THE MANILA TIMES MICROENTERPRISE FORUM 2023

BY WALTHER BUENAVISTA
PRESIDENT AND CEO OF SHAWARMA SHACK GROUP



MICROENTERPRISE

a business operated by less than 10 people and is valued at around P3,000,000 or less

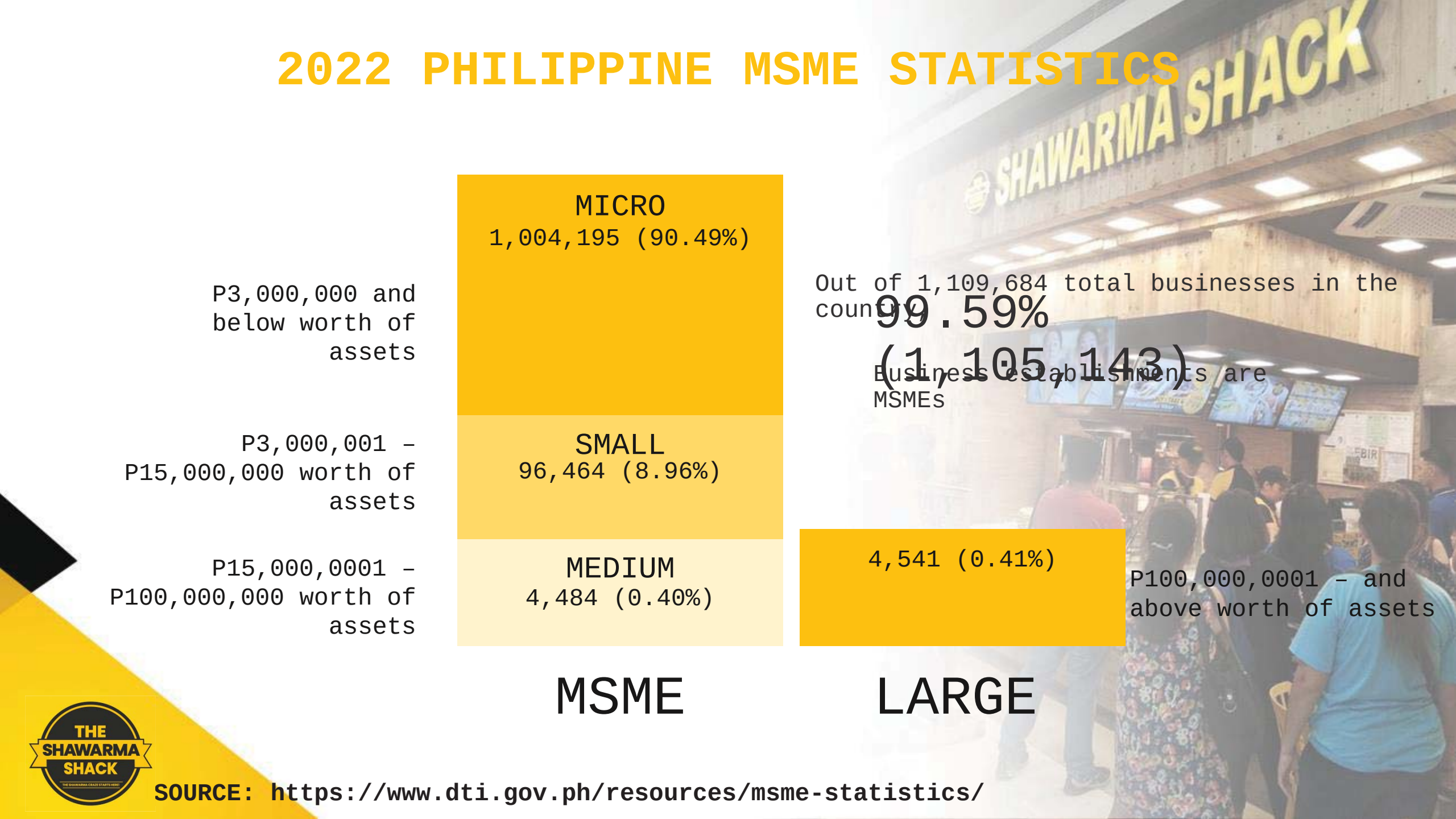
small-scale business that employs a small number of employees



MICROENTERPRISE



2022 PHILIPPINE MSME STATISTICS



P3,000,000 and below worth of assets

MICRO
1,004,195 (90.49%)

P3,000,001 – P15,000,000 worth of assets

SMALL
96,464 (8.96%)

P15,000,0001 – P100,000,000 worth of assets

MEDIUM
4,484 (0.40%)

MSME

4,541 (0.41%)

P100,000,0001 – and above worth of assets

LARGE

Out of 1,109,684 total businesses in the country,

99.59%
(1,105,143)

Business establishments are MSMEs

SOURCE: https://www.dti.gov.ph/resources/msme-statistics/

As we mature, we either choose to be an EMPLOYEE or ENTREPRENEUR



BE THE BEST EMPLOYEE

PAYDAY

EMPLOYEE MINDSET

WORK FOR SOMEONE ELSE

VS

BE YOUR OWN BOSS

BUSINESS OPPORTUNITY

ENTREPRENEUR MINDSET

WORK FOR THEIR DREAMS



THE SHAWARMA SHACK

There are 2 ways of starting your entrepreneurial journey



STARTING YOUR OWN BUSINESS

OR

ACQUIRING A FRANCHISE BUSINESS



PROS AND CONS

STARTING YOUR OWN VS FRANCHISING

BRAND RECOGNITION	
No brand familiarity	Already has customer base
BUSINESS MODEL	
Needs to develop your own operational system	Has an intact, proven and tested operational procedures and business policies.

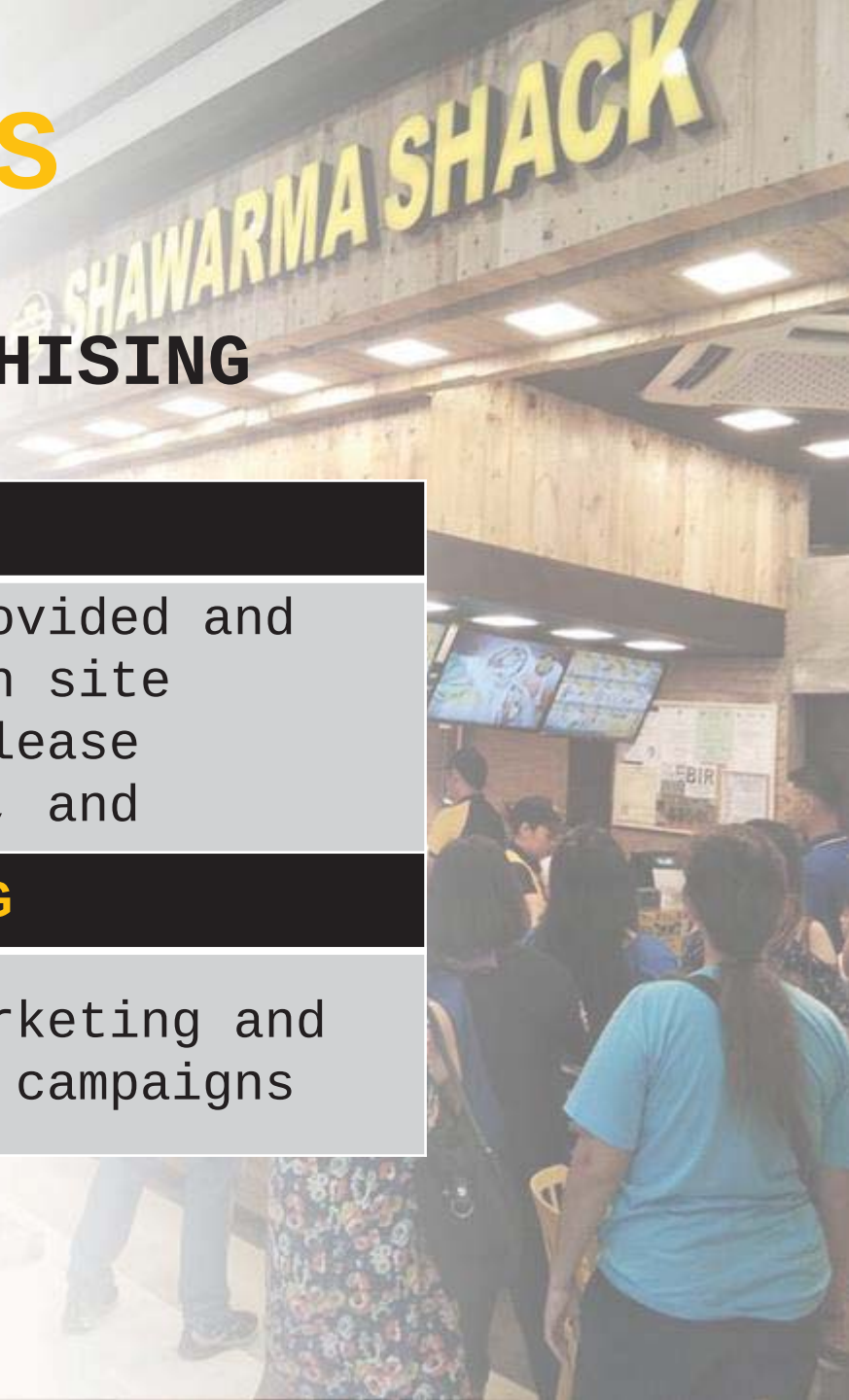


SOURCE: https://www.chaisuttabarindia.com/

PROS AND CONS

STARTING YOUR OWN VS FRANCHISING

TRAINING AND SUPPORT	
Has to rely on your own resources for these activities.	Training provided and support with site selection, lease negotiation, and
MARKETING AND ADVERTISING	
Need for experimental marketing and advertising strategies	Provided marketing and advertising campaigns



SOURCE: https://www.chaisuttabarindia.com/

WHY FRANCHISE?



SUCCESS RATE OF FRANCHISE BUSINESS IN THE PHILIPPINES

STARTING YOUR OWN BUSINESS

1%

VS

FRANCHISED BUSINESS

90%

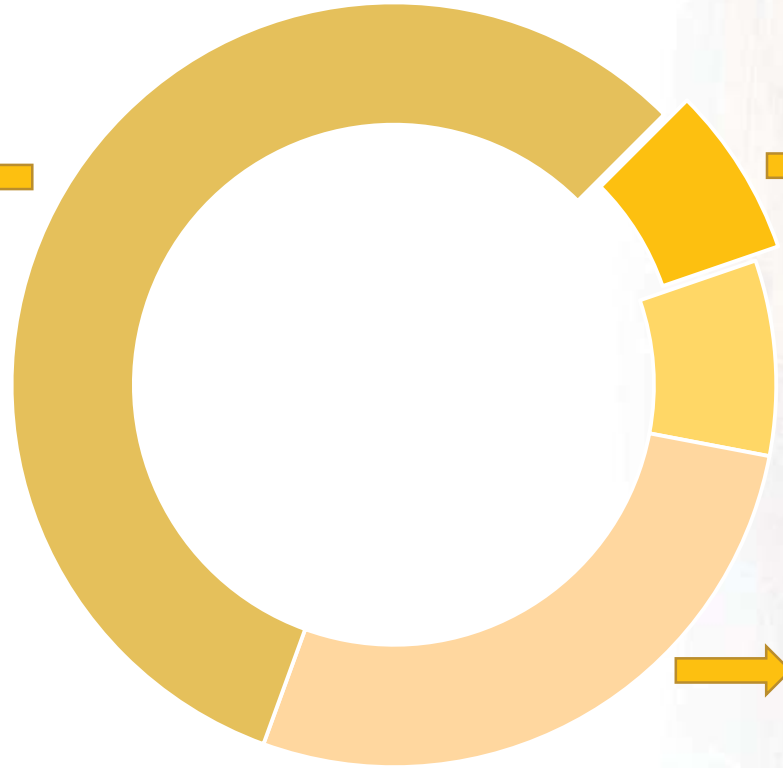


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THE SHAWARMA SHACK

SOURCE: https://web.z.com/ph/blog/ultimate-guide-27-best-franchise-business-opportunities-in-the-philipp

THE FRANCHISE INDUSTRY CONTRIBUTED 7.8% TO THE TOTAL GDP OF THE PHILIPPINE ECONOMY



MANUFACTURING, OTHER SERVICES

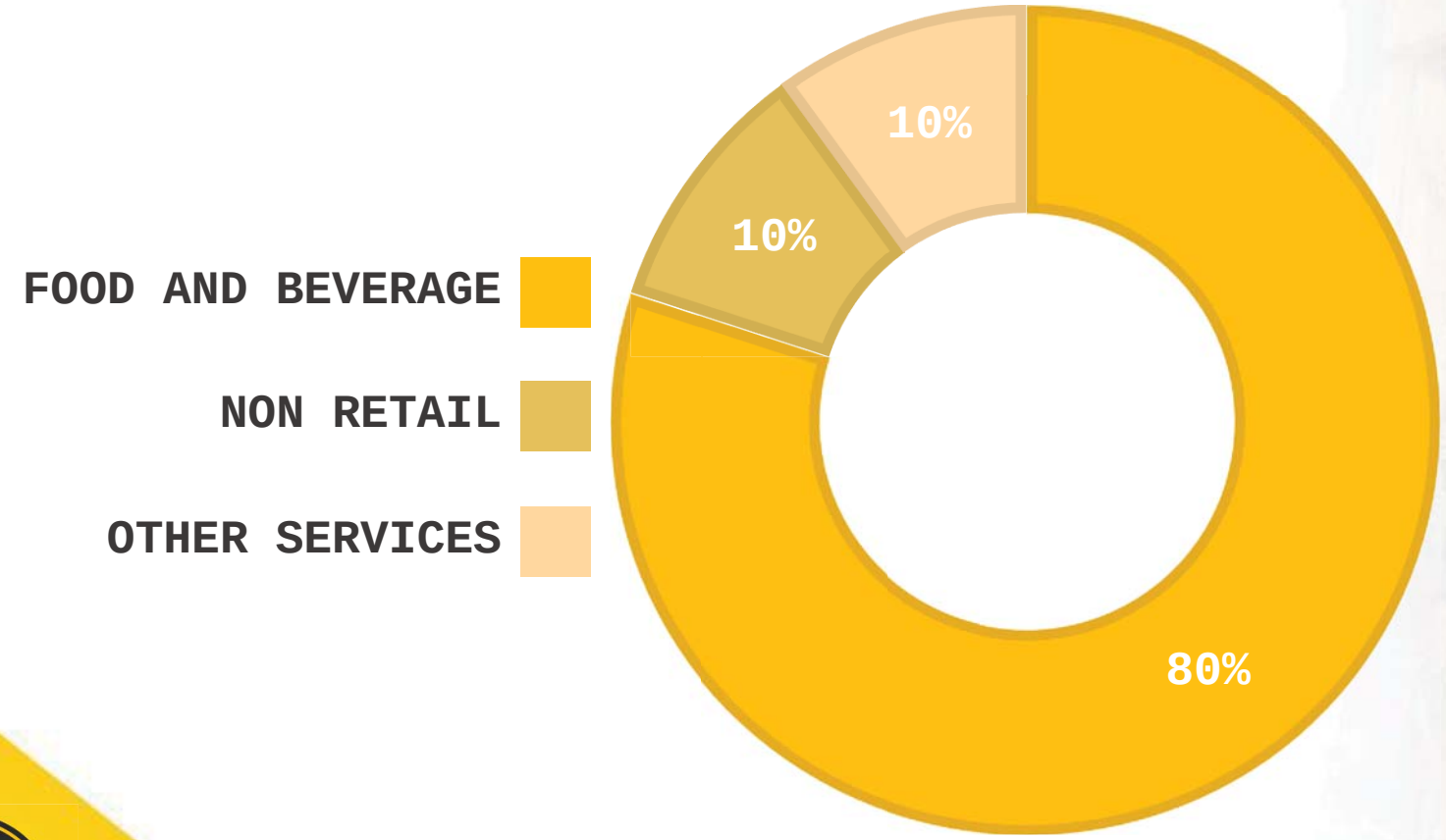
FRANCHISE INDUSTRY

AGRICULTURE

SERVICES, FINANCIAL SERVICES, RETAILING, ETC.

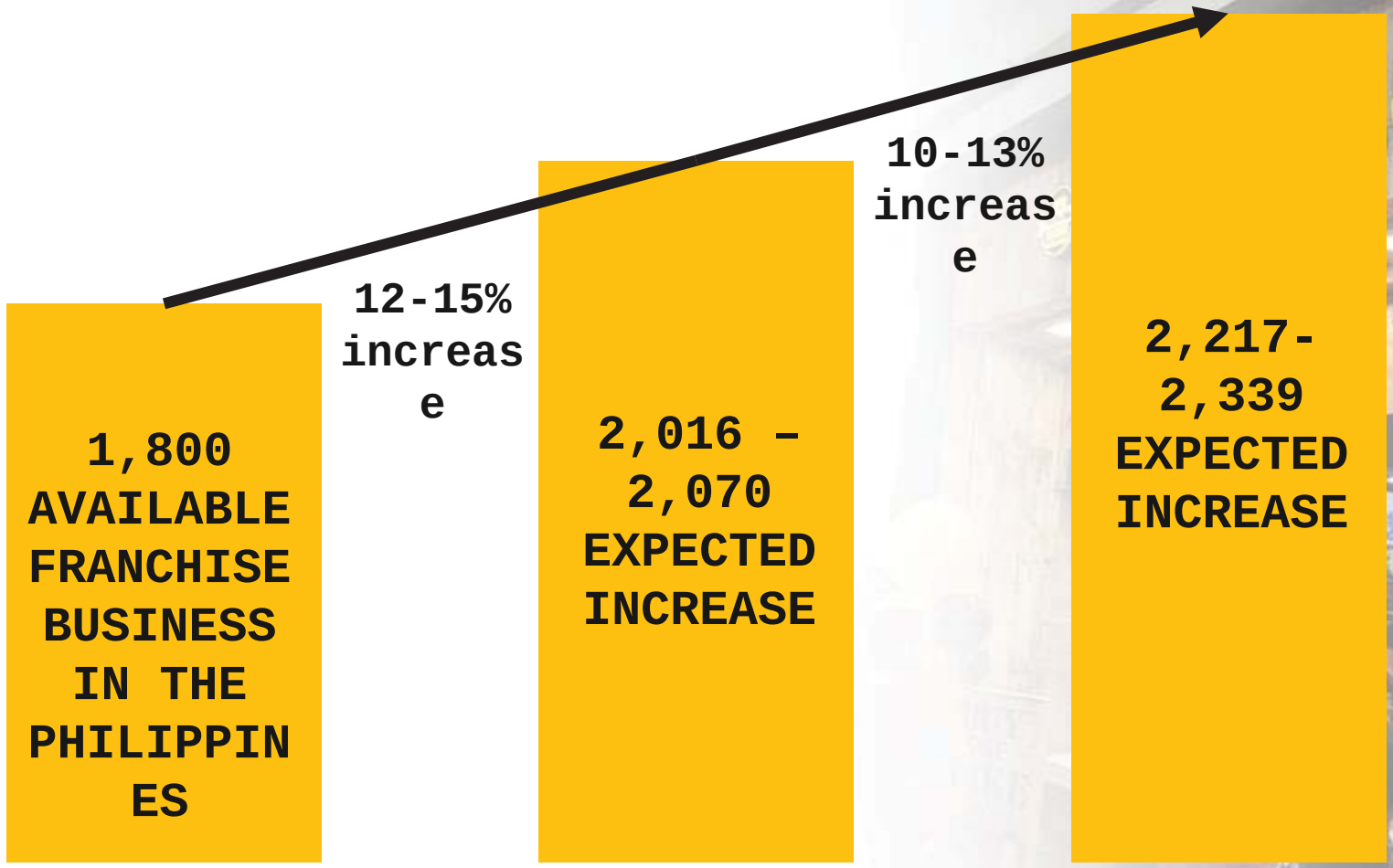
SOURCE: https://www.trade.gov/market-intelligence/philippine-franchising.

2022 PHILIPPINE FRANCHISE INDUSTRY GDP





SOURCE: https://www.trade.gov/market-intelligence/philippine-franchising.



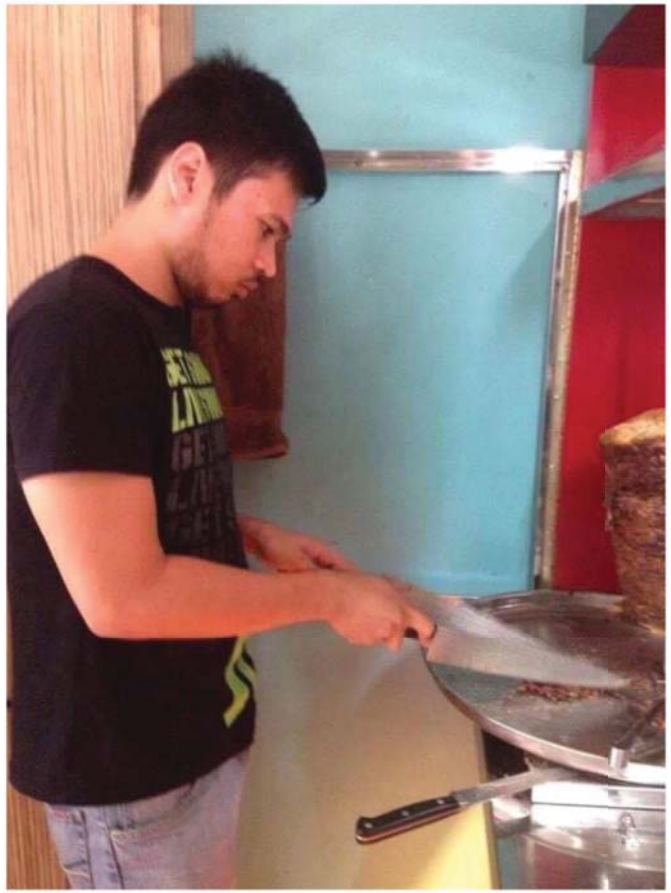
PROJECTED GROWTH OF FRANCHISE INDUSTRY IN THE PHILIPPINES

SOURCE: https://business.inquirer.net/391228/franchise-industry-aims-for-15-growth-

SHAWARMA SHACK STORY



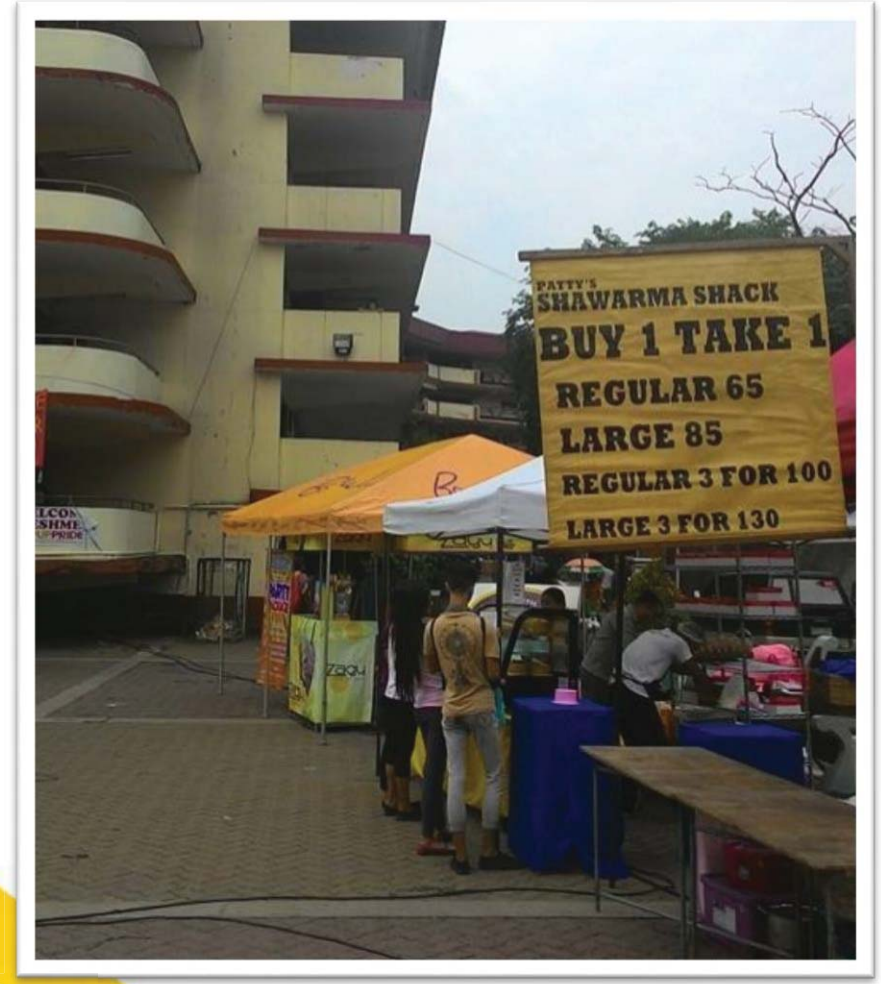




STARTING FROM
TUTUBAN NIGHT
MARKET

2015

THE SHAWARMA SHACK





JOINING DIFFERENT SCHOOL AND UNIVERSITY FAIRS

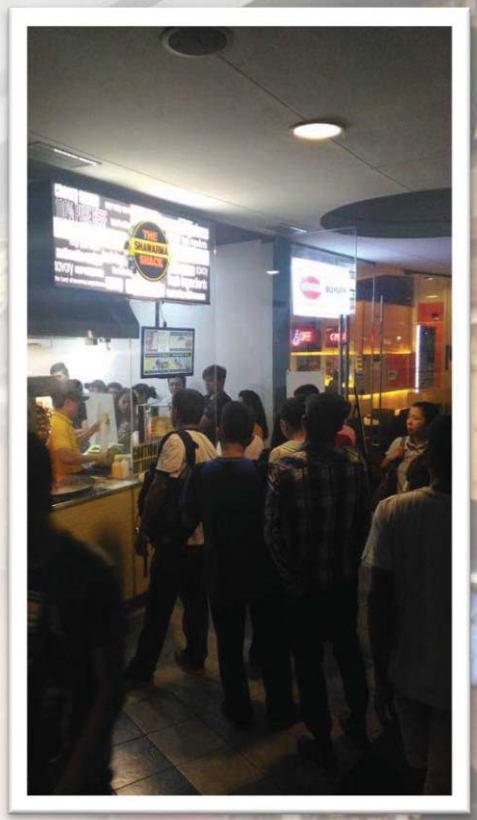
2015

THE SHAWARMA SHACK















AGGRESSIVELY BRANCHING OUT

2015







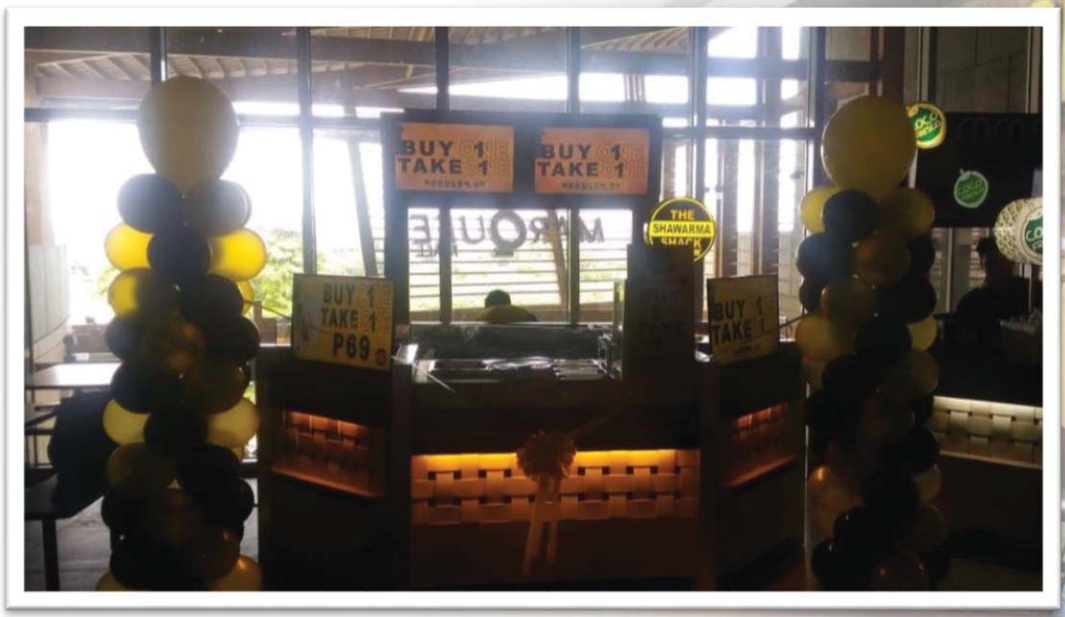




EXPANDING TO MALLS

2016









STARTED FRANCHISING

2017

THE SHAWARMA SHACK
THE SHAWARMA CRAZE STARTS HERE!





LEVELING UP THE BRAND IMAGE WITH AMBASSADORS

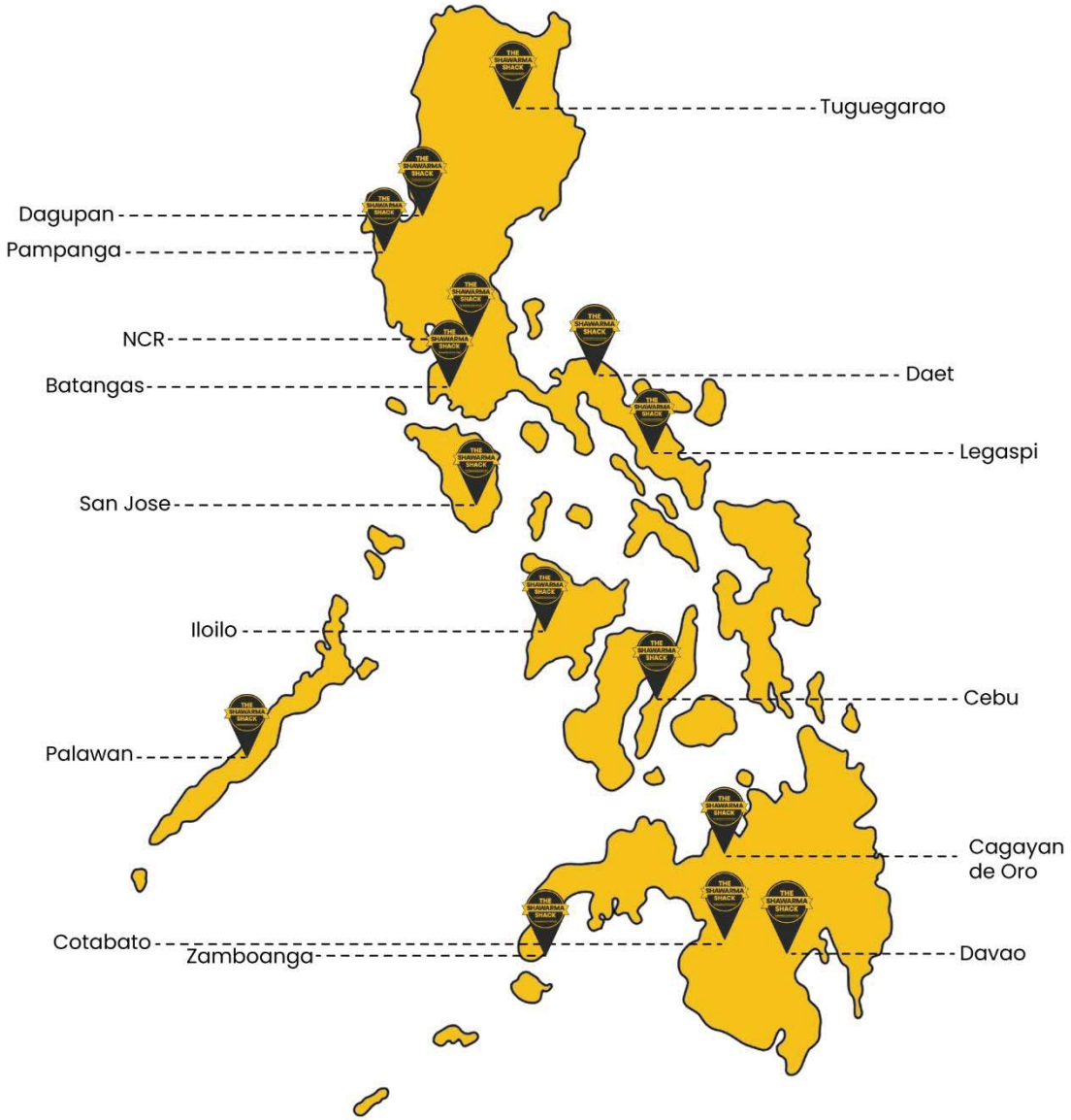
2018

BEING RECOGNIZED LOCALLY AND INTERNATIONALLY



THE SHAWARMA SHACK

….TO TAKING THE PHILIPPINES BY STORM WITH OVER 750 BRANCHES AND COUNTING NATIONWIDE.



THANK YOU

