



# HAPPI TEA

# SPREADING HAPPINESS

[www.phuctea.com.vn](http://www.phuctea.com.vn)



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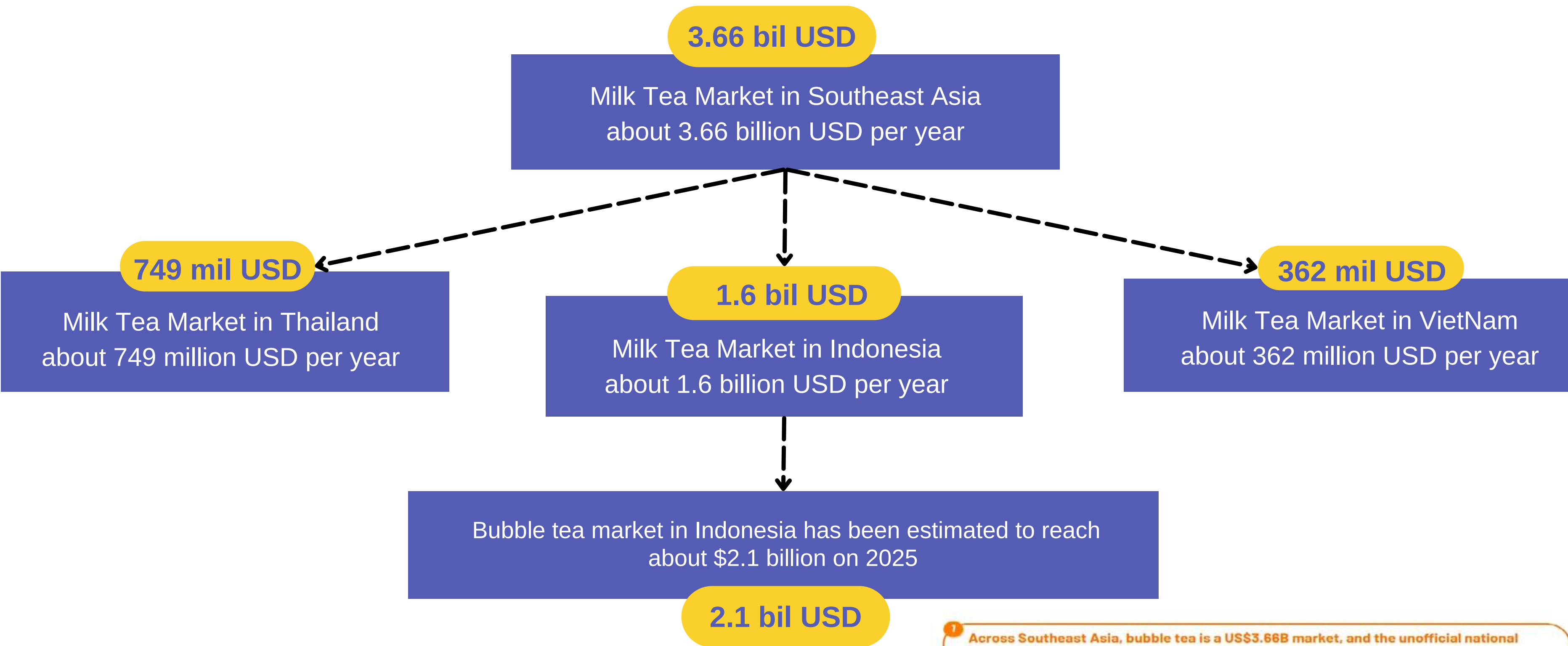
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# MARKET ANALYSIS



Source: Singapore The Straits Times

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Across Southeast Asia, bubble tea is a US\$3.66B market, and the unofficial national beverage.<sup>1</sup>

	SG	MY	PH	ID	VN	TH	
Industry annual turnover	\$342M	\$330M	\$280M	\$1800M	\$382M	\$749M	



# OUR STORY



41G Mậu Thân

**The first  
HAPPI TEA "STORE"**



72 XVNT

**Store update and  
the FIRST OFFICE**



200 Trần Hưng Đạo

**Head Office &  
PHUC TEA CENTER**



# ACHIEVEMENT MILESTONE

**March  
31st, 2017**



The humble  
beginning of a  
milk tea cart

The Happi Tea franchise  
system was launched



**September  
2017**

**March 2019**



Happi Tea celebrated  
the 39th store

Happi Tea celebrated the  
79th store in Vinh Long  
province



**March 2020**

**December  
2021**



The 110th and 111st stores  
were launched on the same  
date

Happi Tea reached  
125 stores



**Now**







## Mr. TRẦN NHẬT VŨ (Harry)

After graduating as a Student of Vocal Training, Ho Chi Minh City College of Culture and Arts, Harry followed his dream as an actor and singer for 5 years. In 2017, he and his partner established a milk tea brand named Phúc Tea (also known as Happi Tea). Prior to establishing Phúc Tea, Harry used to work as the CEO of Men's Clinic, a beauty salon for men. Currently, he is Chairman of Phúc Tea Holding which is own Phúc Tea (Happi Tea) brand. With 6 years of practical experience in operating an F&B franchise chain, Phúc Tea has grown to a chain of 125 stores across Vietnam.



## Mr. LÝ TẤN TÀI (Justin)

Justin's background is Student of General Medicine. With passion for business when he was a student, Justin and his partner started to create Phúc Tea with the mission of "Spreading Happiness" in 2017. Justin's strength is finance and currently is the Chief Executive Officer of Phúc Tea Holding. He is responsible for strategy and leading the teams to reach the vision.



## Ms. Nguyễn Phi Vân

Founder & Chairman of Go Global Holdings - Franchise Expert, Entrepreneur & Angel Investor



## Mr. Nguyễn Tuấn Quỳnh

Founder & Chairman of Saigon Books



OUR TEAM

OUR TEAM

OUR TEAM

OOO



HAPPI TEA





“



# OUR VISION

“To become one of the most  
**aspirational brands** in the  
regional F&B retail sector”



“



# OUR MISSION

## "SPREADING HAPPINESS"

*At Happi Tea, we spread happiness throughout all communities we touch, creating the happiest experience for our customers, ensuring the happiest return on investment for our franchise partners, designing the happiest community programs with the happiest team*





# OUR CULTURE



**Courtesy**

**Cheerfulness**

**Gratefulness**

**Warmth**







# Community Activities





# CSR ACTIVITIES



"SPREADING HAPPINESS"





# BRAND POWER PRODUCT



The original milk tea group is a product group that represents the unique flavor of Happi Tea - that got 53.85% revenue.





# BRAND POWER MARKETING

## Online Marketing

main website, social media, promotion, ordering app, ...



## Offline Marketing

local store marketing (standee, ooh,...)  
customized marketing for each store,...



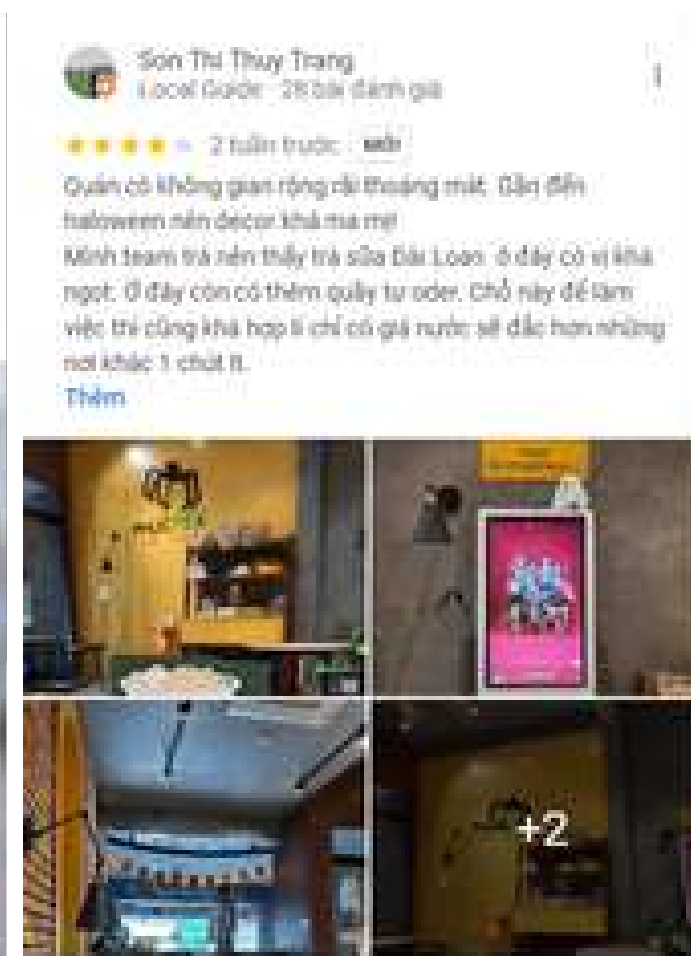
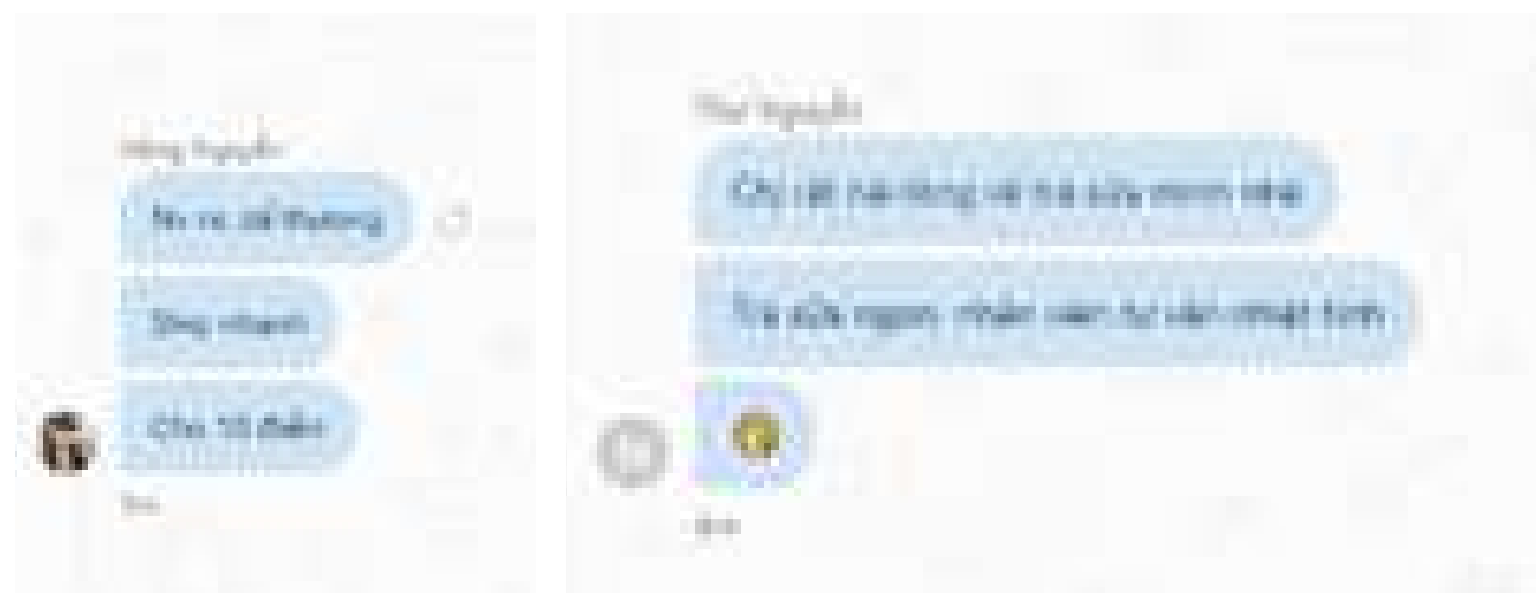
## Event/Activation

CSR, franchise exhibition, marketing activations,...





# BRAND POWER FEEDBACK





# BRAND POWER CUSTOMER'S CHOICE



Awarded Top 20 Favorite Brands of the Year by Customer Choice on May 20, 2022



# MASTER FRANCHISE PROCESS

## **STEP 1:**

### **ENQUIRY & REGISTRATION**

International investors can fill out the franchise enquiry form or email us at [nhuongquyen.phuctea@gmail.com](mailto:nhuongquyen.phuctea@gmail.com)

## **STEP 2:**

### **VERIFICATION PROCESS**

We will be in touch to learn more about your people, finance, and development capability

## **STEP 3:**

### **LOI SIGNING**

Happi Tea shall send you an LOI with key terms for discussion, finalization and signing

## **STEP 4:**

### **DEPOSIT & FRANCHISE AGREEMENT SIGNING**

Once the LOI is signed, you should pay a deposit and we will provide you with the Master Franchise Agreement to further discuss, finalization and signing

## **STEP 5:**

### **MARKET ENTRY PLANNING & MARKET LAUNCH**

Happi Tea team and your team will work with each other to formulate the market entry strategy, market launch and development plan prior to opening the first store

## **STEP 6:**

### **MARKET OPENING**

Our opening team shall support you with training and launching the first store in your market



# MASTER FRANCHISE SUPPORT

1

**BRANDING & MARKETING MATERIAL & TOOLS**

2

**OPENING TEAM SUPPORT**

3

**INITIAL & ON-GOING TRAINING**

4

**SOPS AND OPERATIONS SYSTEM**

5

**BUSINESS MANAGEMENT**

6

**SUPPLY CHAIN**

7

**STORE DESIGN & DEVELOPMENT**





**HAPPI**  
TEA

# 125

**STORES IN  
VIETNAM**

- An Giang
- Bình Dương
- Bình Phước
- Bình Thuận
- Bắc Ninh
- Bình Định
- Cần Thơ
- Cà Mau
- Đồng Tháp
- Đồng Nai
- Đắk Lắk
- Hậu Giang
- Kiên Giang
- Khánh Hòa
- Long An
- Lâm Đồng
- Lạng Sơn
- Nghệ An
- Bà Rịa -  
Vũng Tàu



# FRANCHISING MODELS

**Happi Tea offers 2 flexible models to fit in different locations and with various investment needs from franchise investors**







**HAPPI**  
**TEA**

## 1. STANDARD MODEL

- On-premise
- Take-away
- Delivery

## AREA REQUIREMENT

- 80 - 100 sqm





**HAPPI**  
**TEA**

## 2. TAKE-AWAY MODEL

- Take-away
- Delivery

### AREA REQUIREMENT

- 40-50 sqm





*thank  
you*

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○○○**CONTACT US AT:**

**Website:** [phuctea.com.vn](http://phuctea.com.vn)

**Phone:** 0932.199.440 (Yupi Nguyen)

**Email:** [nhuongquyen.phuctea@gmail.com](mailto:nhuongquyen.phuctea@gmail.com)