



AMERICA'S FIRST 2D NOODLE BAR

**AN UNEXPECTED TWIST TO PAN
ASIAN CUISINE**

INVEST IN A UNIQUE CONCEPT WITHIN A MAINSTREAM MARKET

Twenty Pho Hour and its revolutionary new concept has the potential to transform the fast casual restaurant industry. Existing trends and developments have presented a unique opportunity for an innovative entrepreneur to fill a niche and quickly become a leader in the fast casual food market. A Twenty Pho Hour franchisee can expect the following from their investment:



- Unique concept;
- Swift growth;
- Proven profitability;
- Large community network;
- Huge potential for ROI;
- Financially stable metrics;
- Straightforward operations;
- Proven in-house systems.
- Quick turn-around to cash flow.

In a constantly shifting market, only visionaries survive. Twenty Pho Hour's contemporary concept defies the mainstream with fast casual fare served in a unique dining experience.

WE ARE ON A MISSION TO HELP BUSINESS OWNERS MAKE BETTER DECISIONS

The Twenty Pho Hour Concept represents the best of what it means to be a business owner. On any given day, you have to be creative, resourceful, and put in your best effort if you're going to make your company a success. We do this by improving how business owners think about their work and providing them with much needed support in the following areas:

- Offering advice on how to improve operations;

- Streamlining the process of owning and managing a business;

- Providing resources that can help them hire better people;

- Teaching them how to market their business;

- Giving them access to tools that will save time and money.



If you're an entrepreneur, then the Twenty Pho Hour Group is here to help. We're more than just a source of advice, more than a collection of tools, and more than a business networking site. We're a family with one mission: to make every business owner better at running their business.

FRANCHISEE ROLES AND RESPONSIBILITIES - ARE YOU A GOOD FIT?

There are several franchisee roles and responsibilities that you must follow through if you plan to build a successful fast-casual Vietnamese restaurant with Twenty Pho Hour. These include but are not limited to:



- Follow the Twenty Pho Hour system;
- Maintain the brand image;
- Local marketing management;
- Build community relationships; and
- Franchisee reporting.



As you can see, the role of the franchisee is very important to the continued success of Twenty Pho Hour. Owners must have a healthy attitude towards growing their business, the willingness to work hard, and awareness of the importance of business management techniques and local marketing techniques.

TWENTY PHO HOUR FRANCHISOR SUPPORT

Your success is our success. Our franchisees value the hands-on support that we provide throughout their journey of opening a franchised restaurant. At Twenty Pho Hour, we are committed to making the franchising process as streamlined as possible. We will work with you every step of the way, including:

- Initial Inquiry
- Franchise Application
- Franchise Funding
- Training and Mentoring Program
- Operations Manuals and Marketing Plans
- Store Location
- Support From Start-Up Through Ongoing Operations



So if you're looking for a unique, family-friendly dining experience with the flexibility to innovate an already existing market niche, then Twenty Pho Hour could be your perfect franchise opportunity. Join us and support our mission of real food, served fast.

A LOOK AT THE FINANCIALS

Twenty Pho Hour is a franchise concept that offers authentic Vietnamese food and an affordable price-point to customers. With heavy competition in this market, Twenty Pho Hour is looking for franchise partners that can help make an impact on the industry, with a minimal investment outlay and a high ROI.

Franchise Fee:
\$40,000

Estimated Average Initial
Investment: **\$556,000**

Royalty Fee: **6%** of
Gross Sales



Twenty Pho Hours has very solid financials, a great projected return on investment, and this franchise deal could make for a great new business opportunity for the determined entrepreneur. The term of agreement will be ten years with two five-year renewals moving forward so long as the franchisee is compliant with the current terms of the franchise agreement.

**Note: Initial investment is an average of the low and high costs of starting a franchise.*

ARE YOU READY TO BE YOUR OWN BOSS?



We make it possible for anyone who is passionate about food to become a part of a successful franchise. The Twenty Pho Hour franchise offers a unique opportunity for like minded people to be their own boss while serving up delicious and affordable food to hungry customers. Visit the [Twenty Pho Hour](https://www.twentypho.com) website to learn more!



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Please note that this is not a franchise offer. If we were to offer franchises, we would only be able to do so in states where we are registered or otherwise qualified to offer franchises. We would also be required to provide you with an appropriate franchise disclosure document. Any follow-up or individualized responses that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.