



南 南
NA NA
HOMEMADE
CURRY

FRANCHISING OPPORTUNITY



MICHELIN BIB GOURMAND

2016/2017/2018/2019



At This Point Of Time, You Might Have Already Tried Our Na Na Homemade Curry... & Fell in Love With It...

This document will share with you more about the Franchising Opportunity:

- More Information About Na Na Curry
- How Much Does Franchising Cost?
- Next Step Forward



MICHELIN BIB GOURMAND

2016/2017/2018/2019



Na Na Homemade Curry's Outlets



Bedok



Bukit Merah



Jurong East



Ang Mo Kio



Dover Crescent

Na Na Homemade Curry Recognized By Local Media...

HOME

A new breed of Singapore food sellers will emerge if hawkers decide to buy franchises of well-known names in the food business. A drive to sell franchising to food sellers was launched yesterday. Kuramjit Kaur profiles five businesses set to become Singapore's "McHawkers" if the idea catches on.

S'pore's new breed of hawkers

Johnson Duck Roast Products Franchise

Mr Lock at his Pandan Loop factory where he roasts up to 1,000 ducks a day. — Picture by CHOW SENG KIM.

From selling 300 ducks a month to 30,000 now

JOHNSON Lock Hin, 42, started selling roast duck and rice as a stall in a hawker for food hawkers in 1983. Today there are 12 Johnson Lock ducks a day.

The early days: "I started work at about 11 am every day and sold roast duck, chop and rice. I was not a hawker, but a food seller."

His dream: "At first, I hoped to open about five shops. I never thought I could open 12. When I started, I sold about 100 ducks in one month. Now I sell about 30,000 in 30 days."

The secret of his success: "It must give customers a good price. We sell the ducks standing. The secret is to keep the ducks fresh. I am not a hawker, but a food seller."

A regular customer says: "My family loves the duck because it is very tasty." — Interviewed by CHOW SENG KIM.

Na Na Curry

Mr Lock at his Pandan Loop factory where he roasts up to 1,000 ducks a day. — Picture by CHOW SENG KIM.

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The Dessert Shop

Madam Ah Moy, 45, at her first dessert shop, with some of her creations. — Picture by LAU POON KONG.

From 16-hour days to woman's sweet success

Madam Ah Moy was 16 years old when she decided to start a dessert shop in 1982. In 1982, she started a dessert shop selling more than 20 types of hot and cold desserts, at a time when most hawkers were selling only one or two.

The early days: "My grandmother was a Peranakan and she taught me how to make desserts. One day when she was having dinner, I said, 'Why not start a dessert business?' She said, 'You are too young to do that.' But I was determined to do it."

Her dream: "I did not dream of expanding, but business was good. I was happy that there were people who came to my shop. I was not a hawker, but a food seller."

The secret of her success: "It is the quality and the secret ingredients. I use only the best ingredients, like fresh fruit and cream. I am not a hawker, but a food seller."

A regular customer says: "My family loves the dessert because it is very tasty." — Interviewed by CHOW SENG KIM.

Heng Heng Noodles House

For Mr Jany Chung Lee, the key to expansion is training enough staff. — Picture by LAU POON KONG.

Training key to success

In 1988, Mr Jany Chung Lee, 45, opened a noodle stall at a hawker centre in Singapore. Today, he has 12 Heng Heng Noodles House outlets across Singapore and overseas.

The early days: "I was not a hawker, but a food seller. I was not a hawker, but a food seller. I was not a hawker, but a food seller."

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2015 CITY HAWKER FOOD HUNT 城市小販美食獎

南南咖哩

如果我是咖哩大王，這是我心目中的第一名。南南咖哩，位於小坡大馬路115號，由南南咖哩主理。南南咖哩，位於小坡大馬路115號，由南南咖哩主理。

紅山樓大馬路115號 #01-47 (Block Merah View 8A) 營業時間：上午11時至晚上3時 (星期六休息)

10大 咖哩魚頭 Curry Fish Head

由你投票美食王中王

I ♥ HAWKER FOOD

老字号保留旧味道

聯合早報 2016年3月5日 星期六

鮮香勁辣咖哩美食 凱盈/文·攝影 食·樂·園

這咖哩美食坐落於一般咖啡店內，但咖啡店所在地却有點不尋常。那是一個舊屋區，組屋建築之間距離寬廣，一看就知道年代久遠。抬頭一看，住家十室九空似的，大部分商店也被木板圍起來，營業的商家五指可數。然而，午餐時間咖啡店卻座無虛設，坐滿從附近步行或駕車前來的上班族。

看著咖啡店外的青草地，思索著這么寧靜的住宅區內，竟有一家興旺不已的咖啡店是何等不可思議的事。

這裡的咖哩美食選擇很多，有羊肉、豬肉、什菜等。我們選擇咖哩魚肉 (\$6) 和咖哩雞肉 (\$3.50)。這裡的賣点是獨家秘製、吃後令人喉嚨發燙的香濃咖哩汁。

攤主調配出來的咖哩充滿各種香料的芬芳，口感滑潤，濃而不稠。它蘊含的辣度充沛但內斂，吞下後辣勁在食道狂奔而下，直達腸胃，却卻不覺額角冒汗，嘴巴發麻。

我沒有吃過這樣的咖哩，對其味道十分欣賞。它的辛辣香氣太特別了，只需淺嘗一口就叫人忘不了。即使我要中途喝水解辣，也都吃得津津有味。

雖然同樣香辣，但配料不同的咖哩汁就有不同的味道。配魚肉的咖哩汁較稀，口感清爽。配肉肉的咖哩汁則較濃稠，滋味圓潤。我喜歡以魚肉咖哩汁配白飯 (\$0.50)，雖然魚肉似乎過熟，但沒什麼比清香的咖哩汁、新鮮的羊角豆和蕃茄更下飯的。

以雞肉咖哩汁配烤面包 (\$0.50)，因為面包外脆內軟，蘸上甘潤的咖哩汁來，特別脆香可口，而且煮得綿軟的馬鈴薯也叫人吃得愉快。

這裡的辣不是讓人吃不消的「蜜辣」，相反地讓人越吃越開胃，把一切吃個底朝天。

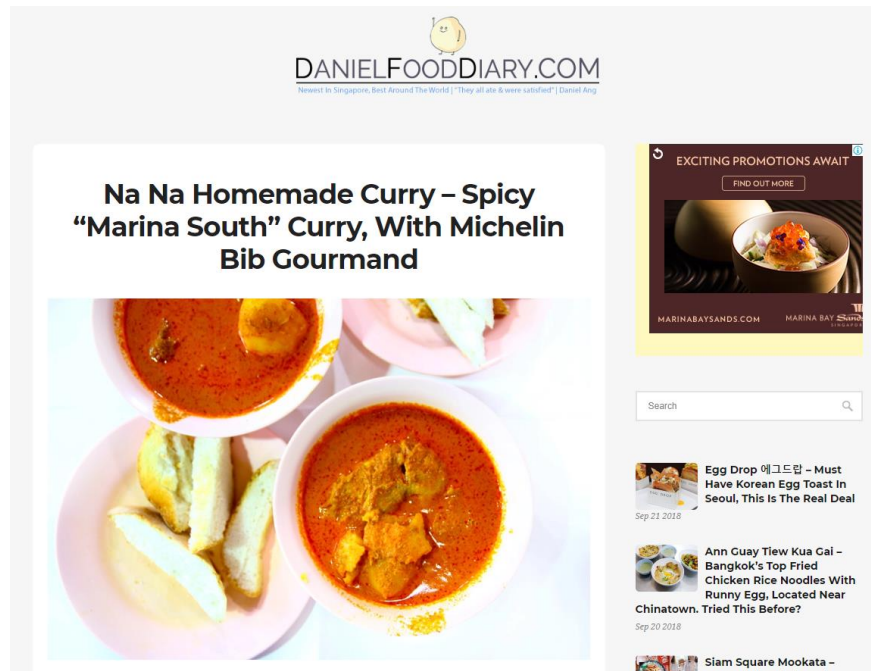
不過，這股辣度的後勁十分凌厲，吃後一個小時左右都覺得腸胃暖脹，肚子里有一股熱氣竄動。大家請記得吃後大量喝水或涼茶哦！

攤名：南南咖哩
地址：杜佛路 (Dover Road)，大牌34，#01-159
營業時間：每天早上10時30分至晚上7時 (星期天休息)



咖哩雞肉 (前) 和咖哩魚肉。

Na Na Homemade Curry Recognized By Famous Local Food Bloggers...



Na Na Curry (南南咖哩)

4/8/2017

0 Comments



Those were the good old memories of my childhood days where my family & I would often hang out for some kite flying activities during the weekends at Marina South, after which we would often visit our favourite eatery for a pleasant dinner!

This closely attached eatery back then which served up a nostalgic pot of Curry fish head dish has now being relocated



Daniel
Food | Travel | IT

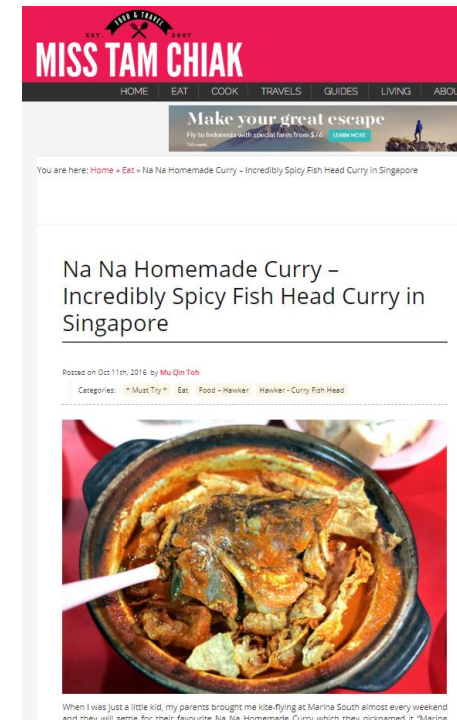
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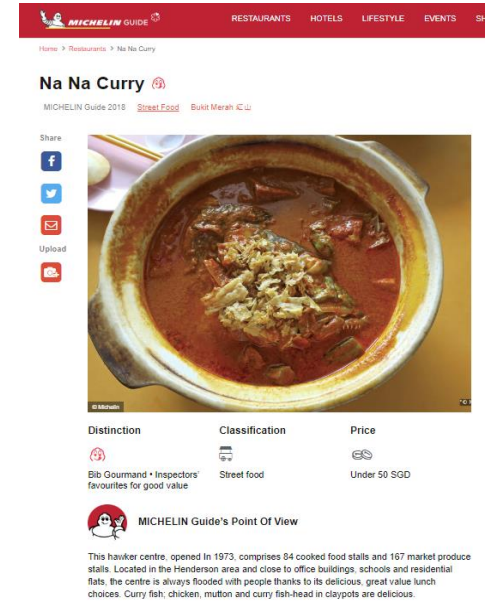


When I was just a little kid, my parents brought me kite-flying at Marina South almost every weekend and they will settle for their favourite Na Na Homemade Curry which they nicknamed it "Marine"

Nana Homemade Curry

Recognized **Internationally...**

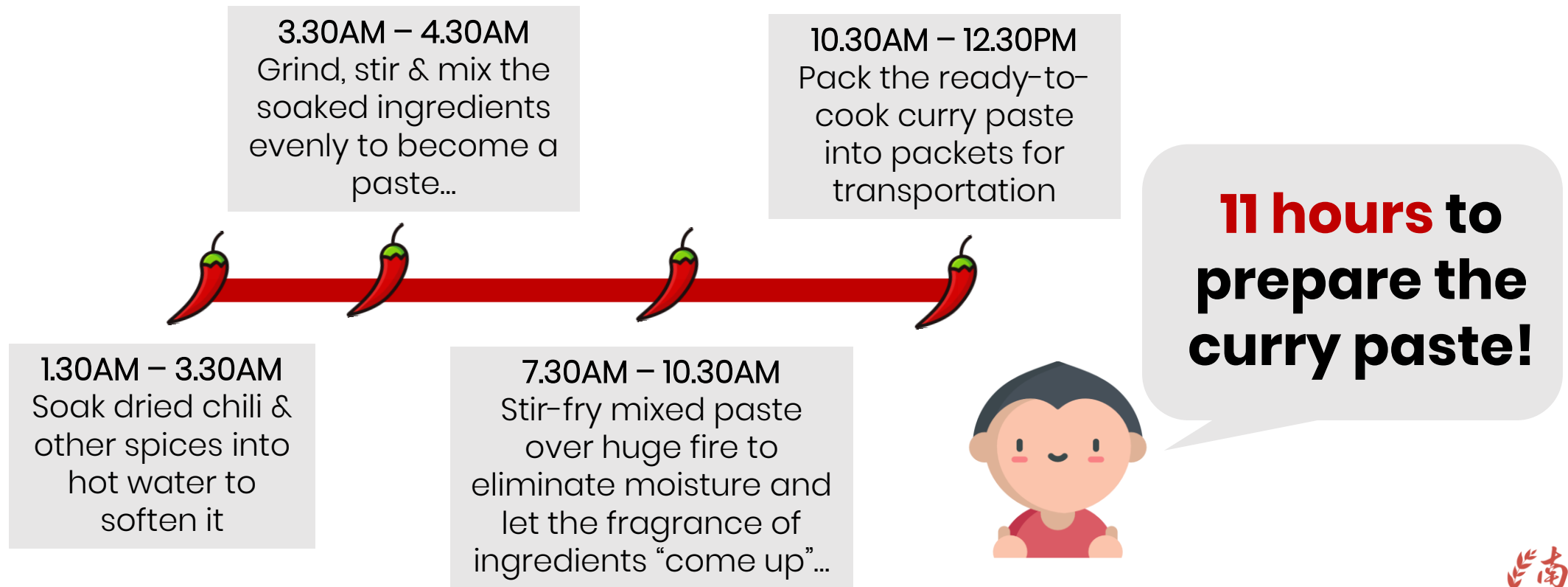
Michelin Bib Gourmand 2016/17/18/19



Proud Winner of the Prestigious Michelin Bib Gourmand for
4 CONSECUTIVE YEARS



How Much Effort Does It Take For Us Cook Na Na Homemade Curry Paste?

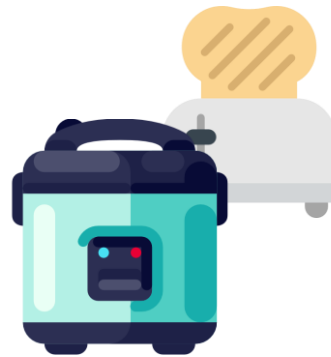


How Much Effort DO YOU NEED To Cook Na Na Homemade Curry?



Step 1

Add in the Na Na
Homemade Curry Paste
along with other
required ingredients



Step 2

Toast your bread,
cook your rice



Step 3

Serve your curry while its
piping' hot!

**6 hours to
prepare the
curry dish!**

Why Choose Na Na Curry & Not Other Food Stalls?

- **Easy to Cook**

No need to fret over whether you're an expert in cooking or not. We provide the paste for you, you just have to add it in with the right ingredients and cook for a certain amount of time.

- **Internationally & Locally Recognized Delicacy**

Reported countless of times by local press/bloggers and awarded the prestigious Michelin Bib Gourmand for **4 consecutive years (2016–2019)**... branding is *guaranteed*



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Type of Stalls

- Hawker Centre
- Coffee Shops

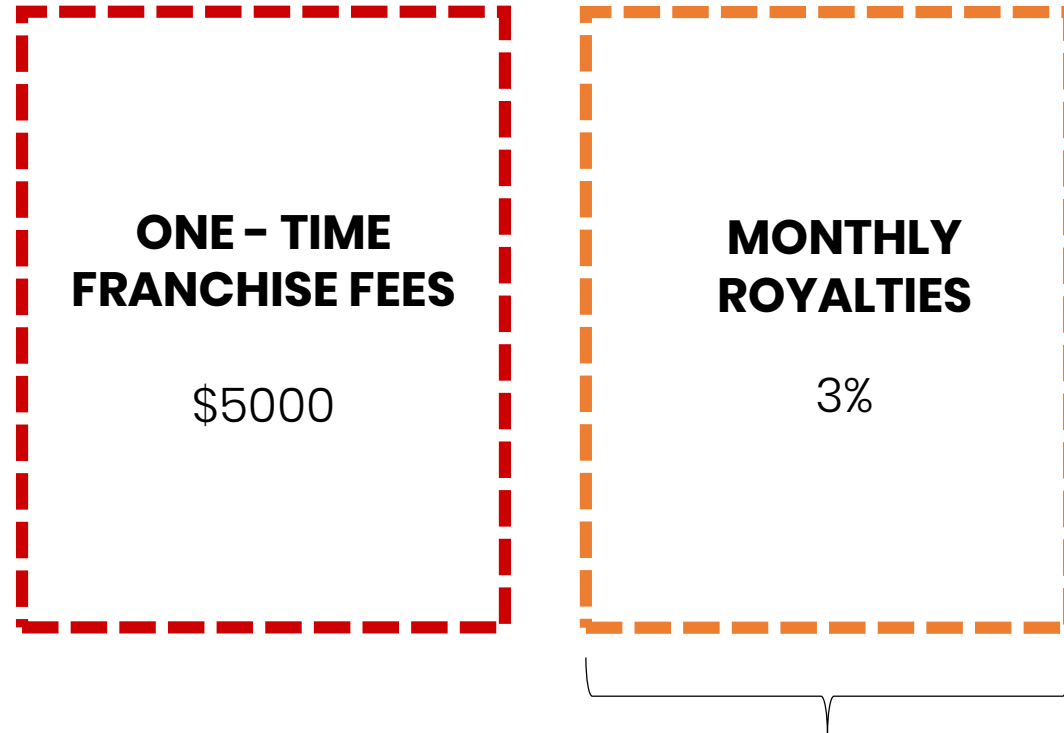


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Franchise Fees, Royalties



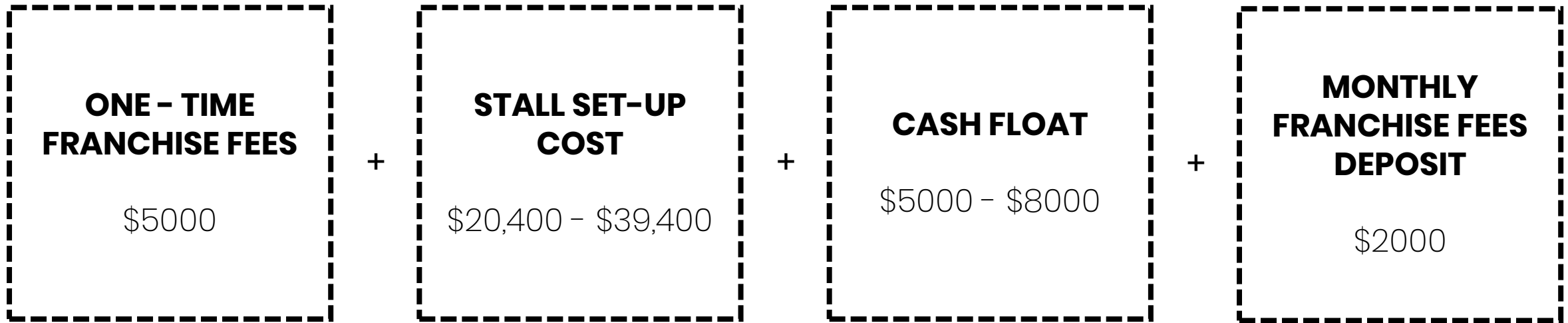
\$2000 monthly royalties
refundable deposit
will be collected

Stall Setup Costs

*Costs are calculated based on a Coffeeshop stall

Item	Cost
1 Month Rental Deposit 租金订金	\$3200 - \$5000 (12sqm - 15sqm)
Deposit 订金	\$2000
POS System POS 系统	\$1500 - \$2300
Fridge(s) 冰箱	\$1600 - \$3500 (Dependent on volume of sales) (价格以大小及售量需求而定)
Utensils & Cooking Ware 餐具&烹饪用具	\$2500 - \$4000 (Includes utensils, bowls and plates, equipment like rice cooker, steamer, bread toaster, curry pots) (包括碗盘, 餐具, 饭锅, 烤面包机, 咖喱锅, 蒸汽机等)
Signage 招牌	\$1800 - \$2800
Leasehold Improvements (Steel Installations) 安装钢结构	\$5500 - \$16,000 (Depending on existing state of fixtures) (价格会依档口现状而定)
Food Delivery Platform Equipment Deposits 外卖平台设备押金	\$400 - \$800
CCTV 闭路电视	\$1400 - \$2000
Mobile Phone & Line 电话与电话线	\$500 - \$1000
Total 总共	\$20,400 - \$39,400

How Much Do You Need Upfront? (Total)



You'll At Least Require
\$32,400 - \$54,400 To Start

How Much Do You Need to Operate?

Item	Cost	
Curry Paste 咖喱酱	\$15/KG (1 KG can serve up to 20 portions of 2-pieces chicken bowls)	
Rental 租金	\$3200 - \$5000 (12sqm - 15sqm)	
Utilities 水电费	\$400-\$500	
Other Ingredients 其他料理	Depends on volume	
Staffing 员工	Head Chef 头手	\$2000
	Chef assistant 头手助理	\$1800
	Cashier/Server 收银员	\$9/h
	Dish Washer 洗碗员工	\$10/h (4-5 hours a day)

3%
Monthly
Royalties

Who is Suitable?

- **Owner Operators**

We are only looking for people who are set involve themselves in the cooking and operations.

- **Able to cook**

We will teach from scratch, but you need to have the willingness to learn and at least a basic “cooking sense”.

- **F&B Experience**

Not mandatory, but will be helpful.

- **Positive Attitude**

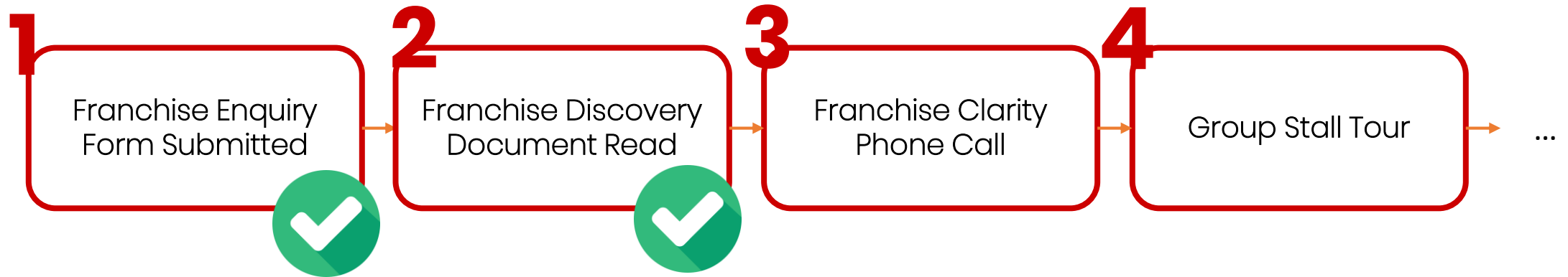
It is not easy managing a F&B business.

The hours required and the working environment might not be palatable to everyone.

Do give this a serious thought, whether this is the route you'd like to embark on.



What's the Next Step?



At this point, if you're still interested in this franchising opportunity, feel free to WhatsApp +65 9824 2133 to schedule a "Franchise Clarity Phone Call".

We will advise more on the next few steps... 😊

Thank You!



9824 2133



www.nanacurry.com



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[@nana.h.curry](#)