



PANCAKE HOUSE

INTERNATIONAL



The Brand



Pancakes, waffles and more!

Experience all day dining with favorite American comfort food like fried chicken, tacos and spaghetti.

Its warm, homey interiors make it the perfect place to take a break and enjoy a great meal!





Mission

Vision

**PANCAKE
HOUSE
=
HOME**

Pancake House is an all-day dining experience providing all kinds of families with satisfying meals founded on time-tested, honest, home-cooked recipes fathering tastes, textures, and memories into the warmth of home.





Attributes

Wholesome. Comforting. Uplifting.

Our Market



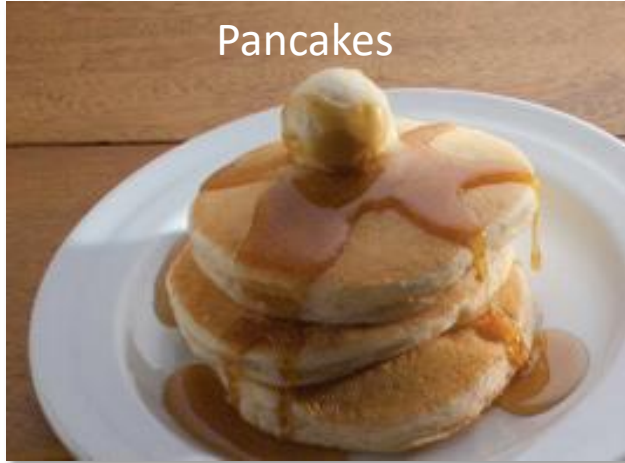


Product Experience



Core Menu

Pancakes



Waffles



Taco



Pan Chicken



Spaghetti



And Many More!



Brand Experience

SHACK

Putting together all the right ingredients and elements, providing honest home-cooked food that resonated with people's hearts, souls, and stomachs.

A collage of experiences families have created through the years.

SHELTER

A shared space

A nook you can come back to anytime
Refuge from the demands of urban life

SHED

An intimate and familiar ambiance that turns quick coffee breaks into afternoons of hearty conversations

HOUSE

A visit is always like coming home—a welcome to a familiar aroma, a comforting taste, and a pleasant sight.



The image shows the interior of a restaurant. The walls are covered in light-colored wood paneling. There are three large, vertical murals on the wall. The first mural on the left features a stylized sun or moon with polka dots and the word "PACIFIC" written vertically. The middle mural shows a close-up of a pizza with the word "PACO" at the top. The third mural on the right depicts a bowl of spaghetti with the word "Spaghetti" written vertically. The seating consists of several square wooden tables with black metal legs. Some tables are paired with brown upholstered benches that have orange cushions. Other tables have simple wooden chairs. A small blue plastic stool is also visible. The floor is a light-colored, polished material. The lighting is warm, with pendant lights hanging from the ceiling. The overall atmosphere is cozy and modern.

Store Experience

Cozy, warm, simple,
straightforward, friendly.
Ambience is a perfect pick-me up
from the stresses of the day.



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SM BAGUIO





PANCAKE
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STA. LUCIA MALL, RIZAL



NUCITI, BATANGAS



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PH BHS, Taguig City





PANCAKE
HOUSE
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PH BURJUMAN STORE, DUBAI, UAE





PANCAKE
HOUSE
INTERNATIONAL

PH WORLD TRADE CENTER MALL, ABU DHABI, UAE



Store Network

Country	No. of stores
Philippines	123
Malaysia	1
UAE	2
Total	126



Building The Brand



- **Product**

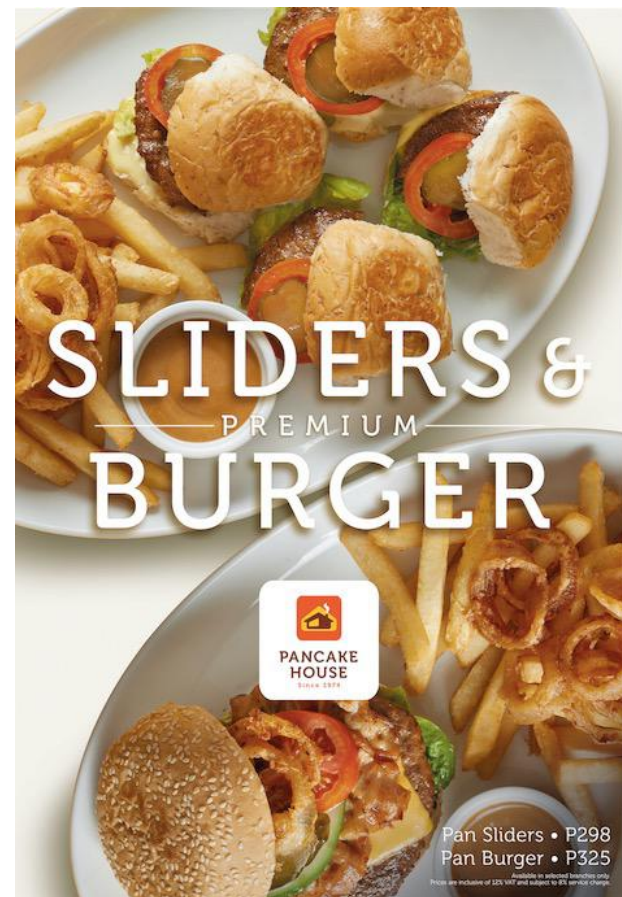
We have Great Pancakes!



Building The Brand

- **Product**

....But we are More Than Just Great Pancakes!



- **Product**

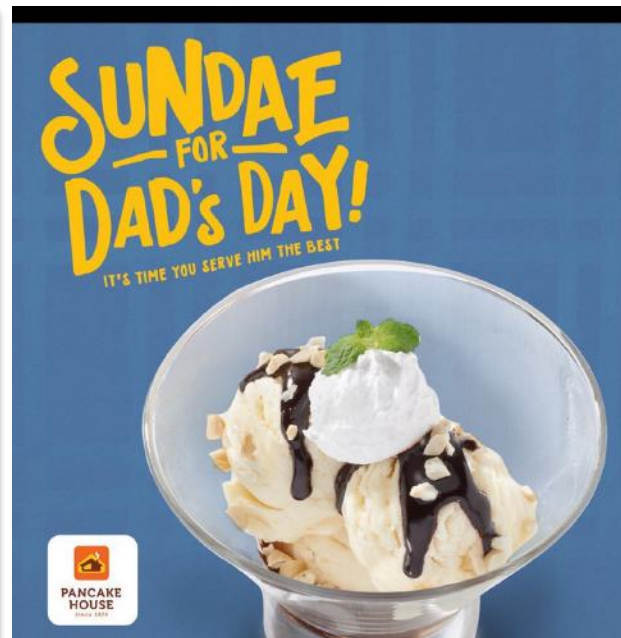
And we capture Different Occasions



Building The Brand

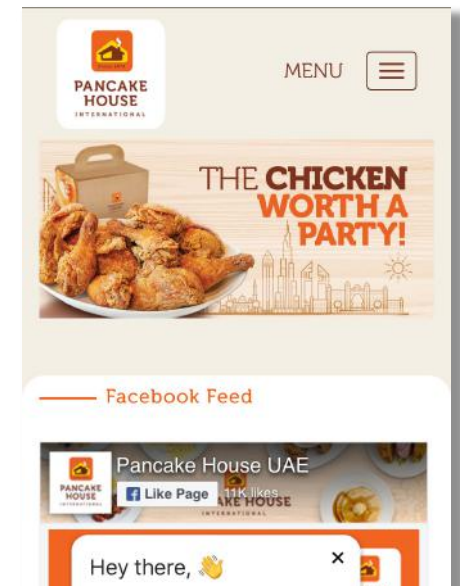
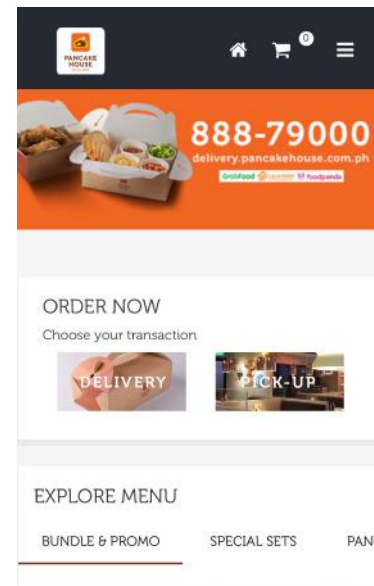
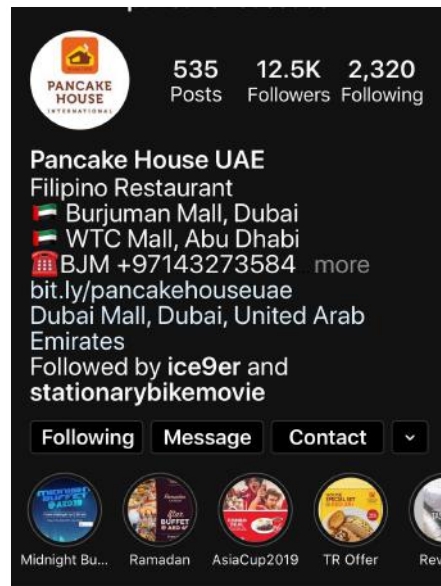
- **Promotion**

Relevant to Customers, Occasions and value for Money.



- Digital

Tapping all digital channels to be top of mind of Digital Generation



Building The Brand

- **LSM**

Build strong connection in the community to be a part of their lifestyle



Master Franchise Criteria



- Knows and believes in the Pancake House brand
- Financially stable with a net worth of \$1 Million and \$300,000 liquidity
- Understands the need of high initial investment to build a new brand in a new market
- Full team of General manager, operations and marketing manager and supply chain function
- Deep understanding in the market and in selecting sites
- At least 5 years of business experience in a restaurant or retail setting in the development area
- Willing to learn Pancake House business system and have time to attend
- Sending the team to the Philippines at least 6 weeks for full operation training programs
- Capable and willing to devote time for hands-on management of restaurant
- Willing and comfortable to work closely with the franchisor to be in compliant with the standard system
- Understands the importance of quality customer service

FAQ



What are the criteria for selecting a site?

For the first flagship store, site should be at least 150sqm to set up a back kitchen or a small commissary

Who will look for the site?

You should look for sites based on site criteria provided by Max's Group Inc.

MGI will assist in evaluating the potential site and you need to get an approval from MGI before signing a lease contract with a landlord.

Who will provide the restaurant design and layout?

For the first store, Schematic Design will come from MGI. The design will incorporate inputs on local building codes from a local architect to be contracted by the prospective franchisee .

Who will do the construction?

You will be responsible to get the services of a licensed local contractor. Cost of construction will be borne by you.

FAQ



Are we required to purchase any of the supplies and equipment from Pancake House?

Proprietary items must be purchased from accredited MGI suppliers. MGI will give you a list of specifications for other items (food and non-food) and equipment. These items are sourced from local suppliers provided that MGI specifications are met.

Who will hire the employees?

The franchisee needs to hire the full team including operation manager, store manager, marketing, supply chain and HR. MGI can assist you in the hiring process if you want to hire from MGI. Successful applicants will be endorsed and employed directly by you.

Will there be training provided for us and our employees?

You, your management team and pioneer employees will be provided with 1-2 months of comprehensive training prior to opening at a designated certified training stores in the Philippines. Expenses related to Training such as travel, lodging and the like shall be your responsibility.

Master Franchise Fees



Development Fee : \$150,000

- *For Exclusive Right in one country to open multiple stores in 5 years.*
- *Provide full operating system including SOP*
- *Include Initial Support for the First store opening such as kick off meeting after signing of the contract, schematic store design, R&D support to set up back kitchen including raw material testing, sending the opening support team*
- *To be paid in full upon signing the contract and not refundable*

Store Opening Fee: \$15,000

Paid upon opening an individual store

Royalty: 5% of net sales

Paid monthly

**THANK
YOU**

