

# Franchise Opportunities

## *Chinese Food - The Last Frontier*

**Today could be your first exciting step toward owning your own business.**

Research shows that franchising is a proven way to enhance your chances for success. But picking the right franchise opportunity is all-important.

The Ho-Lee-Chow® concept is based upon applying proven franchise principles to Chinese Food - the last frontier of Quick-Service restaurants. Until Ho-Lee-Chow® was conceived, consumers just couldn't find Chinese Food with the quality, service, value and cleanliness that they have come to expect from other quick service providers, such as hamburgers, subs, pizza and chicken.

People want more variety now. Their lifestyles still make convenient quick service food a necessity, but they want a break from the basic fare. The ethnic food sector is booming, and Chinese Food is a favorite.

### **Our System is the Secret**

The Ho-Lee-Chow® system eliminates all the guesswork. Our stores are turn-key in every way. And, you can count on:

- Outstanding head office support for site selection, turnkey construction, training, product development and more!
- Comprehensive management training: systems, staffing, production.
- Financial planning and assistance.
- Proven advertising and promotion.
- Fully computerized central ordering system, inventory management and point of sale systems.
- Complete library of manuals and success systems.

### **About Ho-Lee-Chow®**

Beginning in 1989 with six locations in the heart of Toronto, Canada, Ho-Lee-Chow® has become the leader in home delivery of Chinese food.

Planned, strategic growth of the Ho-Lee-Chow® network has been focused in Ontario, Canada where we have over 20 stores. Future expansion will include major centers in Ontario and selected sites throughout the United States.

Our philosophy is simple:

## **Great Chinese Food Delivered Hot, Fast and Fresh!**

We add NO MSG and only use the best quality, fresh ingredients. Every dish is cooked to order. We took the best Asian recipes and fine-tuned them for the North American palette.

## **Our Mission**

The Mission of Ho-Lee-Chow® is simple - deliver top quality, cooked to order Chinese food to the customer, piping hot with the consistency you have come to expect from fine restaurants.

## **Franchising Information**

The turn-key cost of a franchise is approximately \$175,000 plus all applicable taxes, of which at least \$75,000 must be unencumbered (cash or liquid assets). The remaining amount can typically be bank-financed. In addition, an unencumbered \$25,000 for working capital will be required to fund inventories and initial opening costs.

These costs include

- Head Office support for site selection, turnkey construction, training and product development;
- Comprehensive management training program including systems, staffing, production;
- The use of Ho-Lee-Chow® Operations and Equipment manuals;
- Financial planning assistance;
- The rights to use Ho-Lee-Chow® trademarks;
- Proven advertising and promotion support; and,
- Fully computerized central ordering system, inventory management and point of sale systems.

These costs do not include the building or the property upon which the restaurant is built.

## **Next Steps**

If you feel that you would like to further pursue a Franchise opportunity at Ho-Lee-Chow, please complete the Request for Consideration Form and fax or mail it to our Franchising Department.

We will review your information and if it meets our basic criteria, we will send you a complete Ho-Lee-Chow® Franchise package, which will provide more detail about the Ho-Lee-Chow® system..

Thank you for your interest in Ho-Lee-Chow®, and we look forward to receiving your Request for Consideration Form.

**To learn more call our Franchising Department at**

**Tel.: 1(800) Ho-Lee-Chow**

**1(800) 465-3324**

**(416) 778-6818**

**Or email [franchising@holeechow.com](mailto:franchising@holeechow.com)**



Planned Date to open Franchise Business: \_\_\_\_\_

**Business Goals:**

Do you plan to devote full time efforts to this business? Yes \_\_\_\_\_ No \_\_\_\_\_

Will your spouse be active in this business? Yes \_\_\_\_\_ No \_\_\_\_\_

Do you plan to have equity partners? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please identify all partners:

Name	Address	Phone	Active in Franchise?
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Why do you believe that you can successfully operate a Ho-Lee-Chow franchise?

How will the Ho-Lee-Chow franchise opportunity help you to achieve your business and personal goals?

***Preliminary Financial Disclosure***

**Assets**

Cash on hand	_____
Securities (stocks, mutual funds, RRSPs)	_____
Accounts and loans receivable	_____
Home	_____
Other Real Estate	_____
Business interests	_____
Other Assets	_____
<b>TOTAL ASSETS</b>	<b>\$ _____</b>

**Liabilities**

Mortgages Home (balance owing)	_____
Other Real Estate (bal. owing)	_____
Loans Car (balance owing)	_____
Credit cards	_____
Line of Credit	_____
Other Liabilities	_____
<b>TOTAL LIABILITIES</b>	<b>\$ _____</b>
<b>NET WORTH</b>	<b>\$ _____</b>

Please attach your resume if available.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send the complete Form to: Franchising Department, GCF Food Services Inc.,  
5415 Dundas Street West Suite 110 M9B 1B5 or Fax (416) 778 -6818.