



# THE SLIDE WICH FRANCHISE OPPORTUNITY

Simple, but tasty. Unadorned, though of high quality.  
Good yet affordable.



# OUR STORY

FOUNDED IN 2018, THE SLIDEWICH COMPANY IS A DYNAMIC AND FAST-GROWING BUSINESS WITH A PASSION FOR DELIGHTFUL FOOD. THE CONCEPT OF THE SLIDE WICH IS SIMPLE, BUT PROMISING. SIMPLE, BUT TASTY. UNADORNED, THOUGH OF HIGH QUALITY. GOOD, YET AFFORDABLE. THAT'S EXACTLY WHAT WE STAND FOR. CUTTING OUT THE FRILLS, WE SERVE EVERYONE PAINLESS SANDWICHES.

Every company has its own story and so do we! We believe in honesty, quality and simplicity. A sandwich should be made using daily baked fresh bread, topped with flavourful ingredients that cater to a wealth of tastes. That is why we love giving modern Asia a touch of the western world. We combine tasty long sandwiches, with both western and traditional Thai toppings of the finest quality.

Our name 'The Slide Wich' comes from 'slide' and 'sandwich'. The Slidewich is exactly what it sounds like: a long crunchy sandwich that easily slides into your mouth. Our Slidewiches are easy to enjoy on the go, just as well as a delight to savour in your favourite Slide Wich restaurant. Thanks to the full texture of the Slidewiches, our savoury products are there to relish as a full meal.



# BUSINESS OPPORTUNITY IN BANGKOK

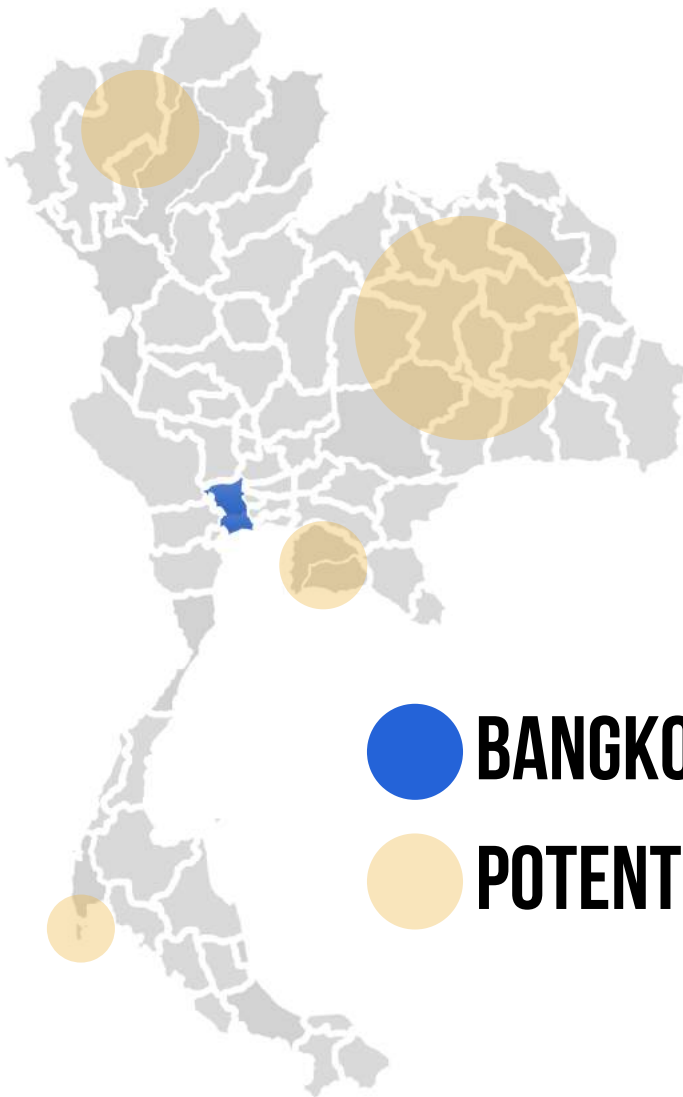
*A  
Life  
Changing  
opportunity!*

Take advantage of this amazing opportunity by bringing our family-friendly Slide Wich formula to your local community in and around Bangkok. Discover how becoming a Slide Wich franchise owner can be the best decision of your life. With our high quality products, our team of experts, and incredible support system - we will help make the process of opening and operating your own Slide Wich company a breeze!





BANGKOK



**BANGKOK AREA**



**POTENTIAL SELLING AREAS**



# UNIQUE RETAIL EXPERIENCE

Our stores provide a warm and elegant atmosphere. All our Slidewich creations are made up to the highest standards. We simply do not only serve the best sandwiches. We serve a value added menu with genuine, savoury products, rich in natural ingredients, fine-tuned to our customers' wishes.

We operate with flexible store formats, fitting any requirement and specification. Restaurant style, kiosk, or booth? Shop-in-shop or standing on its own? It is all up to you. Every Slide Wich location is uniquely designed and adaptable to many location sizes and types.

You will be offering our cosy atmosphere and serve your customers the very best sandwiches and a great experience.

Does this sound like exactly the kind of business you have been looking for? The Slide Wich is happy to provide you a full partnership proposal.



# OUR MISSION TO OUR FRANCHISERS

**The Slide Wich is built on relationships with customers and - just as importantly - relationships with our franchisees. As a Slide Wich franchise owner, you can rely on us to provide your staff with all the necessary training and support to run an efficient business. With care and respect, our mission is to support our franchisees 100% because your success is a reflection of our company and our brand.**

**We know that the secret behind our shop value proposition is support. We will assist you in setting up your business, getting your local marketing going and welcoming your first customers. But our support will not stop short there. Our heritage is all about teamwork and coaching - to help all of our players win.**



# DELICIOUS SLIDEWICHES

*Carefully* selected and  
sourced ingredients *Locally*  
*Quality* guarantee the finest  
of our European style bread  
and *Richly* filled toppings



10 INCH / 25 CM



A unique length  
freshly baked  
sandwich topped  
with the best natural  
ingredients. It makes  
up for a whole new  
experience. Our  
Slidewich  
sandwiches are  
finished with twelve  
tasteful toppings:



# OUR 6 TASTEFUL SALADS



**Pandan Custard**



**Surimi Wasabi**



**Egg Mustard**



**Chicken Salad**



**Chicken Pineapple**



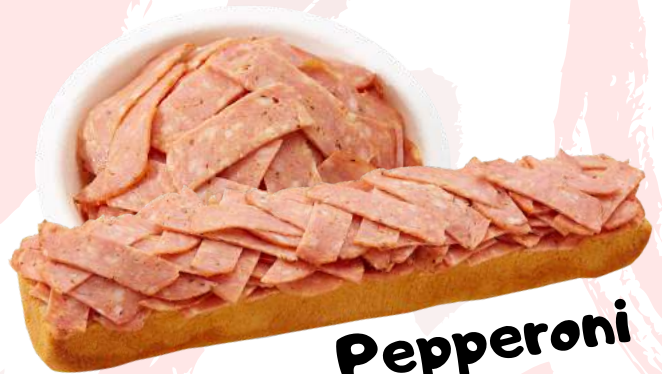
**Tuna Salad**



# OUR 6 JUICY MEAT TOPPINGS



**Chicken Bologna**



**Pepperoni**



**Meatloaf**



**Hunting Sausage**



**Smoked Ham**



**Chili Bologna**

# OUR KEY SUCCES FACTORS

## **Shop value proposition**

Slidewich is a simple concept that stands out among competitors. High quality and excellent service, that's our formula. We excel in the art of creating European style bread. We select the very best locally sourced ingredients, we work with reputable suppliers and thus, we guarantee the finest quality sandwiches.

## **Being passionate**

Quality comes first. We do not chase profits without offering state-of-the-art added value to our customers, and our franchisees. We know that profitability follows the experience we provide.

## **Turn-key shop package**

Our concept, authentic recipes, ingredients, know-how, local and global marketing. You don't need to worry about setting up your shop. We offer you the full package!





### **Low entry costs**

We offer our Slidewiches for a reasonable price. So why should we not make it affordable for franchisees to start their very own business too? Starting your own Slide Wich business is easy, inexpensive, and therefore attractive.

### **Full training and support**

We know that the secret behind our shop value proposition is support. We will assist you in setting up your business, getting your local marketing going and welcoming your first customers. But our support will not stop short there.

Our Slide Wich business model is designed to assist you with your day-to-day operations, while providing you with all the tools you need, created by our franchise team of experts. We will always be there to help you. Because when you grow, we will grow with you!






# LOW ENTRY COSTS

We believe our Slide Wich products need to be of high quality - but at the same time accessible and reasonably priced. In line with this, we also think starting a successful Slide Wich business shouldn't be backbreaking.

Starting your own Slide Wich business is easy, inexpensive, and therefore attractive. You can start your own Slide Wich store, starting from 99.000 Baht (excluding VAT).

The Slide Wich provides all the materials and services for a price of 1.000 Baht per month. If you are willing to pay up front (one year in advance) we offer you a discount of 2.000 Baht. The offered materials and services include all the necessities in order to sell your Slide Wich products, as well as extensive training, operations assistance, marketing, public relations and point-of-sale support.

# WHAT TO EXPECT FROM US?



Comprehensive onsite training  
Our extensive training teaches  
you the necessary policies,  
methods and procedures for  
running an effective Slide Wich  
business. This training will occur  
on-the-job, so that you can easily  
put theory into practice.

Our onsite training program at  
your Slide Wich location will  
assist you and your staff with the  
final preparations before opening  
day. Our team will be there to  
answer all your last minute  
questions and concerns while  
helping to ensure your business  
is fully operational. Once your  
Slide Wich store is up and  
running, our training and help  
will not stop here. We will  
provide ongoing refresher  
training and periodic field  
support visits and any other help  
you require.

In this way, we can guarantee our  
customers the same, satisfying  
taste and friendly customer  
service at every Slide Wich  
location.



### **Start-up assistance**

We will assist you in setting up your successful Slide Wich business. From location assistance to equipment sourcing and in-store branding, we will be there to guide you. We will provide you with build-out assistance offering guidance in the interior and exterior of your Slide Wich store. Our goal is to help you get your Slide Wich business operational as quickly and efficiently as possible.

### **Operations manual**

We provide you a turn-key shop package including a detailed and top-secret manual containing our concept, authentic recipes, menu items, ingredients and know-how. In addition, we provide you the necessary specifications, operations procedures and inventory and control management methods. We will make sure you have all the necessary contacts, information and supplies to keep your business running in top form.



### **Marketing assistance**

As a franchisee, you will benefit from our marketing activities, such as advertising and promotional programs. You are allowed to use our trade names, logos, images, promotional texts and so on. We will provide you with marketing assistance based on your experience.

But we also believe in local marketing. Therefore, we will assist you with the promotion of your own Slide Wich store within your local community. We are happy to discuss your preferences.



# SEEKING THE BEST FRANCHISE PARTNERS

Our executive team is seeking franchise applicants who ideally have some experience in offering food and beverage and hospitality services. This experience will preserve the legacy of premium standards and experiences our guests have come to expect. The Slide Wich franchise owners have an entrepreneurial spirit and are committed to building a successful business.

However, if you don't have a background in this industry, we're more than willing to help you set up your business up to our standards at the highest levels in the business. If you're a hard worker and are disciplined and understand the art and science of being a leader, let us help you make your dream business a reality.



*a  
streamlined  
process  
for  
potential  
franchisees*



**Are you interested in becoming a Slide Wich franchisee? Submit an initial request for consideration to [franchise@slidewich.com](mailto:franchise@slidewich.com). After submitting your request, a Slide Wich team member will contact you to discuss the possibilities.**

**If there is a mutual interest in working together, The Slide Wich will request you to complete a franchise application and Franchise Disclosure Document (FDD). We will discuss all the relevant details, arrange the agreement and help you starting up your very own Slide Wich business!**





*Thank you  
for your interest  
in our  
brand!*

*Let's  
Get  
started!*