III
8 Valencia Hills Commercial Complex, Valencia Hills and N. Domingo Street, Quezon City
Telephone: (632) 646-7502 - 03
Fax: (632) 646-1244
Email: dryclean@ibahn.net
Website: www.metropole.com.ph

Motech Automotive Education Center, Inc.
Ms. Emile Canlas
216 McArthur Hiway, Pulongbulo, Angeles City, Pampanga
Telephone: (6345) 888-4703
Fax: (6345) 887-4794
Email: motech_aeci@yahoo.com
Website: www.motech.com.ph

Net Surfers Club
Mr. Emer L. Rojas
U5, Parian Center, Commonwealth Avenue, Quezon City
Telephone: (632) 454-2222 / 951-5555 / 951-4444 / 931-9393
Fax: (632) 951-1888
Email: franchise@nsclub.net
Website: www.nsclub.net
Pilipinas Shell Petroleum Corporation

Mr. Ed Chua

156 Valero Street, Salcedo Village, Makati City
Telephone: (632) 814-6389
Fax: (632) 816-6113

Email: jojo.conde@shell.com
Website: www.shell.com

Roto Rooter Philippines
Drain Cleaning And Plumbing Services

Mr. Victor Puyat

7F Makati Executive Center. L.P. Leviste cor. Rufino Streets, Salcedo Village, Makati City
Telephone: (632) 812-1000
Fax: (632) 812-9009

Email: rotophil@info.com.ph
Website: www.rotophil.com

Systems Technology Institute, Inc.

Mr. Monico Jacob

6/F, Phil First Bldg., 6764 Ayala Avenue, Makati City
Telephone: (632) 887-8447 loc. 5009
Fax: (632) 891-3734

Email: remsingh@stihq.net
Website: www.stihq.net

Seaoil Philippines, Inc.

Mr. Francis C. Yu / Francis Glenn L. Yu

22nd Flr. Taipan Place F. Ortigas Ave., Pasig City
Telephone: (632) 397-1010 Loc. 823
Fax: (632) 397-1011

Email: rey.jimenez@seaoil.com.ph
Website: www.seaoil.com
Unioil Petroleum Philippines, Inc.
Mr. Luisito Medina Cue Jr., General Manager
2701B, West Tower, PSE Center, Exchange Road, Ortigas, Pasig City
Telephone: (632) 636-1077 / 638-0088
Fax: (632) 631-2032 / 631-2065
Email: retail@unioil.com
Website: www.unioil.com

Viva Video City, Inc.
Ms. Teresita Cruz
6 & 7 Flrs, East Tower, PSE Center, Exchange Road, Ortigas, Pasig City
Telephone: (632) 687-9232 / 687-2791
Fax: (632) 687-9112
Email: jsingian@videocity.com.ph
Website: www.videocity.com.ph

Well-Family Midwife Clinic
Dr. Warlito C. Vicente
402 Trans Orient Maritime Bldg., Timog Ave., Quezon City
Telephone: (632) 426-7947
Fax: (632) 426-7950
Email: wpfi_headoffice@yahoo.com
Website: www.wellfamily.com.ph

For up to date information on franchising, kindly log on to the following websites:

Philippine Franchise Association
www.pfa.org.ph

Franchise Guide
www.franphil.com

Association of Filipino Franchisers, Inc.
http://www.affi.com.ph/