



# Make Your Own Future





# Own Your Future

As a Franchise Owner you don't work for Subway®, we give you the guidance and tools to open a restaurant 100% owned by you. If you're ready to start fresh, shape your future and serve delicious, nutritious sandwiches, Subway® is the franchise for you.

## Join the Subway® family

With over 40,000 restaurants worldwide, Subway® provides a supportive franchise model that caters to almost anyone; from those looking to change their career and open a thriving family business to multi-national investors with ambitions of building global sandwich empires, Subway® is open to all.

## The Subway® Way

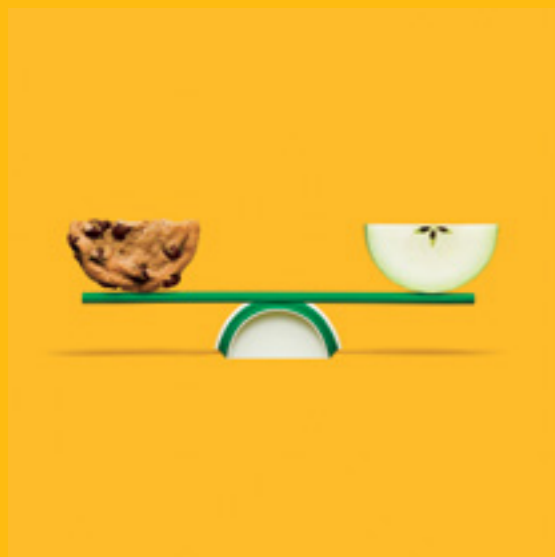
Our principles have remained the same for over 50 years:

- Always provide exceptional service **to every customer**
- Offer the highest quality at a price **everyone can afford**
- Keep operating costs low and **never stop improving**



# Fresh Forward

From welcoming customers and inspiring them with what's new on the menu, to simplifying the decision process and creating a comfortable environment, our Fresh Forward restaurant concept delivers a memorable Subway® experience, every time.



## Welcome

Our bold storefronts are designed to welcome customers into the restaurant through a wide-open entrance that reveals the enticing environment inside.



## Inspire

Colourful Subway® branding and marketing materials, food displays and menu panels introduce our customers to Subway's freshly prepared drinks, sandwiches and sides.



## Create

The focal point of the store, an elevated preparation bench sits at the heart of the Fresh Forward experience, showcasing our ingredients and careful preparation.



## Enjoy

Our open, light-filled seating areas allow our customers to relax and savour their Subway® sandwich, and a laugh or two with friends and family, in complete comfort.



# Subway® Delivers

Our franchisee owned Independent Purchasing Company Asia Pacific (IPCA) centrally purchases, distributes and manages the over 1500 food, packaging, décor, equipment and retail technology items you need to operate your restaurant. IPCA works to make sure you pay the lowest price for the highest quality services and products whenever possible.

## Procurement

IPCA sources reliable suppliers capable of providing the product volumes and high quality to meet Subway's global standards. The team negotiates cost-effective contracts for over 4,000 Subway® franchise owners across Asia Pacific.

## Distribution

Whether it's one mile or thousands, IPCA's distribution team ensures the freshest ingredients and quality items arrive at Subway® restaurants on time and on budget, working with local suppliers and stockpiling imported supplies in IPCA's distribution hub.

## Quality Management

Making sure that ingredients remain safe, fresh and delicious from farm to sandwich is at the heart of everything IPCA does.

To ensure the highest quality, IPCA operates two support services:

- **QualityNet** monitors supplier performance and handles owner complaints regarding food and packaging orders, contacting suppliers on behalf of owners to organise supplier credit.
- **ServiceNet** provides a call out service where engineers monitor equipment performance and maintain Subway® equipment for franchise owners.



## Retail Technology

IPCA's Retail Technology Team source a range of Subway® approved point of sale (POS) hardware and operations technology to reduce operating costs and improve the restaurant experience.

### Front of house

- Card payment terminals
- Digital menu boards
- In-restaurant music speakers
- Customer free Wi-Fi routers

### Operational Technology:

- Surveillance camera systems
- Staff hiring portal
- Inventory Management apps

IPCA also offers a free 24/7 technology service support line, **TechNet** to handle any technology issues, working with SubwayPOS™ and local technology providers to fix the problem quickly.



# Start your Subway® Story



## Become a Subway® Franchise Owner

Follow these steps to open your restaurant:

### Step 1

Fill in a Subway® application form on our franchisee website.

### Step 2

Meet your local Subway® Team (Business Development Agent).

### Step 3

Work with your local Subway® Team to:

- Conduct local research
- Secure a location and financing
- Sign a Franchise Agreement
- Attend Subway® Owner Training
- Open and Celebrate!

# Subway® Support



## Training

Receive world-class training and development support from a Subway® Business Development Agent, before, during and after your restaurant opens. We're with you every step of the way.



## Marketing & Development

Business Development Agents will work with you to create persuasive marketing materials and provide business support to help you develop, sell and succeed.



## Retail Technology (IPCA)

Subway® provides cutting-edge retail technology applications and point of sale (POS) hardware to make owning and running a Subway® restaurant simple, even with no experience at all in F&B.

## Contact your Subway® Team

Our local Subway® Teams works with Franchise Owners every step of the way to open and operate restaurants. Get in touch with your local Subway® Business Development Agent today. Visit [www.subway-franchise.com](http://www.subway-franchise.com) to apply for a franchise online.

