

# FRANCHISE OPPORTUNITIES



Superior Quality Since 2002

Strengthen Your Business  
With Our Franchise

[www.superiorqualityfood.com](http://www.superiorqualityfood.com)

# Our Franchise Objectives

Sup's Stars Burger Franchise is under supervision of parent company (Superior Quality Food) which has the same mission of focusing on social responsibility by delivering superior quality products and steadfast service for 20 years.

Our franchise is created to deliver the opportunities for local people to build their career and generate high profitability under our solid system of franchise model.



[www.superiorqualityfood.com](http://www.superiorqualityfood.com)

# Franchise Information



## What areas are available for Sup's Stars franchising ?

Franchising is going to be available throughout Thailand, we plan to expand and create opportunity of franchise worldwide.

## What is the ongoing royalty fee and what do we get for that ?

The royalty fee are 0% - 4 % of gross sales. Franchisees will receive ongoing support, which includes but is not limited to :

- Marketing & promotional ideas
- Assistance in auditing financial account monthly ( For package 2 & 3 only )
- Operational guidance from our team
- Right to use our intellectual properties such as logos, artwork, certifications & marketing tools for your store.

## What make Sup's Stars Burger different from other ?

Our products under the Sup's Stars burger brand have gone through strict food safety processes and standards to ensure that consumers are consuming a halal, healthy, tasty & nutritious product without pathogens, chemicals and toxins.

# Franchise Packages



## How many pricing models do you have for your franchises ?

- **Hawker Franchise 34,900 Baht ( Monthly Royalty fees 0 % )**
- **Upscale Franchise 63,900 Baht ( Monthly Royalty fees 2 % )**
- **Stand Alone Restaurant 506,120 Baht ( Monthly Royalty fees 4 % )**

## Our Services Include :

- **Guidance in location selection**
- **Marketing service (Depends on vary package)**
- **Restaurant design support**
- **Customizing marketing material to suit with local tastes and preferences**
- **Training in location prior to and during opening store**
- **Help in coordinating any grand opening promotions**
- **Assistance in recruiting of employees**

**Contract Length : 5 years**

# Hawker Franchise



## 34,900 Baht

### Equipment include :

- **Stainless table + 4 Flags + 1 Vinyl**
- **Electric Stove (55x41x24) + 1 Heater (50-300 °C )**
- **Trowel**
- **Chalkboard**
- **Cooling Tank 8 hrs. 30L**
- **Wrapping Paper 225 pieces**
- **Sauce bottle 1 liter ( 3 bottles )**



# Hawker Franchise



## 34,900 Baht

### Service include :

- Assistance in delivering ingredients & equipment
- Training & support program for cooking
- Training & support program for service operation
- Vinyl & Flag Design
- Regional Marketing Strategy Support
- Assistance in sourcing a location
- Customizing sales materials to suit with local preferences.
- Help in coordinating the Grand Opening promotion
- Monthly promotional campaign supported by Superior foundation in buying and giving away to the poor in the neighbourhood.

# Hawker Franchise

## Ingredients include



### Burgers :

- Beef Burgers 50 g. = 50 pieces
- Lamb Burgers 50 g. = 50 pieces
- Chicken Burgers 50 g. = 50 pieces



### Hotdogs :

- Merguez Beef 25 g. = 40 pieces
- Chicken Sausage 25 g. = 40 pieces
- Beef Sausage 30 g. = 40 pieces
- Chicken Kebab 50 g. = 40 pieces
- Beef Dad Deaw 50 g. = 20 pieces



### Sauces :

- Garlic Sauce = 0.5 KG
- Extreme Hot Sauce = 0.5 KG
- All in One Sauce = 0.5 KG
- Sweet Tamarind Sauce = 0.5 KG
- Seafood Sauce = 0.5 KG



# Hawker Franchise

## Ingredients include



### Burgers :

- Beef Burgers 50 g. = 50 pieces
- Lamb Burgers 50 g. = 50 pieces
- Chicken Burgers 50 g. = 50 pieces



### Hotdogs :

- Merguez Beef 25 g. = 40 pieces
- Chicken Sausage 25 g. = 40 pieces
- Beef Sausage 30 g. = 40 pieces
- Chicken Kebab 50 g. = 40 pieces
- Beef Dad Deaw 50 g. = 20 pieces



### Sauces :

- Garlic Sauce = 0.5 KG
- Extreme Hot Sauce = 0.5 KG
- All in One Sauce = 0.5 KG
- Sweet Tamarind Sauce = 0.5 KG
- Seafood Sauce = 0.5 KG





# Hawker Franchise



**Sausages**

Beef sausage

Chicken sausage

Selam! Merquest

**Burgers**

Beef burger

Chicken burger

Lamb burger

**SUP'S STARS**  
**BURGERS & SAUSAGES**  
By Superior Quality food

Singapore: 9003 05 0001 / 05 0002 / 05 0003  
Malaysia: 03 261 0879 / 03 261 0880 / 03 261 0881  
Indonesia: 021 261 0879 / 021 261 0880 / 021 261 0881

# Upscale Franchise

63,900 Baht

## Equipment include :



- **KIOSK 150\*150\*240 cm. ( Electricity & Water system + Completed KIOSK Design )**
- **Electric Stove**
- **Trowel**
- **Chalkboard**
- **Cooling Tank 8 hrs. 30L**
- **Wrapping Paper 225 pieces**
- **Sauce bottle 1 liter ( 3 bottles )**



# Upscale Franchise

63,900 Baht

## Service include :



- Assistance in delivering ingredients & equipment
- Training & support program for cooking
- Training & support program for service operation
- KIOSK Design
- Assistance in auditing of financial report monthly
- Regional Marketing Strategy Support
- Assistance in choosing a location
- Customizing sales materials to suit with local preferences.
- Help in coordinating the Grand Opening promotion
- Monthly Promotional campaign supported by Superior foundation in buying and giving away to the poor in the neighbourhood.

# Upscale Franchise

## Ingredients include



### Burgers :

- Beef Burgers 50 g. = 50 pieces
- Lamb Burgers 50 g. = 50 pieces
- Chicken Burgers 50 g. = 50 pieces



### Hotdogs :

- Merguez Beef 25 g. = 40 pieces
- Chicken Sausage 25 g. = 40 pieces
- Beef Sausage 30 g. = 40 pieces
- Chicken Kebab 50 g. = 40 pieces
- Beef Dad Deaw 50 g. = 20 pieces



### Sauces :

- Garlic Sauce = 0.5 KG
- Extreme Hot Sauce = 0.5 KG
- All in One Sauce = 0.5 KG
- Sweet Tamarind Sauce = 0.5 KG
- Seafood Sauce = 0.5 KG



# Upscale Franchise



Superior Quality Food



- ✓ **KIOSK DESIGN SUPPORT**
- ✓ **ELECTRICITY & WATER SYSTEM IN THE KIOSK**
- ✓ **DIMENSION : 150 \* 150 \* 240 CM**

# Stand Alone Restaurant

506,120 Baht



## Service include :

- **Restaurant design support with a recommendations of furniture and kitchen utensils ( customers have to pay for furniture & kitchen utensils )**
- **Assistance in auditing of financial report monthly**
- **Training & support program for cooking by Professional Chef**
- **Training & support program for service operation**
- **Regional Marketing Strategy ( Marketing Support )**
- **Sourcing a location**
- **Customizing sales materials to suit with local preferences.**
- **Sourcing for manpower**
- **Help in coordinating the Grand Opening promotion**
- **Monthly Promotional campaign supported by Superior foundation in buying and giving away to the poor in the neighbourhood.**

# Stand Alone Restaurant



Superior Quality Food



# Stand Alone Restaurant





# Stand Alone Restaurant



## Remarks\*\*\*\*

- All shipping costs **are not included** ( For all packages).
- Equipment and interior items in the shop **are not included**( Customers have to pay ) except wrapping papers of Sup's Stars brand are included.
- Construction cost, decoration cost, material cost, rental fees **are not included.** ( Customers have to pay ).
- Monthly Royalty Fees 4 % ( 4 % of net sales will be deducted every month throughout contract period for service fees. )
- The design cost is covered 60 square meters. If more, there will be additional charge 2,000 baht per square meter.
- Marketing rates are different depend on each package.
- Overseas franchise **will be charged for 200,000 Baht** for additional overseas service fees.
- The price for overseas franchise is 706,120 Baht

# Stand Alone Restuarant

## Ingredients include



### Burgers :

- Beef Burgers 50 g. = 50 pieces
- Lamb Burgers 50 g. = 50 pieces
- Chicken Burgers 50 g. = 50 pieces



### Hotdogs :

- Merguez Beef 25 g. = 40 pieces
- Chicken Sausage 25 g. = 40 pieces
- Beef Sausage 30 g. = 40 pieces
- Chicken Kebab 50 g. = 40 pieces
- Beef Dad Deaw 50 g. = 20 pieces



### Sauces :

- Garlic Sauce = 0.5 KG
- Extreme Hot Sauce = 0.5 KG
- All in One Sauce = 0.5 KG
- Sweet Tamarind Sauce = 0.5 KG
- Seafood Sauce = 0.5 KG



# Franchise Packages

## Additional Details



- **Store inspection is held once a month.**
- **Regional marketing means Marketing in the region where the franchisee is located, for example, the franchisee is located in the South. We will focus on marketing to local customers.**
- **The amount of operating Facebook & Google Ads in each package will be different.**
- **Marketing support will consist of public relations on Facebook and the company's website, along with artwork for using in advertising purposes.**
- **Promotional campaign supported by Superior foundation in buying and giving away food to the poor in the neighbourhood.**

**Additional Details in Contract \*\*\***

**Contract Length : 5 years\*\*\*\***