



Our dish variety



Cheesy Chicken



Truffle Chicken



Black Pepper Chicken



The Grumpy Cheeseburger



Fish & Chips



Salad Envy



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OUR STORY

Here at The Grumpy Bear, we are in the business of happy bellies.

We believe in making people smile through good food that everyone loves.

Coupled with a warm, cozy and welcoming café setting, The Grumpy Bear is the perfect place to celebrate life's delicious moments with family and loved ones.





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The Grumpy Bear Quick Facts

- Comfort, cooked-to-order Western cuisine
- 40 - 50 seats
- Lower cost of entry
- Streamlined Concept
- Ideal for neighbourhood and industrial areas
- Dine-in, take-out and delivery friendly





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THE GRUMPY BEAR HISTORY

- 2017 : First outlet opens at **Thomson Plaza, Singapore**
- 2018 – 2020: Opened more outlets, and two of them are at **Bukit Timah Plaza Plaza** and **Kebun Baru Community Centre**





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Unique Selling Propositions (USPs)

- Scalable Concept
- Low Startup Fees
- Rapid Return on Investment
- Comprehensive & Elaborate Franchise Support and Guidance
- Easy to set up & operate
- Commitment to your Business Profitability & Success



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Unique Selling Propositions (USPs)

- **Scalable Concept**

- Grow and expand your business with proportionally lower cost & greater profitability
- Non chef-dependent concept allows ease of hiring and lower labour costs.





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Unique Selling Propositions (USPs)

- **Low Startup Fees**

- Low & preferential Franchisee Fee for 1st two franchisees. Enjoy Substantial discounts!
- Low startup costs
- Low rental commitment (Space needed can be between 600 to 1,000 sq ft)



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Unique Selling Propositions (USPs)

- **Rapid Return on Investment**

- On average, franchisee can expect return on investment within 12 months





The Grumpy Bear Franchise Facts

TOTAL INVESTMENT : Estimated between \$100,000 to \$200,000

ROYALTY FEE : 5%

MARKETING FUND : 1.5%

The Grumpy Bear provides **industry leading franchise support services** including :

- Extensive initial training and store opening assistance
- Comprehensive ongoing operational support
- Strategic site selection and lease negotiations
- Stylized restaurant design and turnkey construction
- Brand building marketing including media campaigns





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Unique Selling Propositions (USPs)



- **Easy to Set up & Operate**

- Our HQ team will be fully involved to help our franchisees in outlet setup; from sourcing of locations, planning, renovation to official opening of the outlet
- Comprehensive SOP manuals on operation will be provided
- Operation crews will be trained at HQ outlets before opening
- FOH & BOH operating procedures are easy to learn



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Unique Selling Propositions (USPs)

- **Commitment to your Business Profitability & Success**
 - Close guidance, frequent business reviews with Franchisor at HQ to gather feedback, new products, performance, and marketing updates
 - Regular audits to improve franchisee sales performance and profitability



Franchise Timeline Overview

Approximate Franchise Timeline Overview

What	When	Who
Complete & Submit: <ul style="list-style-type: none">• Franchise Application	1 weeks' time	Franchisee
Send Franchise Fact Sheet	1 week from receipt of franchisee application	Franchisor
Issue Letter of Intent	2 weeks' time	Franchisor
Sign Letter of Intent (LOI) & remit deposit	Within 10 days from receipt of LOI	Franchisee
Conduct Franchise Training for up to 2 key personnel	1 month prior to store launch	Franchisor
Confirm site and nominate contractor, & suppliers	As per mutually agreed schedule	Franchisor & Franchisee
Sign Franchise Agreement (FA) & make final payment	Upon site confirmation	Franchisee
Official launch of The Grumpy Bear new outlet	As per mutually agreed schedule	Franchisor & Franchisee



FAQs (Frequently Asked Questions)

1. Why are we called The Grumpy Bear?

You know how the saying goes: a hungry person is a grumpy person. The same goes for bears. After all, the hunt for good food is universal. We truly believe in the wonder of happy bellies. In fact, the world will be a better place if everyone had great food!

So here at The Grumpy Bear, we aim to make your day better by creating food so good that it satisfies the hungriest, grumpiest beings that exist out there. Savour simple comfort Western fare at its best in our laid back, casual atmosphere primed for you to kick back, relax and indulge in no-holds-barred eating.

Don't hold back with a big burp at the end – it's music to our ears.





FAQs (Frequently Asked Questions)

2. What are the estimated costs to set up a The Grumpy Bear cafe?

Approximately S\$100,000 to S\$200,000.

3. What is the average outlet size?

600 sq ft to 1,000 sq ft.



4. If I do not meet the financial requirements, can I partner up with someone?

Yes you can!



FAQs (Frequently Asked Questions)

5. Does The Grumpy Bear provide financing for restaurant development?

Yes, we can discuss the details via mobile at +65 9692 6910, +65 9787 2221
(Contact person: Mr. Lee Soon Lee) or email leesoonlee1@gmail.com
(Attention – Mr Lee).

6. If the franchise is restricted to dine-in, is there an option for takeaway/delivery?

Yes, we assist franchisees in setting up takeaway/delivery platforms for The Grumpy Bear Cafe.

7. How long is the franchise tenure period?

The Franchise tenure period will last for 4 years, and is renewable.





FAQs (Frequently Asked Questions)

8. What type of return can I expect to make on my investment?

The Grumpy Bear ROI can be achieved within 12 months or earlier.

9. Does TGB determine the site where the restaurant is to be built?

It is chosen by the franchisee, but approved by franchisor.

10. What kind of training am I expected to complete?

We provide comprehensive training for both Front of House (FOH) and Back of House (BoH).



FAQs (Frequently Asked Questions)

11. What kind of operational support can I expect from The Grumpy Bear?

We provide SOP manuals for operation at both FOH & BOH as well as **readily available online and onsite support**, when required, from time to time.





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Thank You!

Come Franchise and grow with us.

"The journey of a thousand miles begins with a single step." – Lao Tzu