

FRANCHISE

INFORMATION KIT

Welcome to **Astoria franchise**





ABOUT

Astoria was founded in 2009 in **Concepcion Chile**, and the focus was to offer traditional Chilean Sandwiches made to order using well-loved Chilean recipes. 2009 was the 1st year of operation and the company had incredible sales and everything looked rosy however destiny had a different road planned for us.

BRIEF HISTORY OF PERSEVERANCE

In February 2010 the company had to face unexpected challenges starting with an earthquake measuring 8.8 on the Richter scale with its epicenter in Concepcion that destroyed the 1st store. After recovering from the aftermath of the earthquake, Astoria worked hard to open a new store and in 2010 a new location was opened in a shopping mall. The success of the brand and the products was immediate from day 1 however in February 2011 just one year after reopening; the shopping center was destroyed by a fire. Once again after all the hard work and effort it seemed that fate was working against our success and discouraging our entrepreneurial spirit.

In July 2011 we reopened for the 2nd time in 3 years at the same shopping mall, the response of the customers was incredible and after the previous disasters it was 3rd time lucky.


Bruno Veyre
CEO



SE PERMUTA SUSHI
POR CHURRASCO
569 12345678

DON ASTORIA
ES MI PASTOR

pat khe lee

MUERTE AL
SUSHI

SE PINTAN CAR
A DOMICILIO
DONWE@PINTA



DIFFERENTIATION IS THE KEY TO SUCCESS



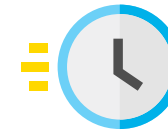
QUALITY

Fresh products, all the Fresh products made to order when purchased



PRODUCT

Chilean Sandwiches have been identified as among the 10 best types of sandwiches worldwide.



FAST

It takes less than 7 minutes, to have the products prepared fresh.



MANAGEMENT SYSTEM

We give a customized system that gives our franchisees full control of their inventory.



COST SAVING

Our cost structure is 10% more efficient than any competitor in the market



INNOVATION

We are constantly updating our systems to create a differentiation from the competitors.



ENVIRONMENTALLY FRIENDLY

We don't use plastic; everything is served to the customer using glasses, silverware and plates.



CUSTOM SYSTEM

Most of the suppliers are tracked in terms of quantity of products purchase, invoices, credit and delivery etc.



AVANT-GARDE DESIGNS

All of our locations are designed to show the customers how we prepare the products, involving them in the experience of seeing how we make the food that they have ordered.



FRANCHISE SUPPORT

Our team has more than 25 years' experience in the food industry and give full support in all areas 24/7.

*IN A COMPETITIVE WORLD THE INNOVATION
IS MANDATORY TO IMPROVE DAILY*



DIPLOMÁTICO
CHICKEN STEAK



CHACARERO
SHREDDED BEEF

CHILEAN

SHREDDED BEEF



LUCO PATRÓN
STEAK



CHILEAN
SHREDDED BEEF

Astoria.  أستوريا

SAUDI
ARABIA

CLASSIC STEAK

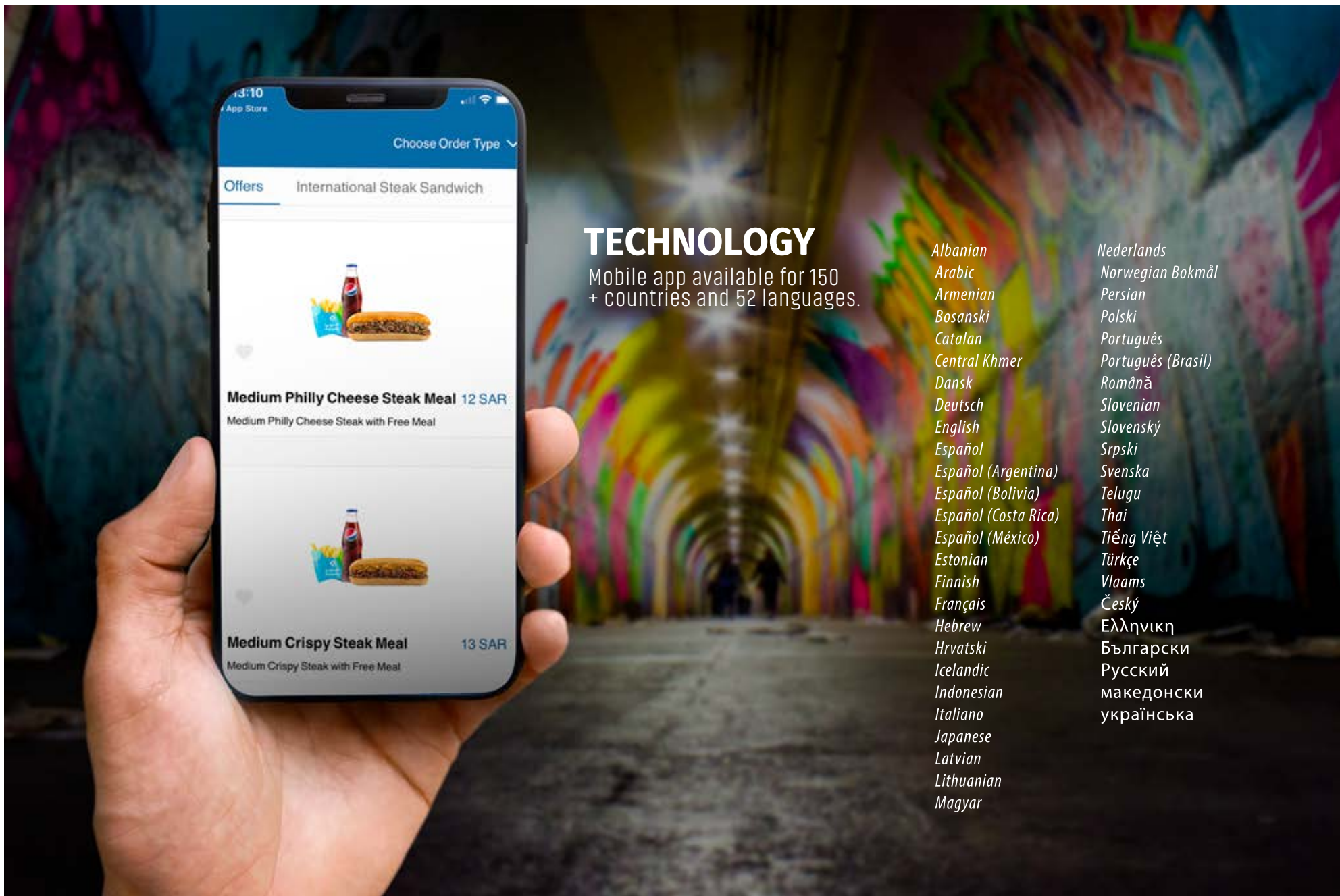






MONGOLIA

GRILLED BEEF



TECHNOLOGY

Mobile app available for 150 + countries and 52 languages.

- Albanian*
- Arabic*
- Armenian*
- Bosanski*
- Catalan*
- Central Khmer*
- Dansk*
- Deutsch*
- English*
- Español*
- Español (Argentina)*
- Español (Bolivia)*
- Español (Costa Rica)*
- Español (México)*
- Estonian*
- Finnish*
- Français*
- Hebrew*
- Hrvatski*
- Icelandic*
- Indonesian*
- Italiano*
- Japanese*
- Latvian*
- Lithuanian*
- Magyar*
- Nederlands*
- Norwegian Bokmål*
- Persian*
- Polski*
- Português*
- Português (Brasil)*
- Română*
- Slovenian*
- Slovenský*
- Srpski*
- Svenska*
- Telugu*
- Thai*
- Tiếng Việt*
- Türkçe*
- Vlaams*
- Český*
- Ελληνική*
- Български*
- Русский*
- македонски*
- українська*

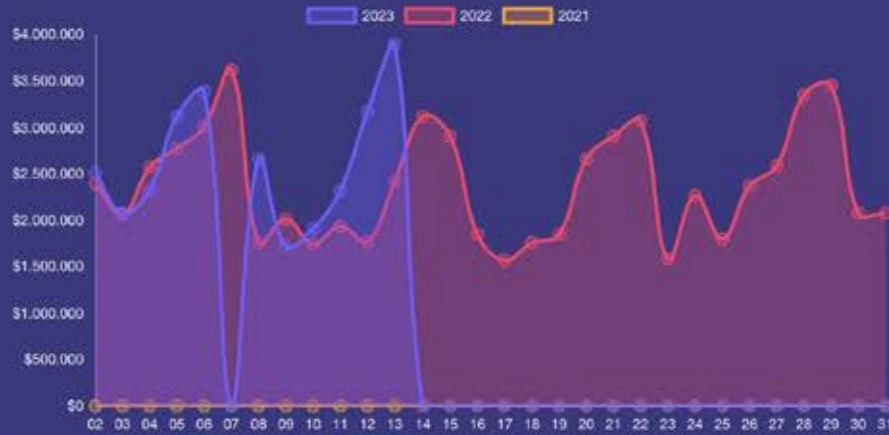


ASTORIA MALL PLAZA TREBOL



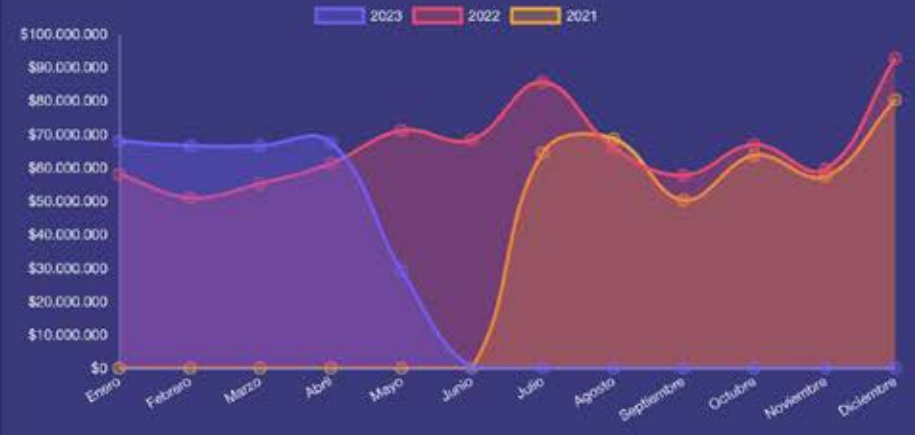
Ventas por día

MAYO 2023



Ventas por mes

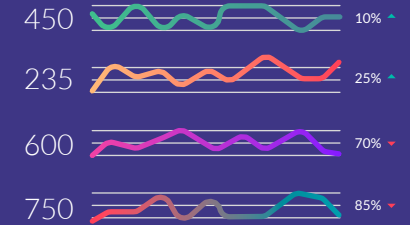
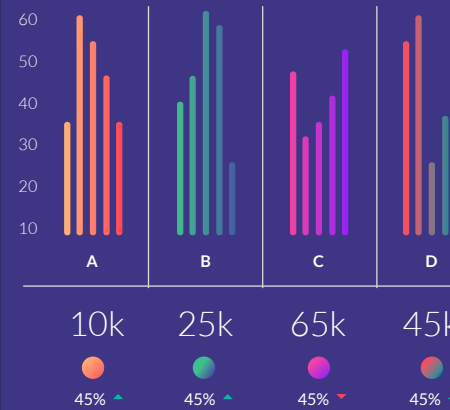
2023



Productos mas vendidos

2023

- VIENESA ITALIANA
- VIENESA COMPLETA
- CHURRASCO ITALIANO
- MECHADA RES ITALIANA
- CHURRASCO B. LUICO PATRON



Suymary of key commercial terms



Development Term

10 Years with 10-year renewal term subject to performance of Master Franchise Agreement (MFA) and 1) execution of then current MFA and 2) agreement to a new Development Schedule for the new term and 3) payment of a renewal fee which will not be more than 50% of the Master Franchise fee for the initial

Sub-Franchise Rights

After 2nd year of Development Term and subject to Master Franchisee meeting development schedule and other infrastructure and performance related criteria (e.g. operations and training team to support franchise development, distribution & logistics, marketing fund etc.) and compliance with local

Exclusive Master Franchise Fee

\$US150K - \$US15K deposit (10%), \$US135K on

Outlet Franchise Fees (per store/kiosk)

A) 10K paid to Franchisor prior to the opening of each company owned Outlet starting from the 3rd Outlet
 B) The greater of \$US10K or 50% of sub-franchise fee charged for sub-franchised outlets paid to Franchisor prior to the opening of each sub-franchised owned Outlet.

Royalties

A) 5% of Gross Sales paid to Franchisor for each company owned Outlet.

Minimum Marketing expenditure

A) \$US20K allocated for initial launch in the Development Area during 6-month period leading up to and following the opening of the 1st outlet in the Development Area
 B) 2% of Gross Sales allocated for on-going advertising in the Development Area.

Minimum Development schedule

B) MFE must meet the Minimum Annual and Cumulative Development Schedule targets to maintain exclusivity, development rights and conditional sub-franchise rights however if MFE fails to meet the Cumulative Development Schedule targets at the end of any Development Year MFE will not lose exclusivity, development rights and conditional sub-franchise rights if it catches up on the Cumulative

Training Requirements

4 weeks training for up to 4 MFE personnel at Franchisor HQ & outlets in Chile. MFE responsible for own

Opening Support

A) 2 weeks pre-opening/opening support in the Development Area by up to 2 Franchisor employees.
 B) MFE responsible for Franchisor personnel travel / accommodation related costs.

Ongoing Support

A minimum of 2 visits to the Development Area annually during the 1st year of the Development Term and a minimum of 1 visit to the Development Area annually each year thereafter.

Proprietary Products

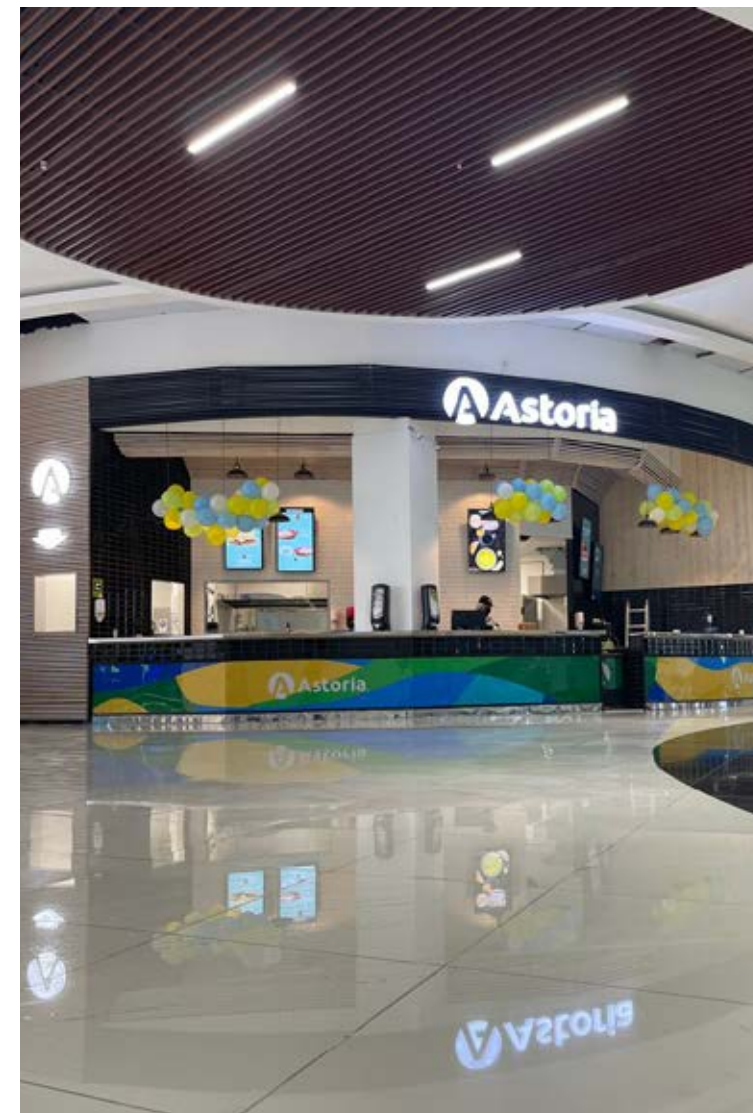
MFE must purchase certain proprietary products from Franchisor or suppliers approved by Franchisor.

Approval of Locations

Final location selection for the 1st 2 Outlets in the Development Area must be approved by Franchisor.

Other Requirements

Other requirements as per Franchisor standard LOI with additional require



Development Year	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Minimum # of Outlets	1	2	1	2	1	2	1	2	1	2	15
Cumulative # of Outlets	1	3	4	6	7	9	10	12	13	15	15



ASTORIA NEW OUTLET DEVELOPMENT COST ESTIMATE

CONSTRUCTION COST

Renovation - Structural & Carpentry	\$US 60,000
Renovation - Mechanical & Electrical	\$US 25,000
Signage & Menu Board	\$US 5,000

Total CONSTRUCTION COST **\$US 90,000**

EQUIPMENT COST

Kitchen Equipment	\$US 42,000
Furniture & Fixtures	\$US 8,000
POS System	\$US 7,000
Security System	\$US 3,000

Total EQUIPMENT COST **\$US 60,000**

TOTAL NEW STORE DEVELOPMENT COST **\$US150,000**

Notes:

1 The above estimate represents the typical costs to set up 110 s.q.m. Astoria store in Chile. Construction costs will vary depending on the type of outlet (i.e.mall, in-line, free standing etc.). Construction cost and some equipment costs will also vary depending in the size of the outlet.

2 the above estimate is provided for potential Astoria Master Franchisee candidates for discussion purposesonly. It should in no way be relied upon as a basis for decision making as the franchisor has not yet made adetailed study of the specific country or the potential Master Franchisee candidate may be interested pursuing.

3 The above estimate does not include Franchise fees, rental and security deposits, administrative costs, architects and consultants fees or other pre-operating costs which will vary from store to outlet.



**Astoria stands out
in the market thanks to
its innovative approach
highly skilled team, visionary
leadership and commitment to
Sustainability.**

Munk-od Chilkhaajan

Franchisee - Mongolia





ASTORIA PRO-FORMA P & L

Gross Sales	100%
Total food and Packaging cost	34%
<hr/>	
GROSS PROFIT	66%
Labor Cost	15%
Other operating costs	5%
Rent	15%
<hr/>	
Total OPERATING EXPENSE	35%
Advertising	2%
Royalty	5%
<hr/>	
Total ROYALTY	7%
NET INCOME (■-■)	24% (ebidta)

Notes:

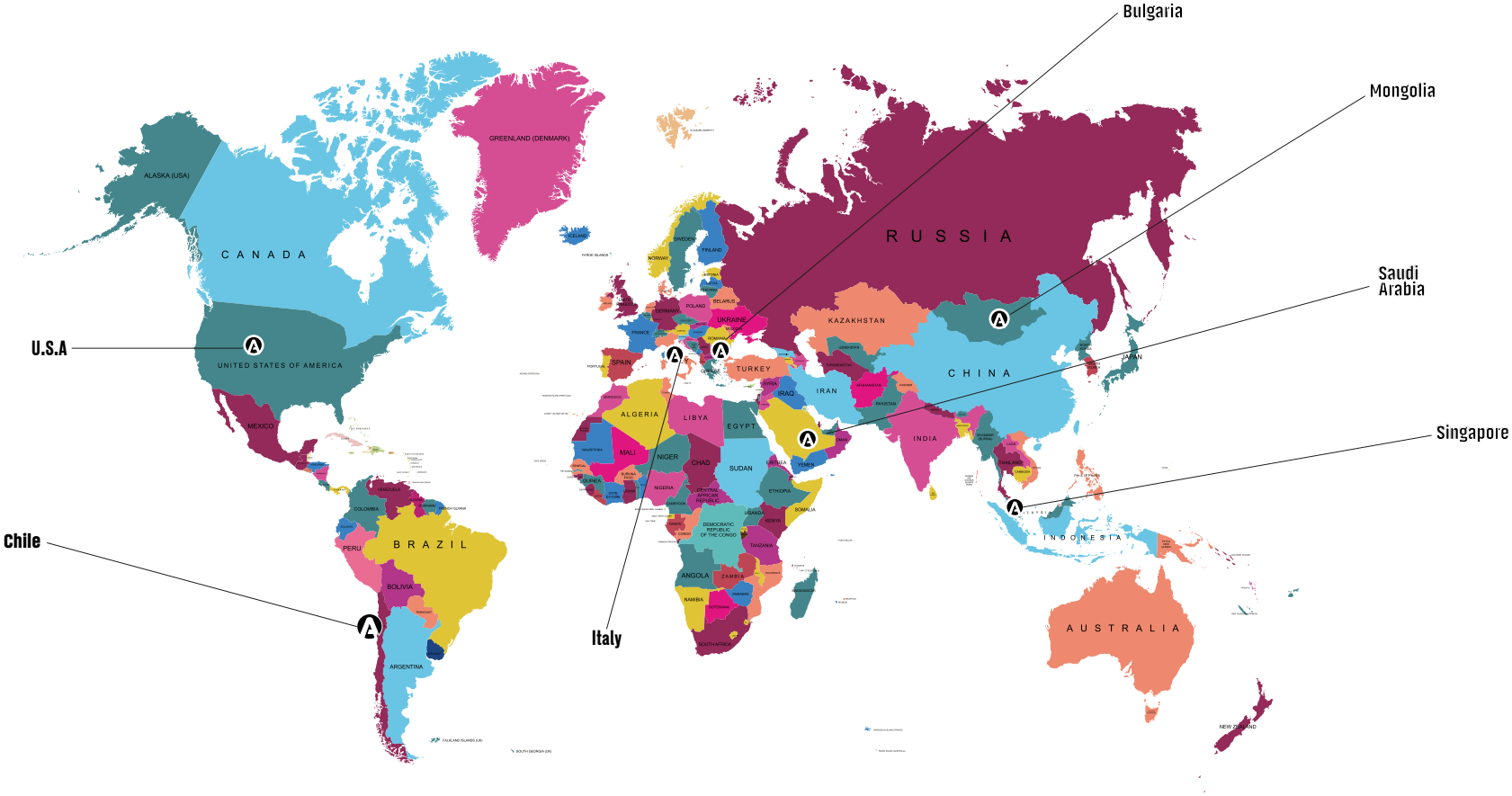
1 The above Pro-forma P & L is based on information from the Astoria outlet At Chile While the pro-forma is based on actual results it should be noted it is only a pre-operating projection and does not predict the actual performance of a outlet

2 The above Pro-forma P & L is provided for discussion purposes only. It should in no way be relied upon as a basis for decisionmaking as the franchise or has not conducted a detailed study. Country that the potential master franchisee candidate may be interested in pursuing and the costs of constructing and operating outlets in that country.

3 A potential master franchisee candidate must always apply independent consideration and due diligence to such factors and should obtain advice and input from independent advisors as necessary.



We are expanding in the Asia Pacific and M.E.N.A regions through our Astoria Franchise programme and looking for established and committed partners.



Chile / Saudi Arabia / Singapore / Mongolia / Bulgaria

Contact information offices: **Chile** Barros Arana 1098 1901 Concepción / **U.S.A** 30138 Cedar Shores Rd Unit 333D, Ocean view, delaware 19970 / **Italy** Via Brigata Orobica 9/1 36043 Camisano Vicentino (VI) **Singapore** 113B Jalan Besar Singapore 208833



DIPLOMÁTICO
SHREDDED BEEF



LUCO
SHREDDED BEEF



astoria_chile ✓
@astoria_chile

By Astoria

mechad`as

Collection



طعم خطير.. مقاس كبير

جديد كريسبي ستيك



24
CM

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Astoria  أستوريا
Steak Sandwich ستيك ساندوتش



 **Astoria**.  **أستوريا**  **Астория**.

www.capc.sg

