


ESTIMATED INVESTMENT COST

FIXED INVESTMENT	Cost	Payment Schedule
A. PROCESSING FEE Market Verification, Physical/Medical Examination, Psychological (HATS) Exam, and Background Investigation	PHP 35,000	Prior to Market Verification
B. FRANCHISE FEE 5-Year contract, right to use Julie's Bakeshop System (proprietary rights)	PHP 336,000 PHP 44,800 VAT Inclusive	Upon approval of the Franchise Application (on the 1 st day of Orientation which is held at JFC Cebu Head Office)
C. SECURITY DEPOSIT Accountability deposit (Process Guide, Recipe Book, and Operational Manual)	PHP 50,000	
D. MACHINERY AND SIGNAGES Oven, Roller, Kneader, Bread Slicer, Cake Mixer, Bread Showcase, Siopao Warmer, CCTV, Stainless Working Table, Sink, Burner, Fire Extinguisher, Computer Table, Mascot head, and Directional Signage	PHP 494,000 Note : Subject to change based on prevailing rates upon purchase	
E. PRE-OPENING SERVICE PACKAGE/BAKERY OPENING PACKAGE/FRANCHISEE TRAINING Business Development, Marketing Collaterals, Mascot Appearance, Bakery Management Seminar, Bread Baking Course, and Bakery Staff Trainings	PHP165,000	
F. INSURANCE	PHP 10,000	
TOTAL FIXED INVESTMENT COST	PHP 1,090,000 PHP 798,800	
STORE RENOVATION PHP13,000/sqm x 50 sqm (minimum required store area)	PHP 650,000 (Estimated Cost)	Upon approval of Store's Layout and Design
TOTAL INVESTMENT COST	PHP 1,740,000 PHP 1,448,800	

Note:

- ❖ Rental Deposit, Working Capital and other incidental expenses is not included in the above computation.
- ❖ Total projected cost depends on the store's area which will increase if it is more than 50 square meters and/or the addition or upgrade of the equipment.
- ❖ Store Renovation's price per square meter (sqm) will vary depending on the present condition of the proposed site. It may be as high as PHP 13,000 per sqm or as low as PHP 10,800 per sqm.
- ❖ CORNER STORE will require higher investment due to additional signage and bread showcase.

FREQUENTLY ASKED QUESTIONS:

How much is the Franchise Fee?

PHP 300,000 plus VAT for a 5-year franchise term. 50% discount will be afforded upon renewal of the franchise license.

*2021 being Julie's Bakeshop's 40th Year Anniversary, Franchise Fee will only be **P40,000** plus VAT for a 5-year franchise term. This offer is only valid for new applications approved within the year.*

Who chooses the location for the Bakeshop?

The franchise applicant will be responsible in choosing the proposed location. Site will undergo Market Verification Study which will be JFC's basis for approval. If applicant has no available site, Julie's Franchise Corp. (JFC) can assist franchise applicant in looking for a site, subject to approval.

How much is the total projected cost?

The projected cost is PHP 1,448,800 inclusive of Franchise Fee.

What is the space requirement for the bakeshop?

Minimum floor area of the bakeshop is 50 square meters with a minimum frontage of 4 meters.

What training do I get?

Successful applicant will undergo the following trainings:

- Bread Baking Course (BBC) and Bakery Management Seminar (BMS) for 14 working days
- Bakery Immersion for 30 days with a minimum of 4 hours per day
- Bakeshop staff will undergo actual hands-on training for 30 days

How long is the training period?

30 days for the bakery staff or crew, 14 days for the franchise applicant, and 30 days bakery immersion (minimum of 4 hours/day) for the franchise applicant.

Who will hire the Bakery Crew?

The Franchisee hires the bakery staff that will be trained by JFC.

Where do I get my equipment, ingredients, and supplies?

Franchisee is required to get all equipment, ingredients, and supplies from JFC.

When do I get back my initial investment?

Estimated payback is 1 ½ to 2 years.

How much is the royalty and other fees?

Royalty fee is 5.0% of gross sales. Marketing Support Fund is 1.5% of gross sales. The fees are to be remitted to JFC on a monthly basis.

How many stores does JFC currently have?

There are more than 400 Julie's Bakeshops nationwide.

Can I have smaller stores?

You can have a Julie's Jr. and/or outlet provided you currently maintain a full Julie's Bakeshop branch. Franchise fee for a Julie's Jr. is PHP 150,000 while an Outlet's Franchise fee is PHP 50,000.