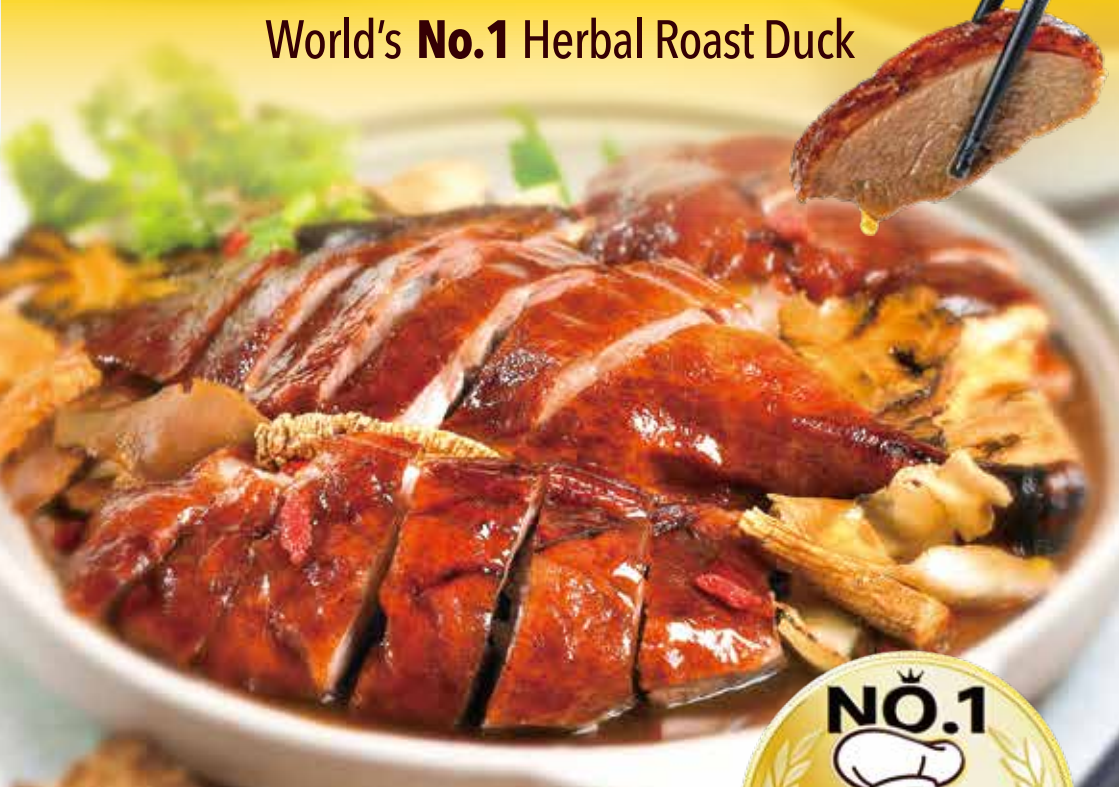




店小二  
Dian Xiao Er

# 全球药材烤鸭 销量第一

World's **No.1** Herbal Roast Duck



Source: Based on global market research conducted by Frost & Sullivan on the herbal roast duck market according to total sales volume in 2023; herbal roast duck refers to ducks marinated using herbs and seasonings, air-dry, and then roasted; the research was concluded in April 2024.



来新加坡必吃的药材烤鸭

The Must-Eat In Singapore, Dian Xiao Er Herbal Roast Duck





# 来新加坡必吃的药材烤鸭

The Must-Eat In Singapore, Dian Xiao Er Herbal Roast Duck

Dian Xiao Er is a homegrown Singaporean Chinese restaurant renowned for its herbal roast duck. We use only the finest quality Cherry Valley duck, prepared and freshly roasted daily. Crisp to the touch and golden brown in appearance, our herbal roast duck is complemented by our specially concocted herbal sauce, making it impossible to resist! We have sold more than 5 million herbal roast ducks in the last 20 years.

At Dian Xiao Er, we not only provide a warm and inviting atmosphere where people can savor our delectable dishes, but also ensure that every aspect of the dining experience contributes to a sense of happiness and peace of mind. Recently, we won the RAS Epicurean Star Award – The People's Choice Award, Best Asian Restaurant (Casual Dining) and the TOP Asia Pacific Excellence Brand.

店小二创立于2002年，全岛已有19家门店。20年累计卖出500万只药材烤鸭，是全球药材烤鸭销量第一的品牌，并且斩获RAS Epicurean Star Award亚洲国民选择奖、亚洲最佳休闲餐厅和亚太TOP杰出品牌。

现如今，来新加坡必吃的药材烤鸭，已经成为一张让新加坡人骄傲的国家美食名片，也是新加坡首选的国民餐厅。



店小二·全新加坡19家门店

Dian Xiao Er · 19 Outlets in Singapore





# Why Franchise with Us?

## 为什么选择加盟店小二？

### OUTSTANDING BRAND 好品牌

We are the world's No. 1 best-selling herbal roast duck in Singapore, and an award-winning national restaurant.

全球药材烤鸭销量第一，是新加坡获奖无数的国民餐厅。

### EXCEPTIONAL PRODUCT 好产品

We use only the finest quality Cherry Valley duck, prepared and freshly roasted daily. Our ducks are marinated for hours in a revitalizing blend of Chinese herbs and spices, then roasted at a precise temperature to retain their juices. Crisp to the touch and golden brown in appearance, our herbal roast duck is paired with our specially crafted herbal sauce, making it absolutely irresistible - a must-try dish in Singapore!

店小二招牌美食药材烤鸭，皮脆肉嫩，色泽诱人，香味扑鼻，现烤现卖，每一盘都是热腾腾上桌，是来新加坡必吃的药材烤鸭！

### EASY TO REPLICATE 好复制

With 19 outlets in Singapore, we have developed a robust and intelligent operating system, a comprehensive training program, a stable supply chain, and a set of standardized replication guidelines to ensure success.

经过新加坡19家门店的经验沉淀，形成了一套良好的智能化运营系统，完善的培训系统，食材稳定的供应链和一套标准化复制指南。



## 《店小二10大奖项 TEN AWARDS》







Health Promotion Board Certified Kids' Meals: Q Tofu with Minced Pork Set, Steamed Fish, Shrimp Egg



# 一年5大品牌 营销活动

## Key Marketing Activities

1月 2月 3月 4月 5月 6月 7月 8月 9月 10月 11月 12月



## Post Event Photos

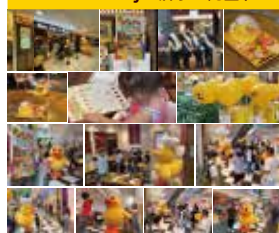
Chinese New Year / 店小二新年活动



National Day / 店小二国庆烤鸭节



Children's Day / 店小二儿童节



Parents' Day / 店小二双亲节



Chef Showdown / 厨王争霸赛





# Our Digital Marketing



 dxesg

   dianxiaoersg



## Area Franchise\* Package

Number of Outlets to Open	6 Outlets
Total Initial Capital Investment (includes Rental Deposit & Franchise Fee)	Depends on total number of outlets to be opened
Area Franchise Fee	<b>SGD\$360,000 = SGD \$60,000 x 6 Outlets**</b> One-time payment
Area Franchise Fee – Initial Deposit	<b>SGD\$36,000</b> One-time payment
Royalty	5% of Combined Units Turnover
Franchise Period	10 years
Payback Period	The Payback Period for Area Franchises is assessed individually based on market and operational factors.

\* All outlets must be owned and operated by the Area Franchisee. No sub-franchising is allowed

\*\* The development schedule will be explained in detail at the point of application.

## Single Unit Franchise Package

Number of Outlets to Open	1 Outlet
Single Outlet – Initial Capital Investment (includes Rental Deposit & Franchise Fee)	<b>SGD\$1,000,000 to SGD\$1,550,000</b>
Single Outlet – Estimated Floor Area	3,200 to 6,000 square feet
Single Unit Franchise Fee	<b>SGD\$60,000</b> per outlet opened One-time payment
Royalty	5% of Turnover
Franchise Period	5 years
Payback Period	The estimated Payback Period is approximately 21 months, based on conservative projections from our Singapore market





# Franchise 加盟

## Application Process Flow 流程

### 第 1 步

Initial Inquiry and  
Information Request  
初步咨询与信息提问

### 第 2 步

Submission of Detailed  
Franchise Application  
提交详细特许经营申请

### 第 3 步

Initial Meeting  
/Interview  
初次会议/面试

### 第 6 步

Second Meeting  
and Follow-Up  
第二次会议及后续跟进

### 第 5 步

Payment of Franchise  
Application Fee  
支付申请费

### 第 4 步

Application Review  
and Initial Assessment  
申请审核与初步评估

### 第 7 步

Site Evaluation  
场地评估

### 第 8 步

Franchise Agreement  
Preparation  
准备特许经营协议

### 第 9 步

Signing of  
Franchise Agreement  
签署特许经营协议

### 第 12 步

Grand Opening and  
Ongoing Support  
开业筹备与长期支援

### 第 11 步

Pre-Opening Support  
开业前支援

### 第 10 步

Payment of Initial  
Franchise Fee  
支付初始特许经营费用



## Pre-Opening Support 开业前支援

- |   |                                      |         |
|---|--------------------------------------|---------|
| 1 | Site Selection and Lease Negotiation | 选址与租赁谈判 |
| 2 | Design and Layout                    | 设计与布局   |
| 3 | Permits and Licensing                | 执照      |
| 4 | Equipment and Supplies               | 设备与供应产品 |
| 5 | Staff Recruitment and Training       | 员工招聘与培训 |
| 6 | Marketing and Promotions             | 市场行销与推广 |
| 7 | Operational Setup                    | 运营设置    |
| 8 | Financial Planning                   | 财务规划    |

## Ongoing Support 长期支援

- |    |                                    |          |
|----|------------------------------------|----------|
| 1  | Ongoing Training and Development   | 持续培训与发展  |
| 2  | Marketing and Advertising          | 市场营销与广告  |
| 3  | Operational Support                | 运营支持     |
| 4  | Menu Development                   | 菜单开发     |
| 5  | Supply Chain Management            | 供应链管理    |
| 6  | Technology and Systems Support     | 技术与系统支持  |
| 7  | Financial Management               | 财务管理     |
| 8  | Community Engagement               | 社区参与     |
| 9  | Customer Feedback and Satisfaction | 顾客反馈与满意度 |
| 10 | Crisis Management                  | 危机管理     |



# 店小二 连获12大奖项



店小二创办人  
叶叔坤先生



蝉联



总冠军

Epicurean Star Award  
Singapore 2024  
The People's Choice

Singapore Prestige  
Brand Award 2024  
Overall Winner



Epicurean Star Award  
Singapore 2024  
Best Chain Restaurant



EY Entrepreneur  
Of The Year 2024



Singapore Prestige  
Brand Award 2024  
Established Brands



HR Asia 2024  
Best Companies To  
Work For In Asia



Asia Pacific Top  
Entrepreneur of The  
Year 2024 & 2025



Singapore ESO  
Award 2024



Influential Brands  
TOP Brand Award  
2025



Asia Pacific Top  
Excellence Brand  
Award 2024 & 2025



HR Asia 2024  
Most Caring Companies  
Award



Hua&Hua 2024  
Million Yuan  
Creativity Award

DIAN XIAO ER GROUP

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