



“TRADITION OF DELIGHT”

We are a Family restaurant that offers the
Best & Unique Halo-Halo, Palabok & Kapampangan food.
IT IS OUR TRADITION TO DELIGHT OUR CUSTOMERS BY GIVING THEM THE

“RAZON'S BY GLENN EXPERIENCE.”

Razon's Halo-Halo & Palabok (Lug-lug) started in 1972 in a small town of Guagua in Pampanga. It was from the ideas of the three spinster sisters named Severina, Elena & Virginia. Originally the Halo-Halo & Lug-lug was only for the consumption of the large Razon family. But the delicate, creamy, delicious taste of Razon's Halo-Halo spread in the town of Guagua and became a destination snack area in the province. The Halo-Halo consists only of 3 main ingredients namely Macapuno, Saging, and Leche Flan. Critic says that the simple concoction is the secret recipe for the taste and success of Razon's Halo-Halo. And now, it is helm as the BEST Halo-Halo in the country.

Razon's By Glenn is headed by its President Mark Anthony “Glenn” Razon-Carreon. Glenn is a 3rd generation Razon who is born and raised in Guagua, Pampanga and opened his first store in Tarlac City, Tarlac in 2003, under the trade name The Original Razon's Halo-Halo & Palabok.

Under his management with the company tagline “Tradition of Delight” he has standardized, innovated and aspired to bring the brand at par with the food industry. In 2015, Glenn has started franchising and rebranded his company to what is now known as Razon's By Glenn (RBG). Glenn aims to bring the brand to a wider market by creating its unique “Razon's By Glenn” menu and experience by offering affordable, quality and delicious food.

WHY FRANCHISE US?

Why Franchise Us: Great Offers!

If you're familiar with their homegrown Filipino staples, you can expect more branches opening near you. If you haven't yet gotten the chance to try out their renowned soul food, they'll be bringing that chance to you. New branches, new innovations, bringing the tradition of customer delight into the present, and into the hearts of Filipinos eager to indulge in their taste of Tarlac.



WHY YOU SHOULD FRANCHISE RAZON'S BY GLENN?

1. Razon's specialty menu has been hailed as one of the BEST in the country.
2. Brand Recall and Brand Loyalty is unparalleled all over the Philippines.
3. Tried and tested business model of Razon's that spans for almost 50 years and RBG for 17 years.
4. Continuous development and improvement of standards of to ensure quality longevity of business.

STEPS IN ACQUIRING RAZON'S BY GLENN FRANCHISE

1. Submit a letter of intent to Razon's By Glenn Office through: franchise@razonsbyglenn.com
2. Identify the area where you want to put up your RBG franchise.
3. Provide at least 2-3 possible locations to be schedule for ocular in the letter.
4. RBG will schedule meeting to discuss the details of our franchise program.
5. RBG will schedule on-site evaluation of the sites proposed for approval.
6. If approved, RBG team will schedule a meeting to discuss payment and the Franchise agreement.
7. Awarding of Franchise.
8. Start scheduling and setting for timeline for Training, Procurement & Construction and Store Opening.

INCLUDED IN THE PACKAGE

1. Site selection support
2. RBG Support group assistance
3. Commissary, Logistics and R&D continuous support
4. 2-way staff training program
5. RBG Home base training program for franchisors
6. RBG Operations Manual
7. RBG Opening Team Support
8. Pre/Post Opening Support/Assistance
9. Periodic business audit and management
10. Store Marketing Assistance
11. Other equipment & items included per franchise model will vary and will be discussed in the presentation.

Sincerely,

RBG FRANCHISE TEAM

Address: F. Tañedo, Brgy Poblacion

Tarlac City, Tarlac Philippines

Mobile Phone: +63 966 795 8498

Direct Line: 045 491 5228

Email: info@razonsbyglenn.com



Delightful Day.

Greetings from **Razon's By Glenn** franchising team. Our tradition of DELIGHTING people is growing. We have NEW FRANCHISE MODELS you can choose that can fit your LOCATION, SIZE and BUDGET.

Franchise Models





- Terms: 5 years (renewable)
- 3% Management Fee (starts on 7th month)
- 2% Marketing Fee (starting after a month from opening day)
- Use tradename, trademark, wordmark, operational system, and logo
- Opening support, training, logistical support and site assessment
- Full Menu
- With DINE-IN / at least 100 sqm
- Highfoot traffic area, parking with visible frontage
- Total Capital: 3.5 million and up



FULL STORE

₱790k

Franchise Fee only

RESERVE NOW

₱79K

VALID FOR 1 YEAR



JUNIOR

₱490k
Franchise Fee
only

RESERVE NOW
₱49K
VALID FOR 1 YEAR

- Terms: 3 years (renewable)
- 3% Management Fee (starts on 7th month)
- 2% Marketing Fee (starting after a month from opening day)
- Use tradename, trademark, wordmark, operational system, and logo
- Opening support, training, logistical support and site assessment
- RBG All Time Best Sellers, BBM Series, Bilao Series and Pinoy Meals (with additional franchise package)
- With DINE-IN / at least 60 sqm
- Highfoot traffic area, parking with visible frontage
- Total Capital: 1.5 million and up



NEW RBG EXPRESS PLUS+

Total Capital
₱1.7-2.5M*

**Includes fully
set-up Kiosk**

*ENTRY LEVEL OF RBG EXPRESS PLUS (DEPENDING TO THE MALL/LOCATION)



- Ready to OPEN Nationwide
- **ALL EQUIPMENT**
(stainless, ice shaver, lpg gas line, waterline, electrical, lights & fixtures exhaust etc)
- **ALL APPLIANCE**
(chiller, freezer, cctv, split-type aircon, exhaust hood, microwave, mini-oven, etc)
- **ALL MARKETING Collaterals**
(Signage, posters, menu, acrylic signage, directional signs)
- Lease/Rental spaces are not included
- **ALL SMALLWARES**
- Training & Uniforms
- Initial Inventory worth P75,000



NEW RGB MOBILE CARGO

Total Capital
₱1,885,000

**Includes fully
set-up Cargo**



- Ready to OPEN Nationwide
- **ALL EQUIPMENT**
(stainless, ice shaver, lpg gas line, waterline, electrical, lights & fixtures exhaust etc)
- **ALL APPLIANCE**
(chiller, freezer, cctv, split-type aircon, exhaust hood, microwave, mini-oven, etc)
- **ALL MARKETING Collaterals**
(Signage, posters, menu, acrylic sinage, directional signs)
- **ALL SMALLWARES**
- Training & Uniforms
- Initial Inventor worth P75,000

