

# SUPERGREEN

**Concept  
Presentation**



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# ABOUT US

Started as a humble salad stall in NTU, SUPERGREEN now has 4 outlets in Singapore serving wholesome, delicious and affordable salad and grain bowls everyday.

We believe that we are what we eat. Only when we eat well, we will live well. Therefore, we have prepared a selection of not only nutritious, but also delicious meats and vegetables for our customers.

Eating well should also be accessible to all and does not have to cost a fortune. Hence, we have tried to make our prices very competitive.





# OUR CONCEPT

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## **Fuss-free Healthy “Fast Food”**

- Quick and easy fix for people’s nutritional needs
- On-the-go meal for especially time-pressed customers
- Nutritious meals without sacrificing taste





# SUCCESS FACTORS

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- Simple menu
- Increased trend in Healthy Eating
- Experienced in F&B Operations





# SIMPLE MENU

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- Our simple yet nutritionally complete spread of menu makes it easier to replicate and sell
- Our original recipes are appealing in taste and visual
- Suitable for bulk orders and caterings





A circular inset image on the left side of the slide shows four bowls of healthy food. The bowls contain various ingredients including chickpeas, mushrooms, tomatoes, broccoli, and a hard-boiled egg. The background of the slide is a dark green gradient.

# INCREASED TREND IN HEALTHY EATING

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- Increasing number of people who put emphasis on healthy eating, but don't want to spend too much on each meal
- Healthy food ingredients that are suitable for people of all ages
- Large number of time-pressed customers in the vicinity of our outlets





# EXPERIENCED IN F&B OPERATIONS

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- Proper training and is available based on our past experience in the industry
- Support will be provided to make sure new outlets are ready for and throughout operations





# FRANCHISE OFFERING

KEY COMMERCIAL FRANCHISE TERMS	
MARKET	Singapore
RIGHTS OFFERED	Single Unit Franchise for SUPERGREEN
FRANCHISE FEES	\$20,000
FRANCHISE TERM	3 Years
ROYALTY	5% of Gross Revenue
MARKETING FEE	1% of Gross Revenue
INITIAL SUPPORT	Initial training and opening support
SETUP PER OUTLET	\$97,000 without seating \$116,000 with seating <i>excludes deposits and operating capital</i>
DEVELOPMENT SCHEDULE	3 Months





**Initial Investment Kiosk (without seating)**

Setup Investment

Renovation	S\$ 50,000
Outlet Equipment	S\$ 17,000
Licenses and Permits	S\$ 4,000
Initial Marketing Budget	S\$ 5,000
<b>Total</b>	<b>S\$ 76,000</b>

**Franchising Investment**

Employee Expense During Training	S\$ 1,750
Franchise Fee	S\$ 20,000
<b>Total</b>	<b>S\$ 21,750</b>

**Additional Investment**

Rent Deposit	S\$ 8,000
Rent Advance	S\$ 24,000
Operating Capital	S\$ 46,815
Initial Inventory	S\$ 5,000
<b>Total</b>	<b>S\$ 83,815</b>

**Total Initial Investment** S\$ 181,565

**Total Initial Investment Without Additional Investment** S\$ 97,750

**INVESTMENT  
INFORMATION**





**Initial Investment Kiosk (with seating)**

Setup Investment

Renovation	S\$ 65,000
Outlet Equipment	S\$ 20,000
Licenses and Permits	S\$ 4,000
Initial Marketing Budget	S\$ 5,000
<b>Total</b>	<b>S\$ 94,000</b>

**Franchising Investment**

Employee Expense During Training	S\$ 2,288
Franchise Fee	S\$ 20,000
<b>Total</b>	<b>S\$ 22,288</b>

**Additional Investment**

Rent Deposit	S\$ 11,200
Rent Advance	S\$ 33,600
Operating Capital	S\$ 63,435
Initial Inventory	S\$ 5,000
<b>Total</b>	<b>S\$ 113,235</b>

**Total Initial Investment** S\$ 229,523

**Total Initial Investment Without Additional Investment** S\$ 116,288

**INVESTMENT  
INFORMATION**





# FINANCIAL PROJECTION

Profit and Loss – Kiosk (Without Seating)		
Revenue		\$52,167
Less: COGS		\$19,550
Less: Operating Expense		
	Rent	\$8,000
	Staff Salary	\$7,605
	Utilities	\$522
	Other Operating Expense	\$2,608
	Total	\$18,735
Less: Franchising Expense		
	Royalty (5%)	\$2,608
	Marketing Fee (1%)	\$522
	Total	\$3,130
EBITDA		\$10,752





# FINANCIAL PROJECTION

Profit and Loss – Kiosk (With Seating)		
Revenue		\$65,570
Less: COGS		\$24,387
Less: Operating Expense		
	Rent	\$11,200
	Staff Salary	\$9,945
	Utilities	\$656
	Other Operating Expense	\$3,278
	Total	\$25,079
Less: Franchising Expense		
	Royalty (5%)	\$3,279
	Marketing Fee (1%)	\$656
	Total	\$3,130
EBITDA		\$12,170





# FRANCHISE PROCESS

Brand Discovery and  
Franchise Offering

Application  
Submission and  
Financial Planning

Signing of Letter of  
Intent

Business Planning,  
Training, Scheduling  
and Securing  
Location

Signing of Lease  
Agreement and  
Franchise  
Agreement

Start of Training and  
Setup of Franchised  
Business





# PARTNER SELECTION CRITERIA

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- Interested in F&B and wellness industry
- Experienced in or eager to learn managing business of any kind
- Committed and motivated about SUPERGREEN's offerings





# Contact Us

For any questions or clarifications



**SUPERGREEN**

**5 Straits View #B2-52**  
S018935

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**Phone Number**  
9029 2408

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**Email Address**  
eatsupergreen@gmail.com