



 **CHINO-MEX** 

FRANCHISE BROCHURE



ABOUT US

Chino-Mex delivers a bite for everyone, from our family to yours. Owners Erika and Carlos always had the discussion to where to have lunch or dinner when one loves Chinese food and the other likes Mexican food. Then wallahhh, Chino-Mex was born. We have diverse cultural backgrounds with roots in LA, Michoacan and El Salvador, therefore, the menu will never be boring.

Erika is partial to Chinese food where Carlos specializes in Mexican food. We don't see why anyone should choose! Our goal is to create a family-friendly atmosphere with an upbeat ambiance to make everyone feel like familia.

Our mission is to make sure that every customer that walks in through our doors feels as they are sitting at their grandma's table, but instead of bringing back memories, they create new memories by eating our original and unique meals. Our fusion menu has a flavor for every taste bud in every family. Chino-Mex Satisfies Los Munchies!

CHINESE + MEXICAN FOOD





CONCEPT

Just like our fusion food, our family is a fusion of diverse cultures
with roots from California, Michoacán, and El Salvador.

Our family's favorite foods in one dish.

We intend that the atmosphere be just as vibrant as our flavors.

We aim to facilitate a family-friendly environment which we
hope as guests will look forward to coming to visit us.

A heavy emphasis is placed on each franchiser to build a
relationship with the community that they are established in.



OFFERING

We are currently a storefront franchise option.

As a family-oriented, casual restaurant your Chino-Mex franchise will be established by an initial franchise fee of \$30,000. From here the total estimated initial investment would range from \$180,000 to \$360,000- including the initial franchise fee.

The investment also includes business licenses and permits, furniture, computer equipment supplies, grand opening advertising and everything in between that will enable a successful business.

The majority of your investment will go towards construction and lease holding agreements.



TRAINING



In addition to previously mentioned expenses, we will also guide you through the procedures of running a restaurant! By narrowing down both classroom training and on-the-job training we provide a stencil designed to help you as a franchise succeed in opening up our Chino-Mex.

In total, our program is about 72 hours in length. This is broken up into smaller categories focusing on learning the menu, permits, coding compliance, safety and more. We provide 16 hours of classroom training and 56 hours on-the-job training.

Much of the time spent on-the-job training will focus on achieving a mastery level of customer service. Also, you'll learn the ins and outs of opening/closing procedures and get hands-on experience in the industry!



72 HOURS OF TRAINING ON AND OFF THE GRILL



FOR MORE INFORMATION

CALL 602-500-7484

 **CHINO-MEX** 

