



PHỞ24

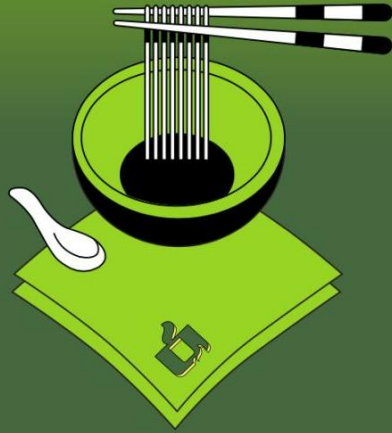
Franchise

Vietnamese Soul Food, Global Recognition

Delicious, Affordable, Everyday



'PHO-TASTIC'



Only PHO24 delivers great tasting Vietnamese food, every time, at an every-day affordable price, in an environment that delivers to the fast paced needs of modern life.

Franchise Deck Overview

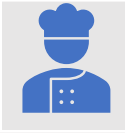
Your Journey to Becoming a PHO24 Partner

1.  Brand Story
2.  Soul of PHO24
3.  Market Opportunity
4.  Menu & Factory Highlights
5.  Support & Service
6.  Roadmap to Launch
7.  Next steps



1. Brand story

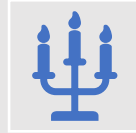
AUTHENTIC PHO24 SINCE 2003



PHO24 has been serving authentic Vietnamese PHO made with **24 natural ingredients**, which is where our name comes from, following a **traditional cooking process** combined with **modern hygiene standards**.



We create a **warm, open, and welcoming environment** where guests enjoy **quick, friendly service** and the comforting flavors of Vietnam



PHO24 is more than a meal- it's an experience that brings the **heartland of pho** to your table, remind you of the **familiar warmth and comfort of home**.



2. Soul of PHO24

The art of PHO24 begin with our broth,
24 Ingredients create one unforgettable harmony !

OUR BROTH – Where Flavor Begins

- ✓ **Premium Shine Bone & Brisket** for a deep, savory foundation
- ✓ **Natural ingredients** adding layers of aroma and flavor
- ✓ **8 hours slow simmering**, releasing natural collagen for richness
- ✓ **Crafted by skilled hands** -- made with care, served with pride

FRESH

DELICIOUS

AUTHENTIC

NUTRITIOUS

FRESH HERBS & VEGGIES

HOUSEMADE NOODLES

NO PRESERVATIVES



3. Market Opportunity- Pho lovers

-- Pho is one of the most globally understood Vietnamese dishes

Global PHO Craze

PHO is ranked among the world's most loved comfort foods, trending in major cities worldwide.

Health & Wellness Appeal

Low-fat, nutrient-rich, and packed with collagen-perfect for today's health-conscious consumers.

Vietnamese Cuisine Boom

Vietnamese food is one of the fastest-growing ethnic cuisines globally, driven by demand for authentic experiences

Fast Casual Growth

Urban lifestyles fuel demand for quick, high-quality meals – PHO24's under 1 minute service model fits perfectly

Social Media Power

Millions of pho fans share their love online (#Pholove), creating a strong community for brand engagement



4. Menu highlights

More than just pho -- A complete Vietnamese experience



4. Factory highlights

-- Your Operational Advantage

Our entire menu is prepared in PHO24's modern factory, where ingredients are cooked, portioned, and hygienically packed before being delivered to every store.

This system ensures:

- **Easy and quick assembly** — dishes can be prepared *in just minutes*
- **Simple and streamlined store operations**
- **High consistency in quality and taste**
- **Faster service during peak hours**
- **Reduced kitchen complexity and labor costs**
- **Strong food safety and quality control**

A scalable, franchise-ready model designed for operational excellence



Store Assembly



Prep & Pack



Deliver



5. Franchising Service – all in one support



Comprehensive Training:

Culinary Skills, Operations, and Guest Service Excellence
Franchise partners receive a full training program designed to build confidence and competence from day one. This includes hands-on culinary training to master menu preparation, food safety, and kitchen efficiency. Operational training covers daily workflows, staff management, inventory handling, and cost control. We also emphasize guest service excellence, ensuring every team member understands how to deliver warm hospitality, resolve issues effectively, and create memorable customer experiences.



Operational Guidance: SOPs, Quality Control, and Regular Audits

To ensure consistency across all franchise locations, we supply detailed Standard Operating Procedures (SOPs) covering every aspect of the business. Our operations team conducts regular quality-control checks and performance audits to help you maintain brand standards. We also offer ongoing operational coaching, troubleshooting support, and best-practice updates so your store runs smoothly and efficiently.



Supply Chain & Logistics: Reliable Sourcing of Authentic Ingredients

We manage a streamlined supply chain that guarantees access to high-quality, authentic ingredients at competitive prices. Our logistics network ensures timely deliveries, consistent product availability, and strict quality assurance. This allows franchisees to focus on running their business while maintaining the flavor, freshness, and brand integrity customers expect.



Marketing Support: Pre-Opening Campaigns, Social Media, and Local Promotions

We provide a complete marketing toolkit to help you launch strong and maintain momentum. Before opening, our team supports you with grand-opening campaigns, local PR outreach, and digital buzz-building. After launch, we continue to assist with social media content, seasonal promotions, and localized marketing strategies tailored to your community. Our goal is to help you attract new customers, build brand loyalty, and stay competitive in your market.



Technology & Tools: POS Systems, Reporting Dashboards, and Analytics

Franchisees benefit from modern technology designed to simplify operations and improve decision-making. Our integrated POS system supports fast transactions, inventory tracking, and staff scheduling. Real-time reporting dashboards provide insights into sales trends, customer behavior, and operational performance. With built-in analytics, franchise owners can make data-driven decisions that boost efficiency and profitability.



6. Roadmap to launch – your journey to opening day

1. Initial Inquiry & Application
2. Franchise Approval
3. Site Selection
4. Franchise Agreement
5. Design & Construction
6. Training Program
7. Marketing Launch Plan
8. Grand Opening
9. Ongoing Support



6. Next Steps – ready to begin?

- Contact our franchise team
- Schedule an interlocutory call
- Review investment details
- Start your PHO24 journey today

Join the PHO24 family – let's grow together

Contact Us

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OWN A PHO24 FRANCHISE

- Low investment, high return
- Full training & marketing support
- A taste loved by millions



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