



**SAIGON SUMMER**  
**57R337FOOD**  
vietnamese eatery

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Looking to start your own business?

Want to be your own boss?

What about improving your chances of success in retail?

Saigon Summer is a business that has adapted to the changing tides. We are proud to announce that every single one of our stores have found a way to become resilient during the pandemic, and managed to exceed beyond expectations.

We put a lot of love and energy into building every Saigon Summer store, so the positive results have not been a surprise. Let us share with you all the reasons why this franchise model is worth considering for your next investment.



## Z OUR STORY

In 2015, Alan and his wife Truc were determined to build a sustainable business that would showcase Vietnamese culture and help others grow. With Truc and her sister Kat's strong will, they raised some money from relatives so that they could build a Vietnamese tuck-shop serving simple street food. It was not long after, they opened their very first store in Summer Hill and called it 'Saigon Summer'.

It certainly goes to show you what you can achieve with a bit of hard work, determination, a supportive team and most importantly a positive attitude. Today the Saigon Summer network has 6 successful stores and we are beginning to rapidly expand!

Saigon Summer is fast becoming one of Sydney's trending food franchises, set to expand across the country with 50 stores over the next 5 years. Despite all the blood, sweat and tears, they have had a lot of fun along the way, and still manage to have plenty of time to raise their 2 beautiful children and enjoy a wonderful work/life balance. It has been an incredible journey!

Find out how the systems and processes works, and just how simple it is to run and own your own store. From site selection, negotiations, design, - to fit out, training, operations and more.

We are here to help you every step of the way.



## OUR VALUES

At Saigon Summer we value: family and friends, respect, collaboration/social inclusion, commitment, trust, fairness, integrity, honesty, authenticity, accountability, customer care, the experience, and MORE!

These values were instilled in us from a young age and are very much a part of our business model today. We treat our staff and Franchise Partners as family. Our objective is for everyone who joins the Saigon Summer community, achieves success.

## OUR MENU

Our food selection is simple, authentic, flavorful and admired by all.

Customers enjoy delicious homemade recipes derived directly from Vietnam's sensational culinary culture, made with locally sourced Australian produce and a whole lot of LOVE and PASSION.



APPETISERS



RICE PAPER ROLLS



VERMICELLI OR RICE



VEGETARIAN SELECTION



RICE NOODLE SOUP



VIETNAMESE BAGUETTE

## CATERING

Saigon Summer's catering menu has a DELICIOUS range of fresh, healthy Vietnamese street eats that will suit a range of tastes and dietary requirements, perfect for work functions or family gatherings.



## OUR TEAM IS EVERYTHING!

The management and team are made up of a humble, hardworking, supportive mixed race community that consistently works 'as one' to ensure all our Franchise Partners achieve great things. Need to take photos of staff (not all however a mix)



## OUR CUSTOMERS

Our customers love good, fast, delicious Asian Cuisine, and they also want great value..

They are on the go and keen to choose a healthier option. Our target market is aged from 16 – 45, both male and female, and overall our customers are loyal.



## OUR SUCCESS FORMULAR IS SIMPLE

1. Serving DELICIOUSLY FRESH, Authentic Vietnamese food and sharing our culinary culture and experience with the community.
2. Always offering GREAT SERVICE with a smile.
3. Continually improving operations, sharing our experiences and working closely at all times with other Saigon Summer business owners and the team.
4. Innovative, forwarding thinking. Continuously streamlining operations and looking at the best technologies in order to give us strong, competitive advantage.
5. Encourage and empower our community to thrive and succeed.



**'Overall, we are a positive, humble, fun loving, hardworking group. Our team, suppliers, franchise partners and customers are like family.'**



## YOUR INVESTMENT

We offer a complete turn key solution.

Based on your needs, we'll find the right location for you, we'll manage the design, architects, fit out, legal, organise training and more. We hold your hand all the way from the onset, and work with you continuously to ensure your business is a success.

Once you fill out the inquiry form, we can get together, discuss your needs, you can meet some of the team, and in no time, you will begin to understand why our business model is so successful.

Should you decide to push forward, there is an initial Franchise fee of \$10,000 to get the ball rolling and depending on the size and infrastructure of the location, we estimate the total cost will be around \$150,000 to \$250,000.

## WE WILL LOOK AFTER:

1. Site selection and negotiation.
2. Store design, build and project management.
3. Franchisee training program.
4. Store set up and launch.
5. Opening marketing program.
6. A full operating Saigon Summer store.

## ROYALTY FEE - A minimum fixed rate

Your royalty fee allows the franchisee to use Saigon Summer's name, trademarks, logos and operating systems, as well as access to new product and systems, development, purchasing power discounts and continuous support.

We do not charge a marketing fee. We will maintain, administer, direct and develop exceptional advertising and marketing campaigns and collateral for the Saigon Summer brand. We do suggest you put aside 3% for specific site based marketing that will be paid directly to a third party.

We are constantly building and maximizing brand awareness and this extends to all areas of marketing, on and offline.

## TRAINING AND SUPPORT

We will arrange initial and ongoing training to ensure staff are up to speed with product knowledge, preparation, procedures and service.

We have regular group staff meetings and reviews and share constructive feedback so we can always look to improve. We also identify great work within the team.

We mentor our Franchise Partners to facilitate their personal growth and professional development. We consider the above absolutely key to ensure consistency, best practice and uphold our key values.

With our very own custom web portal, each staff member communicates in real time via the app, collaborates and shares their knowledge with the rest of the team. We hold 3-4 events through the year to encourage social cohesion and to motivate the team



Keen to know more?  
Simply fill out our inquiry form and lets get  
the ball rolling!



# TESTIMONIALS

## Saigon Summer Macquarie Park

Hi All, Henry and Tammy Phan here, the proud owners of the Saigon Summer Macquarie Park store. Saigon Summer is a such strong brand and that's why we wanted to get on board. Coupled with its tasty authentic, affordable menu options our business is thriving.

Since opening, we have been amazed at how both the traditional and online customer base continues to grow. We constantly receive great feedback, and in fact our 'Pho' has been described as 'the best around town!'

The ongoing support we receive from the Saigon Summer management team is outstanding. From the very beginning of the project, they were with us every step of the way. To date, we catch up weekly to review sales, marketing, and we are constantly looking at better ways of working to achieve further success at our Macquarie Park store.

With that, Tammy and I are now super confident to push forward and open another Saigon Summer store. The journey has been great and we are ready to expand. In summary, joining the Saigon Summer family has really changed our lives.

## Saigon Summer Dural

Owning my own Vietnamese Food store was my dream, as I wanted to bring my culinary culture to Australia.

Becoming a Saigon Summer franchise partner really is the best thing I have ever done and with the ongoing help and support from the management and team, this journey has been fun and really rewarding.

The initial training was great, and these days, if I need advice or assistance, I simply shout out, and the management and team at Saigon Summer are quick to assist.



## FRANCHISING PROCESS

We are not just your typical franchise.

We have a unique model which helps our franchise partners build long term solid businesses. We charge you a fixed franchise fee so that you can work with our experienced team and get all the support you need.

**Step 1.** Register your interest. Download our Franchise Information pack. Once you are comfortable, make an enquiry by filling in the online form.

**Step 2.** Submit and application and provide us with more details. We will be in touch with you to set up an initial meeting to discuss your needs.

**Step 3.** We do further research and feasibility studies to find suitable locations for your next store.

**Step 4.** Once you confirm your preferences, conditions and the right site location, a more detailed cost estimate would be determined. This will help you organise your finances.

**Step 5.** Discuss and agree on the lease terms and franchise agreement. Once these agreements are signed, the payment schedule is also determined.

**Step 6.** We complete the design, documentation and obtain approvals. We will handle this whole process for you.

**Step 7.** We help organise the complete fit out and construction of the store from A to Z. You just need to sit back and watch the store get transformed.

**Step 8.** Manager and staff training will be completed (both offsite and onsite). We ensure you have the full confidence to run the operations.

**Step 9.** Celebrate your grand opening! We hand over the keys of the store over to you and assist you in the first few weeks of opening when required.

**Step 10.** We provide ongoing training and mentoring. We maintain regular communication to help you grow and maintain your business.

**From here on, we make sure our relationship is continuously nurtured to ensure your business is a success.**

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