

BINILAO'S

FRANCHISE CONCEPT

PRESENTATION 2025



Our Vision and Mission



Our Vision



Our Mission



To become the second most trusted go-to brand for Filipinos when it comes to making occasions stress-free so every celebration becomes more meaningful, and every family enjoys better bonding moments.

Binilao's is committed to serving delicious, high-quality, complete meals at an affordable price—making every simple gathering feel extra special, no matter the occasion.





THE BINILAO'S BRAND

Our Official Logo



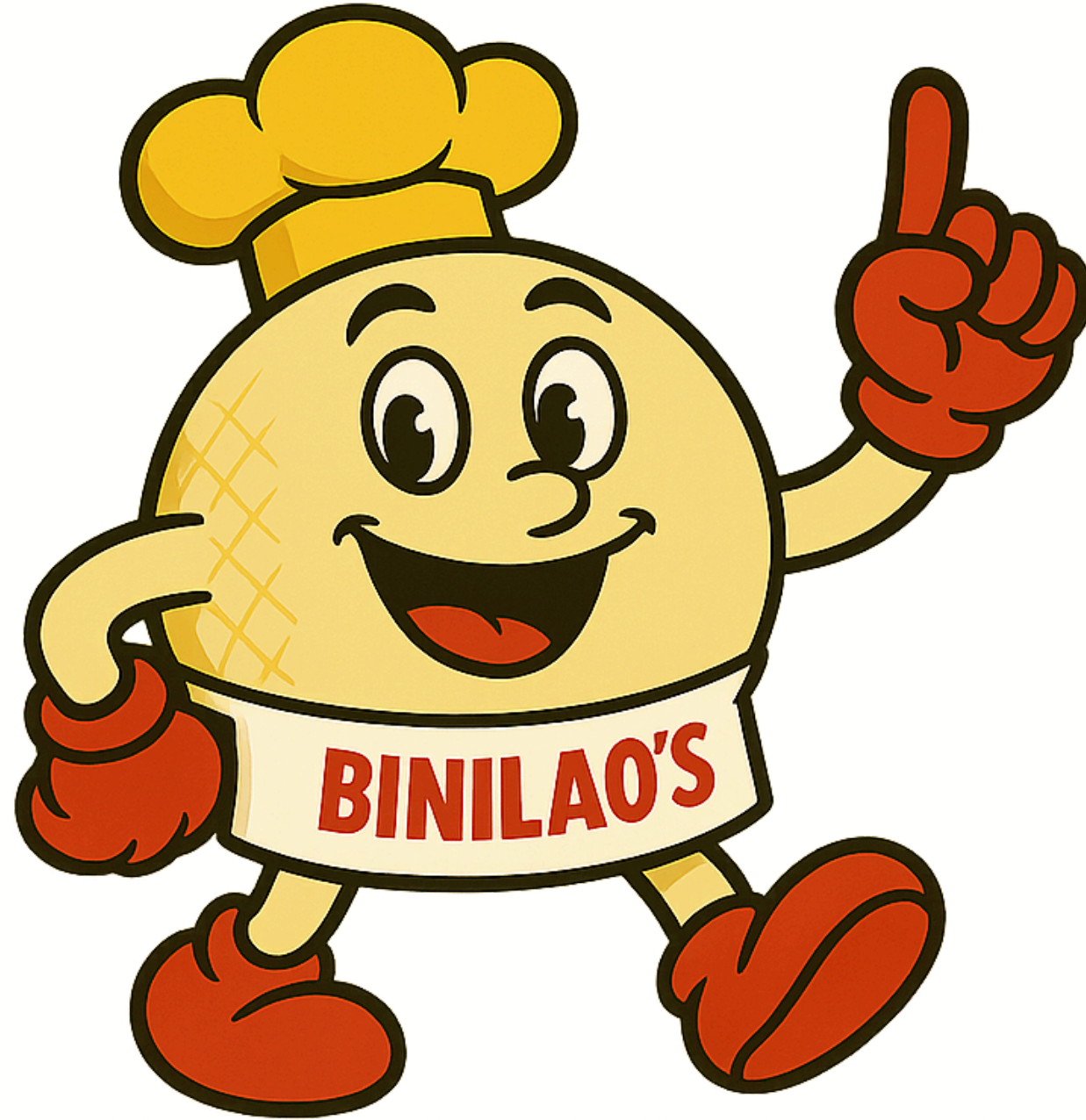
Our Official Store Design



Our Packaging



Our Mascot



BENNY

OUR MENU

BILAO MENU CATEGORIES

- **Ulam**
- **Pasta**
- **Kakanin**
- **Food Trays**
- **Bilao Bundles**



BINILAO'S

BINILAO'S

#1 Affordable food bundle

MENU

ULAM

GOOD FOR 15 PAX

Pork Caldereta	950
Beef Caldereta	1050
Menudo	950
Chicken Fillet	950
Cordon Bleu 30pcs	950
Chicken Curry	950
Chicken Afritada	950
Sweet & Sour Fillet	950
Buttered Shrimp	950
Chopsuey	950
Shanghai	500 950 50PCS 100PCS
Fried Chicken 20pcs	950
Beef & Mushroom	1050
Sipo egg	950

PASTA



Spaghetti
Palabok
Malabon
Pancit Mix
Pancit Canton
Pancit Bihon

XS Php 350.00

S Php 550.00

M Php 700.00

XL Php 850.00

Carbonara **S** Php 650.00 **XL** Php 950.00



KAKANIN

	20PCS	50PCS	75PCS	100PCS
Biko	250	450	550	650
Puto	250	450	550	650
Pichi-Pichi	250	450	550	650
Kutsinta	200	350	450	600



FOLLOW US ON
FACEBOOK
BINILAO'S

SALAWAG CITY DASMARINAS



ORDER NOW!

FOOD TRAY

MENU

CALDERETA

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

MENUDO

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

BEEF CALDERETA

1400 good for 20pax
2100 good for 30pax
3500 good for 50pax

BEEF MUSHROOM

1400 good for 20pax
2100 good for 30pax
3500 good for 50pax

CHICKEN FILLET

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

FRIED CHICKEN

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

CORDON BLEU

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

CHICKEN CURRY

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

SWEET SOUR

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

BUTTER SHRIMP

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

CHOPSUEY

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax

SIPO EGG

1300 good for 20pax
1900 good for 30pax
3200 good for 50pax



Several Bilao Bundles in Different Packages



20 PCS



XSMALL



XSMALL



XSMALL



XSMALL



20 PCS



XSMALL



BINILAO'S
#1 Affordable food bundle

P1,800

GOOD FOR 15 PERSON

- SPAG
- PALABOK
- PANCIT
- BIKO
- PUTO
- SHANGHAI

ORDER NOW

☎ 0991-948-8926

f BINILAO'S

📍 SALAWAG CITY
DASMARINAS CAVITE

BINILAO'S
#1 Affordable food bundle

- **PALABOK**
- **SPAG**
- **PANCIT**
- **CALDERETA**
- **CHOPSUEY**
- **COKE 1.5L**

P4,300

GOOD FOR 35 PERSON

ORDER NOW

0991-948-8926

BINILAO'S

**SALAWAG CITY
DASMARINAS CAVITE**





BINILAO'S

#1 Affordable food bundle

18,500

GOOD FOR 50 PERSON

<ul style="list-style-type: none"> • SPAG • PALABOK • PANCIT • CARBONARA • SHANGHAI • BIKO • PUTO • MENUDO • CHICKEN CURRY • SWEET AND SOUR • CALDERETA • CHOPSUEY • FRIED CHICKEN 	<ul style="list-style-type: none"> 2 ORDERS 2 ORDERS XL XL 100PCS XL 100PCS 2 ORDERS 2 ORDERS 2 ORDERS 2 ORDERS 2 ORDERS 40PCS
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ORDER NOW

☎ 0991-948-8926

BINILAO'S

SALAWAG CITY
DASMARINAS CAVITE

Sample Picture Of Dishes





BINILAO'S

THE BINILAO'S STORE FORMAT

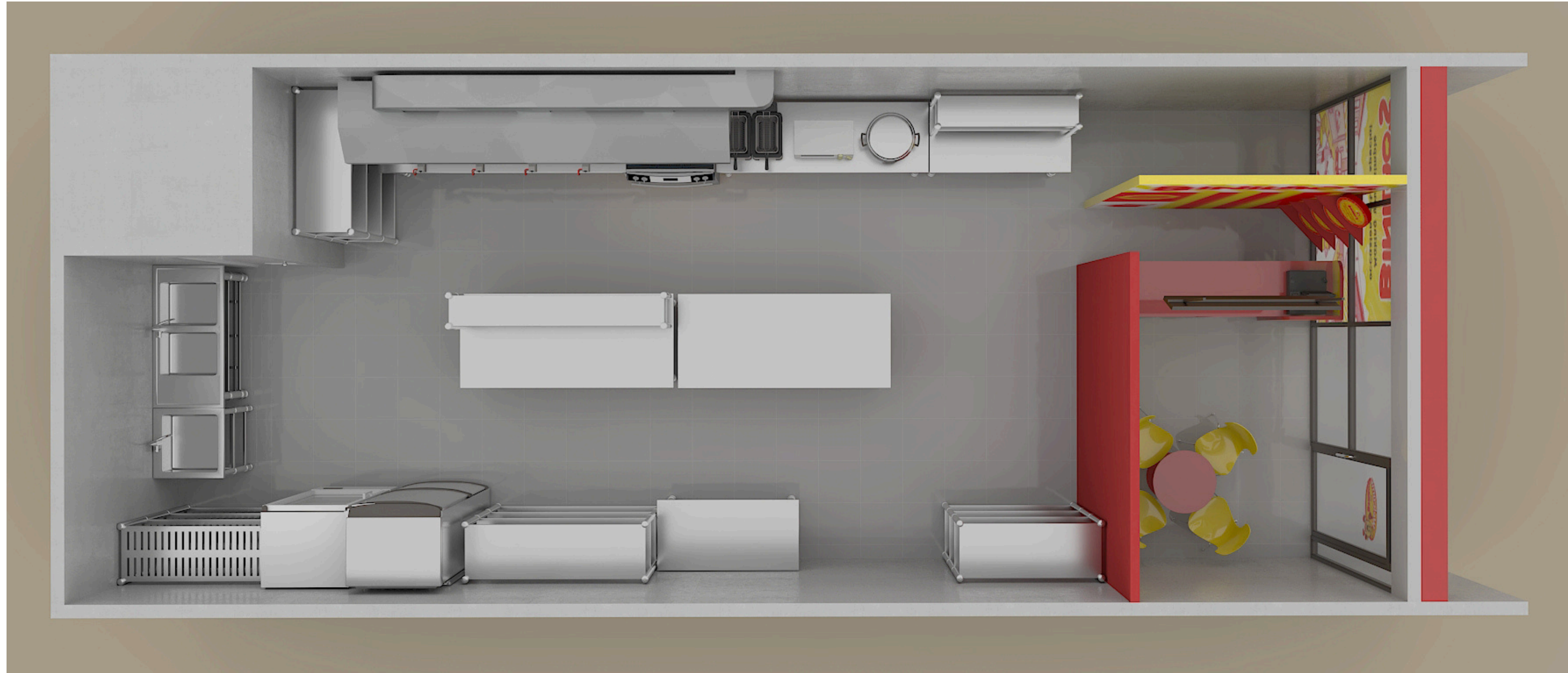
Official Design of a Binilao's Store



Official Design of a Binilao's Store



Official Design of a Binilao's Store



Official Design of a Binilao's Store



Official Design of a Binilao's Store





BINILAO'S

FRANCHISE SUMMARY

FRANCHISE SUMMARY

IDEAL SIZE

20 to 40 sqm

PAYBACK PERIOD

5-7 MONTHS

LOCAL ADS FEE

2% or 6k per month

FRANCHISE FEE

160,000

TERM OF AGREEMENT

3 YEARS AND RENEWABLE FOR 2 TERMS
OF 3 YEARS EACH

NATIONAL ADS FEE

1% or 3k per month

SETUP COST

422,000 to 475,000

RENEWAL FEE

50%

ROYALTY FEE

3% or 9k per month



PACKAGE INCLUSIONS

FRANCHISE FEE

- Use of name, trademark and logos
- Comprehensive Franchise Operations Manual
- Extensive training for franchise owners and staff
- Pre-opening Support Including Site Evaluation
- Continuing research and development

SETUP COST

- Leasehold improvement and signage
- Complete set of furniture, fixture and equipment
- Initial Inventory worth 50K
- Staff uniform
- Initial Office Supplies
- Grand opening budget and support





HOW TO BE A FRANCHISEE

1

Submit Letter of Intent

2

Map of Proposed Location

3

Submit latest CV with photo and Valid ID

4

Fill-up the Franchise Application Form

5

Signing of the Franchise Agreement and payment of Franchise Fee

6

Location Assessment

7

Ocular inspection with contractor

8

Payment of Setup Cost

9

- Construction / fabrication
- Processing of permits
- Hiring of Staff
- Training of staff

10


- Soft Opening
- Grand Opening

→ ORDER NOW!

Thank You!

CONTACT INFORMATION

 info@binilaos.com

 0991-948-8926

 www.binilaos.com

