



**uncle don's**®  
dine like a don everyday

FRANCHISE BROCHURE

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## STARTERS

**S1. EAST COAST FISH KEROPOK**  
Deep-fried crunchy east coast fish crackers served in a basket.

**S2. GARLIC BAGUETTE**  
Grilled garlic bread topped with garlic butter  
2-Slice  
6-Slices

**S3. JUST FRIES**  
Straight cut American fries served in a basket

**S4. GIANT BUFFALO WINGS**  
Three sauce coated chicken wings, deep fried till golden brown

**S5. DON'S HOMEMADE MEATBALLS**  
\*Choice of Pork / Beef  
Tomato & basil based sauce, served with 2 slices of garlic bread

**SP15. SALTED EGG FISH SKIN**  
Deep fried sea bass skin topped with salted egg sauce sweetbed with chili padi & curry leaves

**SPICY CHICKEN WINGS**  
Deep fried with onion, capsicum, mustard leaves

**S17. IMPORTED TULIP PIGGY FRIES**  
Deep-fried premium imported Danish fries

**S8. SPICY ANCHOVIES**  
Crunchy anchovies pan-fried with chili

**S7. PORK SAUSAGE**  
Oven baked pork sausage

**S10. PIGS IN BLANKET**  
7 deep-fried juicy pork buns

**S11. CHICKEN RICE**  
Home style chicken rice with chili

Uncle Don's is a progressive chain of restaurants & bar specializing in the development of affordable quality dining experiences throughout Malaysia with additional diversified businesses associated with the food & beverage and hospitality industry.

Founded and driven by experts in the industry, the group was established on the 11<sup>th</sup> of September 2015 and now comprises 45 high performance restaurants with many more exciting projects concurrently under development.

Its brand slogan "Dine like a Don everyday" conveys the brand's spirit of affordable dining in the simplest of ways and is today recognized as a leading brand for generating huge amounts of consumer traffic. It is themed as a family styled restaurant suitable for bringing family and friends together regardless of age. The very young and old are able to dine like a Don everyday.





## MISSION

To exceed customer expectation in relation to the areas of cuisine, service and ambiance while strengthening the growth and viability of all segments of the company for the long-term benefit of employees, customers, suppliers, trade partners and landowners.

## OBJECTIVE

We aim for total customer satisfaction by creating a dining experience in a relaxed, friendly environment at prices that represent excellent value for money.

## BUSINESS MODEL

Our business model is defining our products, awareness of our family-oriented customer base, developing loyalty through comments and feedback, implementation of consistent training and effective promotions and marketing.

## OPERATING PHILOSOPHY & VISION

The philosophy of Uncle Don's is to efficiently produce high quality fusion cuisine in an interactive kitchen environment with ingredients that are mostly fresh local produce.

The predominant theme of commitments and visions are:

- To conceive, create and maintain products and services of genuine quality
- To offer our products and services at a value-for-money price point
- To motivate and support members of our team at all levels
- To continuously sustain the quality afforded by Uncle Don's





## CONSISTENT QUALITY

To consistently maintain good quality, we built our Central Kitchen in September 2018. Within its 20,000 sqft parameter, fresh ingredients supplied daily are blended from scratch creating our own marinades under strict hygiene and food safety standards of practice.

Strict practices include:

- Defined cold and dry storage areas
- Temperature controlled supply chain
- Typhoid inoculation and food handler's certificate for all chefs and kitchen staffs
- Full and proper attires
- Drivers trained to handle shipments in temperature controlled refrigerated trucks



## TRAINING

Training is imperative to our success and is reflected in the level of services and knowledge provided to our guests.

Regular training sessions are undertaken to increase the knowledge and upgrade the skills of team members to enhance performance and competency levels.

Staffs are trained in all aspects from products, menus, restaurant features, service skills, customer service, complaint handling to reservation techniques.

A comprehensive operating manual for managers and staffs are maintained and carried in each restaurant for the staffs referencing and this is particularly used for the new recruits.

## AWARDS & ACCOLADES

The collective dedication, perseverance and sacrifices by the staffs, suppliers and trade partners earned us multiple awards.





HAPA Awards Malaysia Series 2023 – 2024, The Awards for Resilience Winner

#1 Asean Restaurants & Service Excellence Winner 2023  
at 3.0 Award Trends Summit 2023 in Jakarta, Indonesia

The BrandLaureate SMEs BestBrands Best Choice Award 2022 (F&B: Lifestyle - Dining Experiences)

The BrandLaureate SMEs BestBrands of the Decade Award 2020 (F&B: Restaurants & Bars)

The BrandLaureate SMEs BestBrands e-Branding Award 2020 (F&B: Casual Dining & Bars)

The BrandLaureate SMEs BestBrands e-Branding Award 2020 (Food: Chili & Tomato Sauce)

The BrandLaureate SMEs BestBrands Award 2018 – 2019 (F&B: Restaurants & Bars)

Superbrands Award 2021: Malaysia's Choice

Des Prix Infinitus Media Leadership Excellence Awards 2020/2021

SME100 Award Fast Moving Companies 2020

SME100 Most Sustainable Brand Award 2020

Golden Bull Award 2020: Outstanding SME

2020 Certificate of Excellence by Slurpy based on recommendations received

Best takeaway food in Subang Jaya by Restaurant Guru 2020

Best Casual Restaurant & Bar Chain (Malaysia)  
by Lux Life Magazine for Food & Drink Awards 2019

Most Successful Food & Beverage Enterprise (South East Asia)  
by Lux Life Magazine for Food & Drink Awards 2019

Best Beer Bar 2018 by The Bar Awards KL

Best Neighbourhood Bar 2018 by Time Out KL Food & Drink Awards





## WHY CHOOSE UNCLE DON'S?

Here is what makes Uncle Don's such a formidable brand in the food & beverage segment:

- It's a restaurant that serves up fantastic food at prices no more than that of a street market, in an environment that is chic and cosy, allowing guest to literally "Dine Like a Don Everyday"
- Offers excellent quality bar products without primarily being a bar
- Has an ambience that is comfortable, fun & relaxed, yet dynamic & energetic
- Serviced by well trained, friendly crew
- Infusing the above elements, the most unique hybrid restaurant-bar concept capable of commanding and retaining fusion demographic of the widest attention is created
- Our diverse clientele spans from families of children, parents & senior citizens, to professionals, businessmen, hangout groups, college students & bar goers

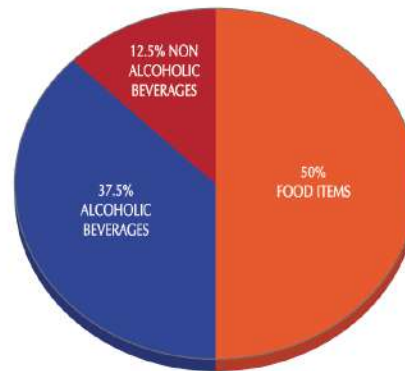
## SALES DISTRIBUTION, MARGINS, COSTS, OVERHEADS & PROFITS

Uncle Don's outlets will likely register a monthly menu sales distribution of product categories close to the percentages illustrated. Below are estimates based on the sales revenue of RM300,000.00 per month:

PRODUCT CATEGORY	SALES (PER MONTH)	COST OF GOODS SOLD	GROSS PROFIT MARGIN (%)	GROSS PROFIT PER MONTH
Food Items	RM 150,000.00	RM 75,000.00	50%	RM 75,000.00
Alcoholic Beverages	RM 112,500.00	RM 73,125.00	35%	RM 39,375.00
Non-Alcoholic Beverages	RM 37,500.00	RM 15,000.00	60%	RM 22,500.00
Table Sauce Consumption (2% Food Sales est)		RM 3,000.00		RM -3,000.00
<b>TOTAL</b>	<b>RM 300,000.00</b>	<b>RM 166,125.00</b>	<b>44.63%</b>	<b>RM 133,875.00</b>

### PROJECTED MONTHLY OPERATING EXPENSES

Wages	RM 25,000.00
Public Relation Front of House Officer	RM 7,000.00
Rent (Business Premise)	RM 12,000.00
Rent (Hostel)	RM 2,000.00
Utilities (Premise + Hostel)	RM 12,000.00
Gas	RM 2,750.00
Dishwasher Equipment	RM 550.00
Staff Meal Allowance	RM 3,000.00
Miscellaneous (Serviettes, Hand Towels, Detergents)	RM 3,000.00
Licenses (Premise, Liquor, Music)	RM 1,000.00
Merchant Discount Rate @0.75%	RM 2,250.00
Insurance	RM 300.00
Royalty @3.5%	RM 10,500.00
<b>TOTAL</b>	<b>RM 81,350.00</b>
<b>NET PROFIT (EBIDA)</b>	<b>RM 52,525.00</b>



*\*Figures will vary according to items sold, inventory control, wastage control, pilferage, staff management & premise location*

## OUR TARGET PARTNERS

We created a system that can easily be scaled and replicated across the nation by having addressed all areas of the business model including site selection, supply chain, cost control, build-out timing, marketing and buzz creation among others.

We now seek passionate partners who share in the vision of establishing Uncle Don's as the best food & beverage brand in the country.

	REQUIREMENTS	DETAILS
1.	ACCESS TO A PREMISE IN PRIME LOCATION	To source a premise in such location of their preferred region Premise if rented should have a preferred minimum 5-year duration Premise should have a preferred minimum usable floor space of 2800sq/ft
2.	CAPITAL EXPENDITURE, PRELIMINARY COST & DEPOSIT	Franchise Fee: RM 375,000.00 Cost to setup the Franchised Outlet: Approximately RM625,000.00 <i>(Amount is an estimate on assumption the location selected is in Klang Valley, the premise is bare, requires no demolitioin or repairs work and is not located inside any malls)</i> Others: RM 50,000.00 <i>(hostel setup, recruitment, wages for staff on training, license &amp; permit application)</i> Fully refundable deposit: RM 150,000.00
3.	BUSINESS EXPERIENCE & PASSION	Experience in the food & beverage industry is preferred, but not necessary Enthusiastic, driven, flexible & willing to invest the time to make your business a success True passion for the Uncle Don's brand, its clientele and products
4.	COMMON VALUE SYSTEM	Total commitment to follow the Uncle Don's operating system Able to replicate and maintain similar consistency in the entire cycle of management

## WHAT YOU GET

At Uncle Don's, a circle of support is carefully crafted for you to ensure maximum business efficiency. Our business model is designed to assist your day-to-day operations, while providing you the tools required to run a successful restaurant.

## GENERAL

License to operate for a term of 5 years with option to renew the franchise for another 5 years for RM120,000.00

Right to use the trademark logo, trade name & service marks at the business premise

Proven business model & products

Ongoing marketing assistance and support

Ongoing research & development

Option for complete back-end office support:  
data entry, accounting, payroll & audit



## FULL START-UP ASSISTANCE

We will get your restaurant operational quickly and efficiently. We will provide:

- Assistance in location selection
- Full assistance in managing construction, build-out and fit out
- replicating Uncle Don's welcoming image
- Complete sourcing of fixtures, fittings, equipment & full range of items required for running the business
- Marketing campaign to launch the unit in its territory

## ON-SITE TRAINING - PHASE II

On-site training is designed to assist you in the operations before and after business launch. It typically:

- Takes place 3 days before business launch
- Continues for a period of 7 days from business launch

## OPERATION MANUALS

A detailed operation manual will be provided containing all the necessary specifications:

- Operating policies and procedures
- Cooking guidelines
- Equipment setting
- General maintenance
- Inventory and management control methods

## TRAINING - PHASE I

We will provide pre-opening training at designated location(s) beginning approximately 8 weeks before business launch. This includes:

- All aspects of operation, policies & procedures
- Invaluable, proprietary tools to achieve success
- Extensive amount of on-the-job training

## ON-GOING SUPPORT

Our crew will continue to provide periodic field support free of charge. This is designed to ensure:

- Use of the most current and effective operation methods and procedure implemented
- Proper implementation of new menu items
- Continuous compliance to the set standard of practise
- Provision of refreshers to team members where needed
- Assistance in resolving staff issues
- Assistance in replacement of staff, where necessary

## PRODUCT SUPPLY ASSISTANCE

Over the years, we have developed a strong relationship with key suppliers that are proven extremely reliable.

You will receive a list of authorised suppliers who will provide you everything you need for running the business.

## FRANCHISED OUTLET INVESTMENT BREAKDOWN ESTIMATE

TYPE OF EXPENDITURE	ESTIMATE (RM)
1 Wet Works: Preliminary Works, Brick walls, Floors, Ceiling & Wall Finishes (bare unit)	120,000.00
2 Fixed Cabinets & Shelves	75,000.00
3 Doors & Ironmongeries	10,000.00
4 Kitchen, Toilet & Counterworks	15,000.00
5 Loose Furnitures & Other Items	45,000.00
6 Electrical Works & Fittings	85,000.00
7 Air-Conditioning, Air Curtains & Associated Works	45,000.00
8 Surveillance & Computer Hardware	13,000.00
9 Stainless Steel Fabrications for Kitchen & Bar	25,000.00
10 Extractor & Fresh Air System	25,000.00
11 Gas Piping & Associated Works	11,000.00
12 Illuminated Exterior Signages & Interior Signs	8,000.00
13 Retractable 1.5 Meter Motorized Awning	14,000.00
14 Landscape	5,000.00
15 Kitchen & Bar Equipment	49,000.00
16 Touch Screen POS, Cash Drawer, Ordering Terminal, 4 Thermal Receipt Printers & 2 MSR Readers	14,000.00
17 Audio System & Music Rack	9,000.00
18 Glassware	8,500.00
19 Tableware	11,000.00
20 Barware	7,500.00
21 Kitchenware & Cleaner-ware	11,000.00
22 Uniforms & Accessories	3,000.00
23 Digital Safe, Menu Stand, Hardware Items & First Aid	1,750.00
24 Menus, Printed Materials, Framed Certificates & Interior Signs	10,500.00
25 Time Recorder, Money Detector, Stationeries & Clip Boards	1,750.00
26 Franchise Fee	375,000.00
<b>TOTAL</b>	<b>998,000.00</b>

*\*The above is based on twin intermediate units and may differ by 10% or more for corner units & outstation locations*

	<b>PAYMENT TIMELINE</b>	<b>PAYMENT PARTICULARS</b>	<b>RM</b>
1	Upon signing of Franchise Agreement	Franchise Fee	375,000.00
2	7 days after signing Franchise Agreement (Cooling off period)	1 <sup>st</sup> Build Out Deposit	250,000.00
3	30 Days after Cooling off Period	2 <sup>nd</sup> Build Out Deposit	250,000.00
4	60 Days after Cooling off Period	3 <sup>rd</sup> Build Out Deposit	250,000.00
5	On Hand-Over of Outlet	Fully Refundable Deposit	150,000.00
<b>TOTAL</b>			<b>1,275,000.00</b>

## CONTROL OF THE BUILD-OUT DEPOSIT

- A total build-out deposit of RM 750,000.00 shall be collected from the Franchisee & deposited into an interest free client's account, that is fully managed and controlled by the Franchisor.
- The Franchisor shall pay from this deposit, all contractors, suppliers and relevant parties engaged in the build-out of the outlet, from commencement to handover.
- All invoices shall be addressed directly to the Franchisee's registered company.
- The Franchisor shall compile for the Franchisee, all invoices incurred in the build-out of the outlet and shall hand over such compiled invoices to the Franchisee within 30 days of Business Launch.
- Any excess of deposit collected if any, shall be refunded to the Franchisee upon the handover of such compiled invoices
- Conversely, any shortage shall be collected from the Franchisee upon the handover of such compiled invoices.
- Where any product, fixture, fitting or equipment is supplied by a manufacturer or through its distributor, such product, fixture, fitting or equipment is warranted against defects by the manufacturer's warranty.
- Where the contractor fabricates any product, fixture, fitting or equipment, the contractor shall warrant such product, fixture, fitting or equipment to be free from defects in workmanship and material for a period of six (6) months from date of premise handover.



## TIMELINE AND PAYMENTS IN DETAIL

STAGE	DETAILS	TIMELINE
1	Preliminary discussions and agreement between the parties	
2	Upon premise confirmation, sign Franchise Agreement & pay Franchise Fee: RM375,000.00	
3	7 days after signing Franchise Agreement, pay 1 <sup>st</sup> Build-Out Deposit Payment: RM 250,000.00	Week 1
4	Design & site planning	Week 2
	Commencement of staff recruitment & training	
5	Wet works, electrical, glass & carpentry fabrication	Week 3
	Ordering other fixtures, fittings, loose furniture, bar & kitchen equipment	
6	Stainless-steel fabrication & ironmongeries	Week 5
	Completion of floor & wall finishes	
7	Make 2 <sup>nd</sup> Build-Out Deposit Payment: RM 250,000.00	Week 5
8	Completion of ceiling finishes & electrical works	Week 7
9	Installation of fabricated carpentry, air conditioning, kitchen extractor & fresh air, gas piping, retractable awning, CCTV, audio system & landscape	Week 8-9
10	Make 3 <sup>rd</sup> Build-Out Deposit Payment: RM 250,000.00	Week 9
11	Delivery of fabricated stainless-steel item, fixtures, fittings, loose furniture, bar & kitchen equipment, point of sales, glassware, tableware, barware, kitchenware, cleaner-ware, uniforms, menus, menu stand, beer tokens & stationeries	Week 10
12	Handover of premise	Week 11-12
13	Make Fully Refundable Deposit Payment: RM150,000.00	Week 11-12

## CONTACT US

UNCLE DON'S RESTAURANTS SDN BHD (1165208-K)  
(Formerly known as D&D Food & Beverage Sdn Bhd)

No 24A & 24B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr Ismail  
60000, Kuala Lumpur  
Malaysia

Person In Charge : Mr. Mark Robert

+6012 230 4396

+603 7733 4755

franchise@uncledons.com.my



NO. PENDAFTARAN SYARIKAT: 1165208K

NO. PENDAFTARAN: FS/00022/2023



KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN KOS SARA HIDUP

KEBENARAN DI BAWAH AKTA FRANCAIS 1998

### PENDAFTARAN FRANCAISOR

PADA menurut kuasa-kuasa yang diwakilkan oleh Perdana Menteri dan mengikut peruntukan-peruntukan Seksyen 8(4), 9 dan 6 Akta Francais 1998

Kebenaran adalah dengan ini diberi kepada **Uncle Don's Restaurant Sdn Bhd** yang beralamat di

**No 183, Jalan SS 2/24, Petaling Jaya,,  
47300, Selangor,  
Selangor, MALAYSIA.**

bagi maksud menjalankan perniagaan serta membuat tawaran menjual francais **Uncle Don's**

mulai tarikh **27 Mac 2023** sehingga **26 Mac 2028** tertakluk kepada syarat-syarat yang dilampirkan bersama.

27 Mac 2023

Bertarikh

YBhg. Datuk Azman Bin  
Mohd Yusof

Pendaftar

Catatan: dokumen ini adalah janaan komputer dan tandatangan adalah tidak diperlukan. Dijana pada : 2023-06-26 11:45:01

