

Discover the Portugália Franchise



PORTUGÁLIA

1. THE PORTUGÁLIA BRAND

With more than 90 years of history, the Portugália brand is a Portuguese restaurant icon and certainly the oldest and most successful chain of Portuguese restaurants. This concept was so successful that it naturally felt the need to expand, and today it comprises almost 30 restaurants. With changes in the Portuguese lifestyle and quick-service boom in Portugal, Portugália was the first – and the only traditional restaurant brand until today – to develop their concept into a convenience serving station: Portugália Balcão, a successful concept from the north to the south of Portugal.

Until 2014, all Portugália restaurants were managed by the brand itself. It was only at the end of this year that the Portugália Balcão Franchise came into view – a business opportunity for Portuguese entrepreneurs seeking success – with the intent to speed up the expansion process, cover more territory, and position its brand in the market. Are you an entrepreneur?

The Benefits of the Portugália Brand

When you open a Portugália Balcão, the franchisee will now be a part of a prestigious brand recognised around the country as a reference in the Portuguese restaurant market.

Management:

All of Portugália's know-how, which has been acquired in over 90 years of experience, will now be passed on to the franchisee in a clear and transparent manner.

Supply:

Raw material will be supplied through Grupo Portugália's logistics platform, which will benefit the acquisition prices negotiated between Portugália and its suppliers.

Architecture:

Implementing a Portugália Balcão is counting on full support in the layout and architecture development project. Portugália Balcão projects comply with widely studied designs and proven efficiency, not just in terms of its operational functionality but also in marketing and design.

Training:

Together with their Franchise licence, Portugália franchisees have access to a theoretical and practical training plan. Theory takes place in a classroom and aims at developing essential knowledge in order to be able to manage a restaurant. Now, practice enables franchisees to learn the functions and operations of the kitchen and serving station of a Portugália restaurant.

Operations:

In addition to the whole operational support in business preparations, opening the restaurant will be supervised by an experienced support team formed by a Chef and a manager from Portugália's staff.

Quality:

Portugália's food production and quality control is a brand service to franchisees, which will continue throughout the business in order to maintain the brand's quality standards.

2. THE PROFILE OF A PORTUGÁLIA FRANCHISEE

A Portugália Balcão franchisee must meet a set of characteristics, which have been identified by the brand as pre-requisites for the success of this venture.

This is a list of those we consider most important:

Being an entrepreneur and available in order to dedicate themselves to the business in the field.

An essential factor for a franchisee is availability to commit to this challenge full-time, ensuring the management and operations of a restaurant in person and on a daily basis, for which reason they must live near the restaurant.

Having a management profile

Franchisees must be able to know and understand all aspects of the business. Portugália's training plan aims at providing access to the critical factors of management by introducing knowledge to franchisees and consolidating what they already know.



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Being experienced in managing people and knowing how to be a leader and motivate

A great part of the success of a Portugália Balcão unit is due to a united team working towards a common goal.

The capacity to build a real team, to discipline it, and to motivate it is one of the most important factors of success for a Portugália franchisee. This is why we believe that being experienced in managing people will be, without a doubt, an added value to this challenge.

Knowing their market

Much more than a market research, Portugália considers knowing the area where the business will be developed an important added value to franchisees. Nothing will replace the knowledge and sensitivity of a franchisee when contacting directly with the public in their region.

Financial capacity

Franchisees must be financially capable to invest in their business, where 30% of their investment shall take place through equity.

3. CONDITIONS FOR THE PORTUGÁLIA FRANCHISE

Initial Franchise Fees: Established depending on several criteria

These fees refer to the use of the Portugália brand and also represent a compensation paid by the franchisee to support the opening of the restaurant.

Royalties: 5% of sales

This is the compensation due for the intellectual property rights of Portugália Balcão.

Administration Fee: 1.5% of sales

This payment from the franchisee aims at refunding the brand for the provided continuous support and network management. The administration fee is also a contribution paid by the restaurant in order to cover their marketing share with an impact on a national level.

What will be the required investment for opening a Portugália Balcão?

The invested value may vary, since it is directly related to the size of the restaurant and billing expectations, which may require additional infrastructures and equipment. However, the invested amount will range between €160 000 and €210 000.

What will be the required dimensions for a Portugália Balcão?

It should be at least 592 ft² (55 m²); however, this is merely an indication, since Portugália shall analyse each case individually.

What is the duration of the contract?

Our contracts are five-year-minimum.

How long will it take for a return on investment?

We cannot say exactly how long it will be before a return on investment, since a restaurant's profit will vary depending on several factors such as billing, the location of a restaurant, or even the way it is managed.

What is the application process and how long will it take?

The process starts with an application on our website, which will be analysed by a team from Portugália, who will analyse all the information, and if all the requirements are fulfilled for opening a Portugália Balcão, they will contact you within a maximum of one month after having received your application.

Afterwards, applicants will be required to present a market research of the area where they intend to open the restaurant, which will show thorough knowledge of the site and a comprehensive investigation of their potential customers.

If Portugália deems the location adequate for opening a Portugália Balcão, applicants will be required to present a business plan in order to see if the business is feasible as to go ahead with the franchise.

Application

If you believe that you fulfil all the necessary requirements for being a part of the Portugália family and you like our brand as much as we do, stop wasting your time and apply by clicking on the link below. Grupo Portugália will only reply to complete applications.