



# FRANCHISE PROFILE



# Nét riêng cuốn Việt

Trải nghiệm sự độc đáo của chuỗi nhà hàng W&R bởi thực đơn phong phú với các món khai vị cuốn sẵn, thích thú hơn nữa cùng món tự cuốn. Sự hòa quyện với nhiều loại nước chấm đặc trưng, cách chế biến và lựa chọn nguyên liệu tinh tế, các đặc sản W&R đã làm nên một khẩu vị truyền thống nhưng riêng biệt.



## About Vietnamese Food

Vietnamese gastronomy heritage reflects the country's rich history. There are discernible influences from other countries, but the Vietnamese cuisine is unmistakably original. We at Wrap & Roll, believe Vietnamese food has now become a new and exciting trend within the international culinary stage.

## About Wrap&Roll

In 2006, Wrap & Roll restaurants captured the essence of this unique and diverse culinary legacy, and re-interpreted it into a contemporary context. Whist wrapping or rolling food is a distinct feature of Vietnamese cuisine, Wrap & Roll has redefined its use in an imaginative and contemporary way.

If your only experience of Vietnamese cuisine is limited to just spring rolls and noodle soup, then you are in for a delicious surprise at Wrap & Roll. With a wide variety of steamed, sautéed or grilled food, either wrapped or rolled in the kitchen, or at your table, our restaurants serve a delicious blend of surprising textures, exotic flavours and delightful fragrances.

## About our founder

Kim Oanh was born in a family with 03 generations of traditional Vietnamese cuisine experience.

Kim Oanh's success with Wrap & Roll, and her understanding of traditional Vietnamese cuisine, has led her to be appointed a Masterchef Vietnam judge.

And in 2017, she was nominated to participate in the Ernst & Young Entrepreneurial Winning Women Asia Pacific Awards.



**1** of the best Vietnamese cuisine | **Since 2006**  
The 1<sup>st</sup> restaurant opened in HCMC, Vietnam

**3,000+** visitors daily to our restaurants | **12**

**2012** Master Franchise Agreement for Singapore | **Years**  
Won enormous trusted awards

**2017** 04 Franchise Restaurants in Singapore  
03 Franchise Restaurants in Shanghai  
**20** restaurants in Vietnam



## Unique concept

Wrap & Roll delivers a unique menu... blending authentic Vietnamese cuisine ... in an exciting contemporary way. The many Wrap & Roll sauces are a 'must have' accompaniment with all Wrap & Roll created rolls. The different and many sauces play an integral role within the meal, enhancing the overall taste, whilst making Wrap & Roll, a truly unique dining experience.

Healthy - Harmony - Homey  
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## Wrap&Roll Franchise Passport

### OPERATION MATERIAL

- Service manual
- Kitchen manual
- Floor management manual
- Training for success manual

### PRODUCT MATERIAL

- Wrap&Roll ingredient catalogue
- Wrap&Roll menu catalogue
- Wrap&Roll quality control

### BRANDING MATERIAL

- Brands guideline
- Restaurant design guideline
- Marketing practice

To be the most successful contemporary Vietnamese restaurant business in the world through a strong franchise system

# Basic Terms & Conditions

DESCRIPTION	INFORMATION	
Contract period	10 years+	
Business type	Master Franchise	
Restaurant size	Mother kitchen restaurant <i>Minimum 200sqm</i>	Casual restaurant <i>Minimum 150sqm</i>
Master Franchise Fee	Depends on territories	
Royalty fee	5% of net revenue	
Training	Initial	1 month
	On-site	2 week
Restaurant opening fee	5,000 USD / restaurant	
Deposit fee	10% of master franchise fee	



Shopping mall model



Free standing model

## Master franchise agreement process

- 1 **Initial contact:** Establish the connection between Franchisee & Franchisor
- 2 **Introduction:** Exchange the company information between 2 parties
- 3 **Application:** Fill in application form
- 4 **NDA & Meeting:** Schedule meeting between Franchisor & Franchisee at Head office
- 5 **Market survey:** Franchisee provides necessary information about the potential market
- 6 **Business proposal:** Franchisee completes the Business proposal based on guideline of Franchisor
- 7 **Commercial Terms:** Sharing of fee structures & Terms
- 8 **Letter of Intent:** Final Offer of Territorial Master Franchise
- 9 **Business Plan:** Complete the final Business plan for the market based on due diligence
- 10 **Territorial Master Franchise Agreement:** Signing of Territorial Master Franchise Agreement