



# FRANCHISE INFORMATION



**"THE  
FOOD'S  
SIMPLE BUT  
SATISFYING"**

TIMEOUT SINGAPORE,  
SINGAPORE

*"Nam's genuine enthusiasm affected me, and I had to admit to myself that he could actually pull it off – serve authentic Vietnamese food overseas that satisfies the most demanding palate"*

VIETNAM NEWS, VIETNAM

*"Wildly popular since the day it opened in late 2012, NamNam Noodle Bar remains a casual spot to fuel up on a tasty banh mi sandwich or a filling bowl of Hanoi-style pho, Vietnam's famous noodle soup"*

FODOR'S TRAVEL, NEW YORK

**"NamNam Noodle Bar, which paved the way for trendy pho shops two years ago, is also still expanding"**

THE STRAITS TIMES,  
SINGAPORE

**"WITHOUT  
A DOUBT, NAMNAM  
NOODLE BAR IS A  
DEFINITE CULINARY  
HIT IN SINGAPORE"**

THE EPOCH TIMES,  
SINGAPORE

**"TOP 10  
BEST BEEF  
PHO IN  
SINGAPORE"**

EPICURE MAGAZINE,  
SINGAPORE

# ABOUT NAMNAM NOODLE BAR



A collaboration between Chef Nam (Vietnamese born and Danish raised) and the acclaimed Singapore-based restaurant group, Les Amis Group, NamNam Noodle Bar took off in October 2012.

In line with NamNam's philosophy of offering quick, delicious and affordable food devoid of Monosodium Glutamate (MSG), NamNam Noodle Bar has captured the hearts and taste buds of diners who braved queues for quality Vietnamese food. Based on old-world recipes with a modern twist, the robustly flavoured dishes transport diners to the vibrant streets of Vietnam.

We now invite you to be a part of NamNam Noodle Bar's global success story!

**"The constant lines at [the] casual Vietnamese noodle bar chain NamNam, with outlets in Suntec City Mall, Wheelock Place and Raffles City, tell a success story."**

*The Straits Times, Singapore*









# WHY NAMNAM NOODLE BAR?



Our swift establishment and expansion as a popular, casual quick-service noodle bar is a testament that our business model works.

The global appeal of NamNam's Vietnamese **noodle dishes (pho and other noodles)** and French **baguette sandwiches (banh mi)** transcends cultures and age groups. Diners from all walks of life, be it students or well-heeled professionals, are equally attracted to our quality food, affordably priced.

Coupled with meticulously thought-out interiors that create a nostalgic yet modern ambience, **the delicious NamNam Noodle Bar experience** is always an enjoyable one for customers – no matter where in the world.

As our global franchise partner, you will also benefit from NamNam Noodle Bar's **tried and tested operational capabilities and efficiencies** – which translate into **consistent quality** in every dish and **quick turn-over** at every table.

Following our early success, we remain big believers in **constant learning and innovation** to ensure that our NamNam Noodle Bar business – and yours – always stays ahead.



# FRANCHISEE SUPPORT



*From day one, you can be assured of support to prepare your business to take off and excel. Our team is committed to adding value to your NamNam Noodle Bar franchise to help you succeed.*

## Supply of proprietary ingredients and products:

Your customers will get to savour the same, great-tasting food that NamNam Noodle Bar is renowned for. We will supply you with key proprietary sauces and pastes used in NamNam's signature dishes.

Being part of our global family, you can also enjoy economies of scale through access to our list of suppliers and vendors.

## Pre-opening support:

### ★ Site selection and interior design

We provide guidelines to help you identify key high-traffic locations frequented by our target market so your NamNam Noodle Bar can look forward to higher sales.

Extensive interior design guidelines will help you recreate the same unique and exceptional NamNam Noodle Bar experience.

### ★ Initial training

A customised and comprehensive training programme on NamNam Noodle Bar's products, services and work processes will equip your staff with the skills and knowledge to run your operations smoothly and provide your customers with outstanding food and service.

### ★ Marketing and promotion

We provide guidelines throughout the year to ensure a well-planned strategy to help build your NamNam Noodle Bar successfully. Growing it into a well-known name synonymous with excellent food and service helps draw a larger share of customers to your NamNam Noodle Bar.

## Operational support:

### ★ Constant research and development

Our continuous innovation will keep NamNam Noodle Bar in the forefront of Vietnamese dining. Diners are continuously enticed to return and try new offerings, making NamNam Noodle Bar exciting and relevant always.

### ★ Systems, procedures and processes

Our streamlined processes and simple procedures will ease your operations. These are all laid out in our comprehensive operations manuals to help your NamNam Noodle Bar run with efficient simplicity.

### ★ On-going training

Our dedicated and experienced trainers provide constant training to your management team, honing their expertise and knowledge, so your business can achieve greater success.



# FRANCHISEE CRITERIA

*We see our franchisees as valuable business partners who share our vision and commitment to turning NamNam Noodle Bar into an international success. We are seeking passionate and driven individuals to grow with us in this journey of global expansion. If you fit these qualities and criteria, we welcome you to join us.*

★ Passion for the Food and Beverage industry and restaurant business

★ Operating experience in quick-service/casual restaurant business with good track record

★ Total commitment to the NamNam Noodle Bar concept

★ Integrity in upholding the NamNam Noodle Bar standards and procedures

★ Investment capability of minimum US\$1.5 million and resources to invest in multiple restaurant outlets

★ Access to suitable real estate networks and strong understanding of the local market

# FREQUENTLY ASKED QUESTIONS

## 1 What types of franchise opportunities are available?

As an Area Franchisee, you will be given the exclusive rights to operate multiple NamNam Noodle Bar outlets in a particular territory. You will also be required to operate a Central Kitchen to support the restaurants' operations. There are no rights to sub-franchising.

## 2 What is the term of a NamNam Noodle Bar Franchise?

The initial term of a NamNam Noodle Bar Franchise is typically 10 years from the date of the signing of the Franchise Agreement, and can be renewed for another 10 years.

## 3 What is the size requirement for a NamNam Noodle Bar restaurant outlet?

The typical size of a NamNam Noodle Bar restaurant ranges from 120 to 200 square meters and can sit between 80 to 100 people.

## 4 What are the Franchise Fees for a NamNam Noodle Bar Franchise?

There will be an **Initial Franchise Fee** (non-refundable) for a NamNam Noodle Bar Franchise. There will also be a monthly **Royalty** based on a certain percentage of the monthly Gross Sales Turnover of the franchise business, subject to a minimum monthly amount for each restaurant outlet. Other fees include a **Restaurant Opening Fee**.

## 5 What type of returns can I be expected to make on my investment in a NamNam Noodle Bar franchise business?

We do not provide earnings claim information. We do encourage you as a prospective franchisee to conduct your own due diligence and research. The amount of returns is dependent on a number of factors, including your ability to manage the franchise business, drive sales volumes and control costs of operations.

# THE APPLICATION PROCESS



*The entire application process (i.e. from the Initial Contact to the Franchise Agreement) should take approximately six months.*

- 1** **Initial Contact**
  - ★ Submit **Franchise Enquiry Form**
  - ★ Face-to-face discussion and interview with Franchise Team
- 2** **Evaluation**
  - ★ Sign **Non-disclosure Agreement**
  - ★ Review **Deal Sheet**
  - ★ Conduct in-depth research and submit **Franchise Application Form & Business Plan**
- 3** **Legal Documentation**
  - ★ Execute **Letter of Intent** and pay deposit
  - ★ Review and execute **Franchise Agreement**
- 4** **Project Execution**
  - ★ Sourcing and selection of site
  - ★ Franchisee training
  - ★ Outlet opening

# EXPERIENCE INTERNATIONAL BUSINESS SUCCESS WITH NAMNAM NOODLE BAR



To be a NamNam Noodle Bar franchisee, contact:

The Franchise Department  
[partnership@namnamnoodlebar.com.sg](mailto:partnership@namnamnoodlebar.com.sg)  
[www.namnamnoodlebar.com](http://www.namnamnoodlebar.com)

*The information provided does not constitute an offer to award a franchise. An offer may only be made in compliance with the applicable franchise laws, if any, of a territory.*



