



SAIGON SUMMER

vietnamese eatery

COMPANY PROFILE

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Z OUR STORY

Saigon Summer began in 2015, founded by Truc Nguyen with a vision to celebrate Vietnamese culture and build a sustainable, community-focused business. With support from her extended family, they launched a humble Vietnamese tuck-shop serving authentic street food.

Their first store opened in Summer Hill, and what started as a small venture has grown into a thriving brand with multiple locations across Sydney. Focused on quality, culture, and customer experience, Saigon Summer is emerging as one of Sydney's most exciting and fast-growing food franchises.

Alongside co-founder Alan and their team, Truc has built a vibrant business while enjoying a balanced family life. The Saigon Summer journey is only just beginning.



OUR VALUES

At Saigon Summer, our values are simple but deeply rooted: we care about family, friendship, respect, honesty, fairness, and working together. We believe in maintaining genuine relationships, staying accountable, and always doing our best to look after our customers and each other.

These values were passed down to us from a young age and have shaped the way we run our business today. We see our team and Franchise Partners as part of our extended family. Our hope is that everyone who becomes part of the Saigon Summer community feels supported, included, and given every chance to succeed—together..

OUR TEAM

We proud ourselves having built and retain an amazing dedicated team focused on delivering quality food, exceptional customer and improving our franchising system to serve our Franchise Partners.

Our key team members are:

Alan Suy – Overseeing design, approvals, fitout, and project delivery

Truc Nguyen – Managing training, operations, and quality standards

Huyen Nguyen – Leading food production and recipe consistency

Long Hoang – Coordinating logistics and ensuring timely delivery

Jayne Wyeth – Handling marketing and local promotion



FRANCHISE PARTNER

Saigon Summer's franchise growth strategy is built on strong collaboration with our Franchise Partners. We provide comprehensive support from site selection and store design through to training, marketing, and operational excellence. By maintaining a consistent brand identity and menu quality, while allowing for localised adaptations to suit community tastes, we empower Franchise Partners to succeed in their markets.

Our centralised supply chain ensures product consistency and cost efficiency, while our marketing programs leverage national campaigns alongside targeted local promotions. Regular performance reviews, operational support visits, and access to a dedicated franchise support team ensure that partners are equipped to deliver the signature Saigon Summer experience.

This structured yet flexible approach enables us to scale efficiently, opening new retail stores in high-potential locations across the Australia, while preserving the authenticity, quality, and customer service that define our brand.

OUR MENU

Our food selection is simple, authentic, flavorful and admired by all.

Customers enjoy delicious homemade recipes derived directly from Vietnam's sensational culinary culture, made with locally sourced Australian produce and a whole lot of LOVE and PASSION.



APPETISERS



RICE PAPER ROLLS



VERMICELLI OR RICE



VEGETARIAN SELECTION



RICE NOODLE SOUP



VIETNAMESE BAGUETTE

Our stores offer a variety of the most popular Vietnamese street eats, with a focus on freshness and healthy choices at affordable prices.

We proud ourselves with family recipes passed down. All our foods are preservative free and MSG free. We also have gluten free options and vegan options.



HISTORY

- September 2016 Opened first store in Summer Hill, Sydney's inner west
2017 - 2019 Expanded to 3 other locations - Ashfield, Surry Hills and Newtown
- January 2019 Developed a tailored franchise model to help staff to gain financial security and independence during Covid-19 lock downs
- May 2019 Opened first franchise store in Dural
2020 - 2024 Partnered with Franchise Partners across Sydney to own their own store. Expanded to 15 locations
- 2025 Reshaping the business to expand regionally and nationally over the next 3-5 years



OUR CUSTOMERS

Our customers love good, fast, delicious Asian Cuisine, and they also want great value..

They are on the go and keen to choose a healthier option. Our target market is aged from 18 – 45, both male and female, and overall our customers are loyal.



SAIGON SUMMER
578337FOOD
RESTAURANT GROUP

OUR SUCCESS FORMULAR IS SIMPLE

1. Serving DELICIOUSLY FRESH, Authentic Vietnamese food and sharing our culinary culture and experience with the community.
2. Always offering GREAT SERVICE with a smile.
3. Continually improving operations, sharing our experiences and working closely at all times with other Saigon Summer business owners and the team.
4. Innovative, forwarding thinking. Continuously streamlining operations and looking at the best technologies in order to give us strong, competitive advantage.
5. Encourage and empower our community to thrive and succeed.



'Overall, we are a positive, humble, fun loving, hardworking group. Our team, suppliers, franchise partners and customers are like family.'



YOUR INVESTMENT

We offer a complete turn key solution.

Based on your needs, we'll find the right location for you, we'll manage the design, architects, fit out, legal, organise training and more. We hold your hand all the way from the onset, and work with you continuously to ensure your business is a success.

Once you fill out the inquiry form, we can get together, discuss your needs, you can meet some of the team, and in no time, you will begin to understand why our business model is so successful.

Should you decide to push forward, there is an initial Franchise fee of \$20,000 to get the ball rolling and depending on the size and infrastructure of the location, we estimate the total cost will be around \$150,000 to \$250,000.

WE WILL LOOK AFTER:

1. Site selection and negotiation.
2. Store design, approval, build and project management.
3. Franchisee training program.
4. Store set up and launch.
5. Opening marketing program.
6. A full operating Saigon Summer store.
7. Ongoing support through mentoring, advisory and supply of products

ROYALTY FEE - A minimum fixed rate

Your royalty fee (based on 3.5% of sales, and fixed thereafter) allows the franchisee to use Saigon Summer's name, trademarks, logos and operating systems, as well as access to new product and systems, development, purchasing power discounts and continuous support.

We do not charge a marketing fee. We will maintain, administer, direct and develop exceptional advertising and marketing campaigns and collateral for the Saigon Summer brand. We do suggest you put aside 3% for specific site based marketing that will be paid directly to a third party.

We are constantly building and maximizing brand awareness and this extends to all areas of marketing, on and offline.

TRAINING AND SUPPORT

We will arrange initial and ongoing training to ensure staff are up to speed with product knowledge, preparation, procedures and service.

We have regular group staff meetings and reviews and share constructive feedback so we can always look to improve. We also identify great work within the team.

We mentor our Franchise Partners to facilitate their personal growth and professional development. We consider the above absolutely key to ensure consistency, best practice and uphold our key values.

With our very own custom web portal, each staff member communicates in real time via the app, collaborates and shares their knowledge with the rest of the team. We hold 3-4 events through the year to encourage social cohesion and to motivate the team



Keen to know more?
Simply fill out our inquiry form and lets get
the ball rolling!

TESTIMONIALS

Saigon Summer Sydney Olympic Park

Hi All, Kyo and Trudy here, the proud owners of the Saigon Summer Sydney Olympic Park store. Saigon Summer is a such strong brand and that's why we wanted to get on board. Coupled with its tasty authentic, affordable menu options our business is thriving.

Since opening, we have been amazed at how both the traditional and online customer base continues to grow. We constantly receive great feedback, and in fact our 'Pho' has been described as 'the best around town!'

The ongoing support we receive from the Saigon Summer management team is outstanding.

From the very beginning of the project, they were with us every step of the way. To date, we communicate weekly to review operations, sales, marketing, and we are constantly looking at better ways of working to achieve further success at our store.

With that, Trudy and I are now super confident to push forward and open another Saigon Summer store. The journey has been great and we are ready to expand. In summary, joining the Saigon Summer family has really changed our lives.

Saigon Summer Surry Hills

Owning my own Vietnamese Food store was my dream, as I wanted to bring my culinary culture to Australia.

Becoming a Saigon Summer franchise partner really is the best thing I have ever done and with the ongoing help and support from the management and team, this journey has been fun and really rewarding.

The initial training was great, and these days, if I need advice or assistance, I simply shout out, and the management and team at Saigon Summer are quick to assist.



FRANCHISING PROCESS

We are not just your typical franchise.

We have a unique model which helps our franchise partners build long term solid businesses. We charge you a fixed franchise fee so that you can work with our experienced team and get all the support you need.

Step 1. Register your interest. Download our Franchise Information pack. Once you are comfortable, make an enquiry by filling in the online form.

Step 2. Submit and application and provide us with more details. We will be in touch with you to set up an initial meeting to discuss your needs.

Step 3. We do further research and feasibility studies to find suitable locations for your next store.

Step 4. Once you confirm your preferences, conditions and the right site location, a more detailed cost estimate would be determined. This will help you organise your finances.

Step 5. Discuss and agree on the lease terms and franchise agreement. Once these agreements are signed, the payment schedule is also determined.

Step 6. We complete the design, documentation and obtain approvals. We will handle this whole process for you.

Step 7. We help organise the complete fit out and construction of the store from A to Z. You just need to sit back and watch the store get transformed.

Step 8. Manager and staff training will be completed (both offsite and onsite). We ensure you have the full confidence to run the operations.

Step 9. Celebrate your grand opening! We hand over the keys of the store over to you and assist you in the first few weeks of opening when required.

Step 10. We provide ongoing training and mentoring. We maintain regular communication to help you grow and maintain your business.

From here on, we make sure our relationship is continuously nurtured to ensure your business is a success.

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