

SAIGON SUMMER
57R337FOOD
vietnamese eatery

JOIN
THE FAMILY

SPREAD YOUR
WINGS



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OUR VISION

**To bring the best,
healthiest authentic
taste of Vietnam to
AUSTRALIA**



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OUR MOTIVATION

Saigon Summer's
soulful heritage &
our amazing
Vietnamese
Culinary Street
Culture. □



OUR VALUES

REAL

**Honesty and integrity, helping others,
being authentic, creating work/ life
balance, FAMILY.**

**Customer focused, delivering
quality great service, present
and engaged, TEAM.**

CONNECT

WIN

Support, confidence, succeed, GROW.

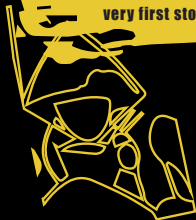


THE BRAND



In 2015, Alan and his wife Truc, sister Kat and brother-in-law Peter, were determined to build a sustainable business that would showcase their amazing Vietnamese culinary street culture Auz.

To do this they raised some money from relatives, opened a small tuck-shop serving simple street food eats and it was not long after they opened their very first store in Summer Hill NSW, hence the name 'Saigon Summer'.



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THE FUTURE



GROW

Grow our restaurant portfolio and work with existing Franchise Partners to expand.

BUILD

Build and maximise brand awareness by collaborating with key partners and supplier.

EVOLVE

Ongoing innovation and forward thinking. Continuously streamlining operations, looking at the best technologies in order to give us strong, competitive advantage.

EDGE



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STORE SET UP COSTS

Average restaurant construction cost for a 40-65m² site in Australia is approximately \$2,250 AUD per sqm. This includes all fixtures, fittings and signage i.e. 90-145k. Average equipment package cost for the restaurant is approx. \$55,000 AUD. Total set up cost for the average restaurant is approx. \$150k-\$200k post fitout contribution. Actual costs may vary depending on geographical region and site specific features.



FRANCHISE PROCESS

Download our
information pack

1

Let's find an
ideal location
for you

3

Discuss lease
and franchise
agreement

5

We'll organise
shop fitout &
construction

7

SHOP GRAND
OPPENING!

9

2

Submit the
application form

4

Site cost
estimations

6

We'll handle all
design & docs for
approval

8

Manager and
staff training

FRANCHISE SUPPORT

We work together with you every step of the way and beyond

- 1. Site selection, negotiation and leasing.**
- 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**
- 7. Ongoing future training and support**



Submit your application today and we'll be in touch!