



ABOUT US

Happi Tea (locally known as Phúc Tea) was established in 2017 in Vietnam and has currently operated more than 125 stores across the country.

Over the past 5 years, Happi Tea has extensively expanded in rural areas before navigating to urban areas in Vietnam. Our target customers are young students, blue and white collar workers aged 18 to 40, 70% of them are female.



Fanpage
PHÚC TEA VIỆT NAM
Website
phuctea.com.vn



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OUR VISION

To become one of the most aspirational brands in the regional F&B retail sector in 2030

OUR MISSION

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

We embrace the culture of diversity for people of all genders, ages and social classes. Our core values are
Courtesy - Cheerfulness - Warmth - Gratefulness - Commitment - Integrity - Ingenuity - Responsibility

We strive to become the most inclusive company, creating equal opportunities and helping people to find their own values and happiness

ACHIEVEMENT MILESTONE

May 10, 2022

Happi Tea launched the premium model called Happi Tea Center

December 2021

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

March, 2020

Happi Tea celebrated the 79th store in Vinh Long province

March, 2019

Happi Tea celebrated the 39th store

September, 2017

The Happi Tea franchise system was launched

March 31, 2017

The humble beginning of a milk tea cart

HAPPI TEA's moment



Spreading happiness

FRANCHISE MODELS

Happi Tea is a perfect post-pandemic franchise model as it is based on asset-light, small footprint, low Capex, and high ROI foundation. With an established franchise system, enhanced by digitalization and technology, Happi Tea is an effective model for all types of franchise owners, especially the young generations who would like to run their own businesses.

1 Standard Model



2 Flagship Store



3 Take-away Model

NOW YOU CAN OWN A HAPPI TEA FRANCHISE STORE WITH TOTAL INVESTMENT OF LESS THAN US \$12,000.

- ✓ ROI: 9 to 12 months
- ✓ Net profit: up to 37%

HAPPI TEA FRANCHISE OFFERS

- Low Capex, high ROI
- Professional franchise system and support
- Strong and expanding brand



SCAN HERE !

Franchise Development 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

