

# padthaiwok



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



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# THE ORIGIN

**P**adthaiwok is the fruit of the passion of three people, **Juan Antonio Ferre, Manuel Alcalá y Jesús Gámez**, for Thai culture and gastronomy.

Their various trips to the Land of Smiles led them to create a pilot restaurant which is now Padthaiwok, one of the most successful themed restaurant franchises.

Since the opening of the first franchised restaurant in Spain in 2009, PadThaiWok has become an undisputable leader among Asian food franchises and especially among the Noodle Bar restaurant chains, with more than 40 restaurants across Spain.





# CONCEPT

**T**he PadThaiWok restaurants are Asian (Thai) themed restaurants with an aesthetic and kitchen inspired by the Thai Street Food concept.

We offer healthy, tasty and fresh food at competitive prices.

The PadThaiWok concept can be summarised as follows:

1. Specialisation in quality noodles, rice and Thai food.
2. Quick dish preparation with a high service rotation.
3. Restaurants inspired by the streets of Bangkok that immerses customers in an authentic unique and attractive Thai street atmosphere.

# GASTRONOMIC CONCEPT

**P**adthaiwok is a gastronomic concept based on Bangkok's best street food, highly regarded by foodies around the world.

The secret is in the sauce! Our homemade sauces give our dishes an unmistakable flavour.

Padthaiwok customers can enjoy a wide variety of Pad Thai, curries, stir-fried noodles and rices, Thai specialities (such as Basil fried rice or Kung Pao), salads...

Once you have tried our food, you will become a PadthaiAddict.

Our recipes are carefully designed to offer customers an unforgettable experience, always ensuring the quality of the fresh produce and always maintaining the standard of healthy food.





## FRESH, HEALTHY AND HIGH-QUALITY

The PadThaiWok recipes have been carefully designed to offer the best quality. Only fresh ingredients are used to prepare them.

The PadThaiWok flavour is unique and delicious; this has been achieved without adding flavour enhancers to our master recipes or their preparation. We also offer a specific menu with celiac, vegetarian and vegan friendly options for our customers.



# OUR RESTAURANTS

**T**he design and decoration of PadThaiWok restaurants are carefully studied to convey the spirit of the brand.

In order to adapt our restaurants, we base them on the concept of 'five sense immersion', in which the customer is submerged within the setting and aesthetic of Thai Street Food.

Our Interior Design and Adaptation team works in every single restaurant to turn it into an accurate representation of the most recognisable nooks in Bangkok, but with a modern and unique vision.





# PTW RESTAURANT REQUIREMENTS

**P**adThaiWok restaurants must have certain characteristics that allow it to be identifiable and adapt to the headquarters' requirements.

**Surface area:** from 80 m<sup>2</sup> to 300 m<sup>2</sup> or more.

*Our standard restaurant measures between 100 m<sup>2</sup> and 150 m<sup>2</sup>.*

**Height:** from 3 m.

**Accessibility:** from Ø 0.90 m.

**Location:** PRIME areas.

**Other requirements:** smoke vent and terrace preferred.

**Minimum population and commercial surroundings:**

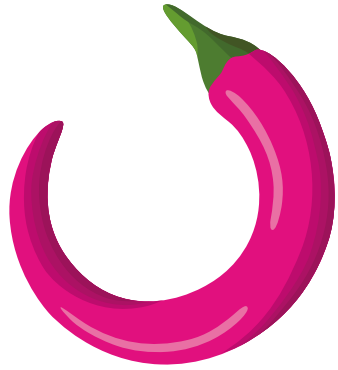
Population of 70,000. Market research will be carried out regardless of the minimum population.

Restaurants must be located in strategic commercial areas, according to optimal visibility and traffic criteria.

Any variation on these parameters will be studied by the Franchising Headquarters. Estimation per m<sup>2</sup>/finished work: €2,100/m<sup>2</sup>\*.

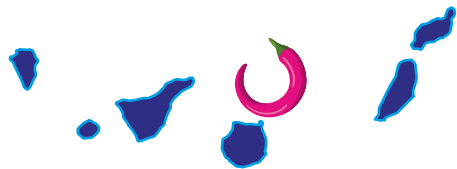
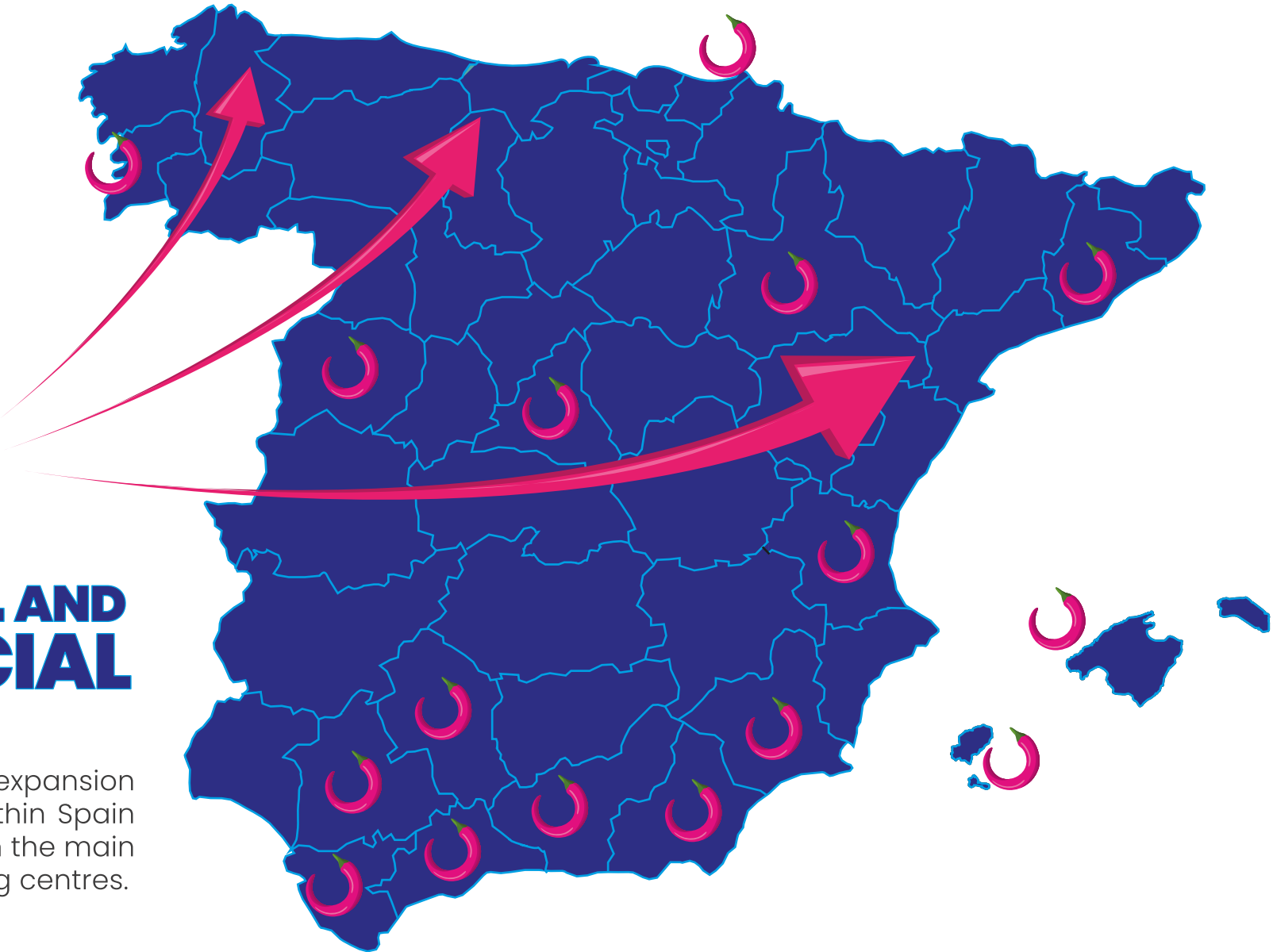
*\*Indicative price for standard restaurants, located on street level with standard façade, no protected buildings. Each project is unique. The difficulties and/or specific circumstances of each restaurant will determine the final price of the adaptation.*





# NATIONAL AND COMMERCIAL GROWTH

Our goal is to promote the expansion of the Padthaiwok brand within Spain and open new restaurants in the main capitals and major shopping centres.



# GROWTH STRATEGY

**P**adthaiwok bases its growth on the creation of a franchise establishment network, relying on strategic alliances with local partners capable of managing a national network through Master Franchise licences.

The development and opening of restaurants in Prime locations and in Shopping Centres are our priority for the coming years.

PadThaiWok is a very well-known brand in Spain whose projection is estimated to show significant growth rates in the rest of Europe based on the extraordinary acceptance in the places where it has been implemented.



# FINANCIAL TERMS AND CONDITIONS TO JOIN THE FRANCHISE

**Entrance fee: €40,000**

## **Operating royalty:**

monthly variable at the beginning of the activity,  
according to the following table:

STARTING MONTH OF OPERATION	PERCENTAGE OVER SALES:
First 3 months	0%
4th month and following	4%

## **Advertising royalty:**

monthly variable at the beginning of the activity,  
according to the following table:

STARTING MONTH OF OPERATION	PERCENTAGE OVER SALES:
First 3 months	0%
4th month and following	2%

**The corresponding VAT must be added to the previous amounts or any other indirect tax which may be applicable.**

**Contract term: 10 years, renewable in 5-year blocks.**

# FRANCHISEE SUPPORT

The headquarters provide continuous consultancy to our franchisees regarding all aspects of the business.

## CONSULTANCY AT THE BEGINNING

- Support while searching for the appropriate restaurant.
- Monitoring of the kitchen.
- Franchise operations handbook.
- Review of the franchise operating accounts for its monitoring and optimisation.

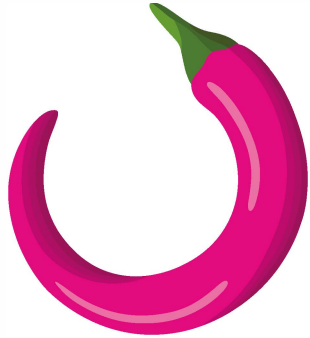
## PTW SPECIFIC TRAINING

- Training of the staff in charge of the Padthaiwok restaurant management.
- Training for the kitchen staff.

## SUBSEQUENT SUPPORT AND CONSULTANCY

- Managerial
- Advertising and Marketing
- Technical (POS and online orders)
- General consultancy and handbook development





# padthaiwok

THAI STREET FOOD

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