



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 Tacos. Then wa-la Chino-Mex was born. We have diverse cultural backgrounds with roots in LA, Michoacan and El Salvador, so you know 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, Michoacan, 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 procedure of running a restaurant! By narrowing both classroom training and on the job training, we provide a stencil designed to help you as a franchise succeed in opening one of 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, code 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



# FRANCHISE WEBINAR



CHINO-MEX



# ABOUT US

# SATISFY LOS MUNCHES

Founded by Erika & Carlos Castillo

Mexican + Asian Fusion Franchise

Scratch kitchen

Family Oriented

Founded 2019

Franchised 2021



## **Mexican Restaurants in the US industry statistics:**

The Mexican Restaurants industry has performed well over the five years to 2020, as Americans have grown increasingly fond of Mexican cuisine. (Ibis-world)

Mexican restaurants are a 55 billion dollar industry.

Mexican food is the 3rd most popular menu type in the USA.

## **Chinese Restaurants in the US industry statistics:**

The market size, measured by revenue, of the Chinese Restaurants industry is \$16.4bn in 2021.

The market size of the Chinese Restaurants industry is expected to increase 6.9% in 2021.

The market size of the Chinese Restaurants industry in the US has grown 1.4% per year on average between 2016 and 2021.

WHY US

- 1. Top 5 FASTEST growing franchise sectors**
- 2. Competitive franchise and royalty fee**
- 3. Proprietary recipes**
- 4. Unwaivering support**
- 5. Proven Business Model**
- 6. Photogenic Menu Items**



# TRAINING

# 72 HOURS

## OF TRAINING



- Introduction to Chino-Mex.
- Bookkeeping and payroll.
- Marketing and advertising.
- Admissions and company policies.
- Regulatory compliance.
- Operations implementation.



# MENU

## ENTREES

- Pollo Peno
- Teriyaki Chicken
- Orange Chicken
- Carne Asada  
Broccoli
- Teriyaki Chicken
- Chicken Pina
- Sauted Potatoes
- Mushrooms and  
Zucchini
- Cheese Wontons
- Coco Loco Shrimp
- Salt and Pepper  
Shrimp
- Mixed Veggies
- Mongolian Mexican
- Chino-Mex Ejotes
- Egg Fried Rice
- Spicy Lo-Mein
- Lo-Mein
- Soups
- Spring Rolls
- Plantains



# MENU



## MEXICAN

- Quesabirrias: Beef, Lamb, Carne Asada or Chicken
- Birria Ramen

## FRIES

- Birria or Carne Asada Fries



# DRIVE THROUGH STARTUP COSTS

<b>Type of Expenditure</b>	<b>Estimated Amount</b>	
	<b>Low</b>	<b>High</b>
Store Front		
Initial Franchise Fee	\$30,000	\$30,000
Traveling and Living Expenses while Training	\$500	\$3,500
Furniture, Fixtures, and Décor	\$3,400	\$5,500
Real Property Rent and Security Deposits	\$12,000	\$24,000
Leasehold Improvements	\$50,000	\$200,000
Equipment, TV, Cameras, and other supplies	\$40,000	\$80,000
Initial Inventory and Supplies	\$5,000	\$7,000
Signage	\$4,000	\$7,000
Grand Opening Advertising	\$2,000	\$3,000
Licenses, Permits, and Certification	\$1,500	\$2,000
Insurance (3 months)	\$1,800	\$2,000
Professional Fees	\$500	\$1,500
Additional Funds (3 months)	\$25,000	\$50,000
<b>Total</b>	<b>\$170,000</b>	<b>\$410,500</b>

# DRIVE THROUGH STARTUP COSTS

Type of Expenditure	Estimated Amount	
	Low	High
Initial Franchise Fee	\$30,000	\$30,000
Architectural/Engineering	\$10,000	\$25,000
Traveling and Living Expenses while Training	\$500	\$3,500
Furniture, Fixtures, and Décor	\$3,400	\$5,500
Real Property Rent and Security Deposits	\$12,000	\$24,000
Leasehold Improvements	\$50,000	\$200,000
Equipment, TV, Cameras, and other supplies	\$40,000	\$80,000
Initial Inventory and Supplies	\$5,000	\$7,000
Signage	\$4,000	\$7,000
Grand Opening Advertising	\$2,000	\$3,000
Licenses, Permits, and Certification	\$1,500	\$2,000
Insurance (3 months)	\$1,800	\$2,000
Professional Fees	\$500	\$1,500
Additional Funds (3 months)	\$25,000	\$50,000
Total	<b>\$185,700</b>	<b>\$440,500</b>

# SUPPORT



- We help you connect with vendors for equipment, services, supplies, and ingredients.
- Receive ongoing assistance with daily operations, marketing, advertising, menu development, and staffing.
- Gain access to a comprehensive library of print and digital advertisements.

# QUESTIONS?

CHINO-MEX

