



ISCAHM®

INTERNATIONAL SCHOOL
FOR CULINARY ARTS &
HOTEL MANAGEMENT

FRANCHISE OPPORTUNITY

Be part of this great opportunity to train future
hospitality professionals - now available nationwide.

- ✓ Train students within 12 months or less in their respective fields:
 - Culinary Arts
 - Pastry and Baking Arts
 - Food & Beverage Service and Bartending
 - Housekeeping and Front Desk

- ✓ Acquire internationally accredited lesson and training plans.

- ✓ Offer courses that are affordable compared to any other Western or Asian hospitality training school here or abroad.

- ✓ Multiple franchise options are available; either you choose to franchise one single training module or multiple modules or franchise the full hospitality program.

- ✓ An ISCAHM franchise is a turnkey setup, as full support will be provided in areas such as:
 - Concept design
 - Site Selection
 - Architectural planning & facility design
 - Equipment and utensil selection
 - Operational setup
 - Staff training
 - Faculty training
 - Providing of all educational materials
 - Permit requirements
 - Brand marketing

ISCAHM Founders - Chefs Norbert Gandler and Hans Schallenberg

CHAMPION



Philippine Culinary Cup 2012
World Food Expo (WOFEX)

For Franchise Inquiries

Call : (63) 2 926.8888
Email : franchise@iscahm.com
Web : www.iscahm.com
Facebook : www.facebook.com/iscahm



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franchise info

FRANCHISE SETUP AND RESPONSIBILITIES:

ISCAHM LEVEL OF FRANCHISE OPTIONS

Single Level Franchises:

Under single level franchises we understand that a party would want to run only a particular program of ISCAHM such as:

1. Culinary Arts Program (12 months)
2. Pastry Arts Program (12 months)
3. Service and Bartending training (6 months)
4. Front office and Housekeeping training (6 months)
5. Administrative program (6 months Hospitality Marketing, Accounting and Cost Control)

Multi-Level Franchise:

In the multi-level franchise, a franchisee would only be interested to have 2 to 4 of the above programs.

Full Franchise:

The full franchise will include all the 5 programs.



Site selection - The Franchise owner will assist in the site selection

Facility design - The Franchise owner will produce the initial facility design based on the selected site and to be turned over to the selected architect by the Franchisee

Facility Construction Set Up - The Franchisee is responsible for the construction of the facility. The Franchisee will be selecting the contractor. The Franchise owner will guide the contractor / architect in the facility design implementation, so to ensure that all basic franchise standards are followed. The Franchise owner, during construction, will be of assistance to the franchise in case of any unforeseen changes / modifications.

Facility Interior - The Franchise owner will guide the Franchisee and his/her contractor on the interior requirements. The Franchisee is responsible for the interior finishing of the facility. The Franchise owner will assist the franchisee during the interior finishing in case of any unforeseen changes/modifications.

Facility equipment and utensils - The Franchise owner will identify all required kitchen and classroom equipment based on the initial design stage and size of the school. The Franchise owner will produce a listing of all required working tools, equipment and furniture for all teaching and office areas. The Franchisee will be responsible to procure the required equipment from the sources specified by the Franchise owner.

Operational Setup - The Franchisee will be responsible to canvass and procure all small operational office and teaching supplies required to open the school based on a list given by the Franchise owner. The Franchise owner will be responsible to produce all necessary policies and procedures – teaching materials for following areas:

- Administrative (Accounting / Purchasing / Storerooms / Human Resources / Marketing)
- Reception (Student Affairs)
- Academic (Practical and Theoretical Lectors)

Training - The Franchise owner will be responsible to assist the Franchisee in the hiring and training of all key staff in the facility prior to the opening of the school. The franchisee will be responsible for the training expenses of his employees for travel – accommodation and meals.

Permits - The Franchise Owner will assist, if necessary, in the procurement of all necessary permits.

ISCAHM Brand Marketing - The Franchise Owner will, at all times, approve all details and guidelines for all marketing activities which are either done jointly as a group or on a local level by the Franchisee. The Franchise owner will provide all necessary details for signage - print ads - flyers - signage - posters - stickers - uniforms, etc. to ensure that the school branding stays uniform.