



BAO DOWN



FRANCHISE OPPORTUNITY



**INVEST IN YOUR FUTURE
FINANCIAL SUCCESS WITH
CHUBBY BAO HOUSE!**

CHUBBY BAO HOUSE FIRST STARTED AS A FOOD TRAILER IN SALEM, OREGON. WE WERE GIVEN THE OPPORTUNITY TO MOVE OUR BUSINESS INTO AN ACTUAL STOREFRONT SIX MONTHS IN THE BUSINESS. EVEN DURING THE PANDEMIC, WE WERE ABLE TO HOLD OUR OWN AND CONTINUE TO EXPAND AS A SMALL BUSINESS. SINCE THEN, WE HAVE BEEN ABLE TO GROW AND CONTINUE TO BRING A UNIQUE DINING EXPERIENCE TO SALEM.

AT CHUBBY BAO HOUSE, WE MAKE SURE TO BRING A DELICIOUS AND ONE-OF-A-KIND DINING EXPERIENCE THAT SETS US APART FROM OUR COMPETITION. WE BRING A UNIQUE BLEND OF FOOD FROM BOTH CHINESE AND MEXICAN BACKGROUNDS. ALL OUR FOOD IS PACKED WITH DELICIOUS FLAVORS THAT KEEP OUR CUSTOMERS COMING BACK!



THE INDUSTRY

BOTH CHINESE AND MEXICAN FOODS HAVE BEEN AMERICAN FAVORITES, AND THERE S NO SIGN OF THAT CHANGING! THESE TYPES OF RESTAURANTS ARE STAPLES IN AMERICAN DIETS, WHICH MEANS THAT THEY ARE CONSISTENTLY GROWING AND SUCCEEDING.

ACCORDING TO IBISWORLD, THE US MARKET SIZE OF CHINESE RESTAURANTS IN 2022 IS \$20.1 BILLION, AND \$76.7 BILLION FOR MEXICAN RESTAURANTS. IN 2022 ALONE, THE MARKET FOR CHINESE RESTAURANTS GREW BY 11%, AND BY 7% FOR MEXICAN RESTAURANTS.

TALK ABOUT GROWTH!

WITH CHUBBY BAO HOUSE BEING A PERFECT FUSION OF THESE TWO CONCEPTS, THE SKY S THE LIMIT WITH POSSIBLE GROWTH AND SUCCESS! BEING A BLEND OF TWO TYPES OF RESTAURANTS ALSO MEANS BRINGING AN AUTHENTIC DINING EXPERIENCE, WHICH IS A BIG SELLING POINT OF CHUBBY BAO HOUSE. A UNIQUE EATING EXPERIENCE IS SOMETHING EVERYONE IS LOOKING FOR NOWADAYS!

WHAT SETS US APART

WE HAVE FOUND A WAY TO REPRESENT TWO UNIQUE BACKGROUNDS THROUGH VISUALS AND FLAVORS. AS AN ASIAN FUSION RESTAURANT, WE COMBINE TRADITIONAL CHINESE AND MEXICAN FLAVORS TO BRING A DELICIOUS BLEND OF CULTURES THAT SETS US APART FROM THE REST.

BLEND OF CULTURES



OUR BLEND OF CHINESE AND MEXICAN FLAVORS BRINGS A UNIQUE DINING EXPERIENCE FOUND NOWHERE ELSE! WE MAKE SURE TO REPRESENT THESE CULTURES NOT JUST WITH OUR FOOD, BUT ALSO WITH OUR AESTHETICS AS A WHOLE. THIS CREATES AN AUTHENTIC ENVIRONMENT THAT WILL STAY IN THE MINDS OF OUR CUSTOMERS.



FRESH FOOD



WE TAKE CARE IN OFFERING ONLY THE FRESHEST AND MOST FLAVORFUL FOOD! OUR SPECIALTY CHUBBY FRIES ARE ALL HAND-CUT AND PREPARED DAILY! ALL OUR SAUCES ARE MADE IN-HOUSE TO PERFECTLY COMPLEMENT OUR FOOD. THE EXTRA CARE WE PUT INTO OUR FOOD IS WORTH ALL THE EXTRA SMILES THEY MAKE!





REPEAT CUSTOMERS



OUR FRESH FOOD AND BLEND OF CULTURES IS WHAT MAKES CUSTOMERS KEEP COMING BACK! OUR WIDE ARRAY OF MENU ITEMS APPEALS TO A VAST CUSTOMER BASE WHICH MAKES US A FUN AND RELIABLE BUSINESS TO KEEP COMING BACK TO!



CONSTANT SUPPORT



AT CHUBBY BAO HOUSE, WE ENSURE THAT OUR FRANCHISEES HAVE CONSTANT SUPPORT FROM US. THIS WILL START OFF AS A TRAINING PROGRAM AND WILL EVENTUALLY TURN INTO ONGOING SUPPORT AFTER THEY HAVE SUCCESSFULLY LAUNCHED THEIR LOCATION. THIS IS TO MAXIMIZE THE SUCCESS AND EFFICIENCY OF OUR FRANCHISEES!



0 OPERATIONAL SUPPORT



0 MARKETING SUPPORT



0 PURCHASING

0 AND MORE!

FRANCHISE WITH US

OUR PROVEN MODEL SHOULD BE RUN BY SMART FRANCHISEES WHO ARE EAGER TO START THEIR ENTREPRENEURIAL JOURNEY. WE ARE CURRENTLY LOOKING FOR FRANCHISE PARTNERS WHO MEET THE FOLLOWING CRITERIA.

- 0 CUSTOMER SERVICE ABILITIES
- 0 GOOD TIME MANAGEMENT
- 0 HIGH STANDARDS
- 0 UNDERSTANDS COST MANAGEMENT
- 0 COMPANY CULTURE 'BUY-IN'

STEPS TO OWNERSHIP

YOUR FUTURE FINANCIAL SUCCESS IS ALMOST HERE WITH CHUBBY BAO HOUSE! WE WILL PROVIDE EVERYTHING YOU NEED TO ACHIEVE THAT SUCCESS!

BLEND OF CULTURES

FRESH FOOD

REPEAT CUSTOMERS

BAO DOWN

0 INTRODUCTION & DISCOVERY DAY

0 SITE SELECTION

0 CLASSROOM & ON-SITE TRAINING

0 ONGOING SUPPORT

FINANCIAL BREAKDOWN



FRANCHISE FEE

THE FRANCHISE FEE IS \$35,000.



INVESTMENT RANGE

THE INVESTMENT RANGE IS BETWEEN \$119,500 AND \$268,100, INCLUDING THE FRANCHISE FEE.



ROYALTY FEE

THE ROYALTY FEE IS 6% OF GROSS SALES.

WHAT ARE YOU WAITING FOR?

JOIN A UNIQUE BUSINESS CONCEPT IN AN EVER-EXPANDING INDUSTRY! FUSION RESTAURANTS ARE THE FUTURE, STARTING WITH CHUBBY BAO HOUSE! OUR BLEND OF CHINESE AND MEXICAN FLAVORS BRINGS A ONE-OF-A-KIND DINING EXPERIENCE THAT CUSTOMERS KEEP COMING BACK FOR. THE TIME IS NOW! INVEST IN YOUR FINANCIAL FUTURE AND INQUIRE ABOUT A CHUBBY BAO HOUSE FRANCHISE, TODAY!



To learn more about this exclusive opportunity, visit www.chubbybaohouse.salem/franchise or connect with us today:



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