

FREQUENTLY ASKED QUESTIONS

Why Should I Hire a Consultant?

It's no secret that the hospitality industry is prone to a very high rate of failure. The root causes of failure are many, but typically boil down to a few recurring issues. More often than not, concepts fail because they either lack operational experience or the technical skill required to make their product stand out.

There is a common misconception that a great idea is enough to create a great business. If only this were true. The reality is that winners win because they are well-trained, well-informed and have proper support. Lots of folks can bake a fantastic cheesecake or make a great sandwich and feel they have the most important piece of the puzzle to be successful. Some folks are well positioned financially, spend a lot on building out a space, and feel the product will just kinda "work itself out". Unfortunately that's not enough to create a successful business. You've got to have it all. Most people don't and so they fail. Not because they don't have the money or the connections, but because they simply lack the experience and qualifications.

If you wanted to treat sick people, you would go get trained in medical school. If you were passionate about auto repair, you'd likewise get the proper education before opening a shop. Being able to bandage a cut or change a tire, no matter how well, does not make one a qualified doctor or mechanic, and is not a substitute for real training and education. Unfortunately this kind of thinking is rampant in the hospitality industry. Most people assume baking delicious cookies qualifies them to start a cookie business. Not so. This is where a consultant adds value to your project.

Professional consultants should have the knowledge, the skill, and already made all the mistakes necessary to help you avoid them. Simply being a chef or having opened a cafe does not qualify someone as a consultant.

What Do You Charge For Your Services?

Though FMC offers clients the finest consulting products available anywhere, we pride ourselves on remaining highly competitive in our pricing.

Hiring an expert to consult with represents a significant investment in the future success of a concept. It often represents a significant financial commitment as well. It's unfortunate that so many entrepreneurs invest deeply in their physical space, but do not protect that investment by ensuring they engage the market with the best product possible.

Consulting can seem costly when considered as a stand alone expense. When you consider it's value against the overall investment in your brand however, it's minor. In our many years of experience supporting clients, we have noticed a common thread: people who are serious about their venture never hesitate to invest in their concept.

Every year, FMC publishes a standard rate card clearly detailing what we charge for each product and service. We do this as we believe that our clients deserve the same degree of fairness and transparency.

The annual FMC rate card can be accessed directly on our site by sending a password inquiry to our general mailbox [here](#).

How Does Payment Work?

Currency

We serve clients from all over the globe, however we are limited at this time to accepting payment in US dollars, Hong Kong dollars and Chinese New Yuan.

Terms

Payment terms sometimes vary from project to project, based on scope, duration and complexity. Typically we accept 75 percent as a down payment, with the remainder to be remitted upon completion of the project.

Payment Instructions

Please inquire for detailed payment instructions by sending an email to our general mailbox [here](#).

Fapiao

As a Hong Kong registered company, we cannot directly issue Fapiao to our Mainland China customers. We issue all customers a standard invoice in accordance with Hong Kong standard business practices. If you require a Fapiao for our services, we are happy to obtain one for you from the relevant tax authority in your location.

I Have a Winning Concept! What About Partnering?

We believe in you and want to see your concept succeed as much as you do. However we are solely a consulting firm and must kindly refuse equity stakes in our clients' businesses.