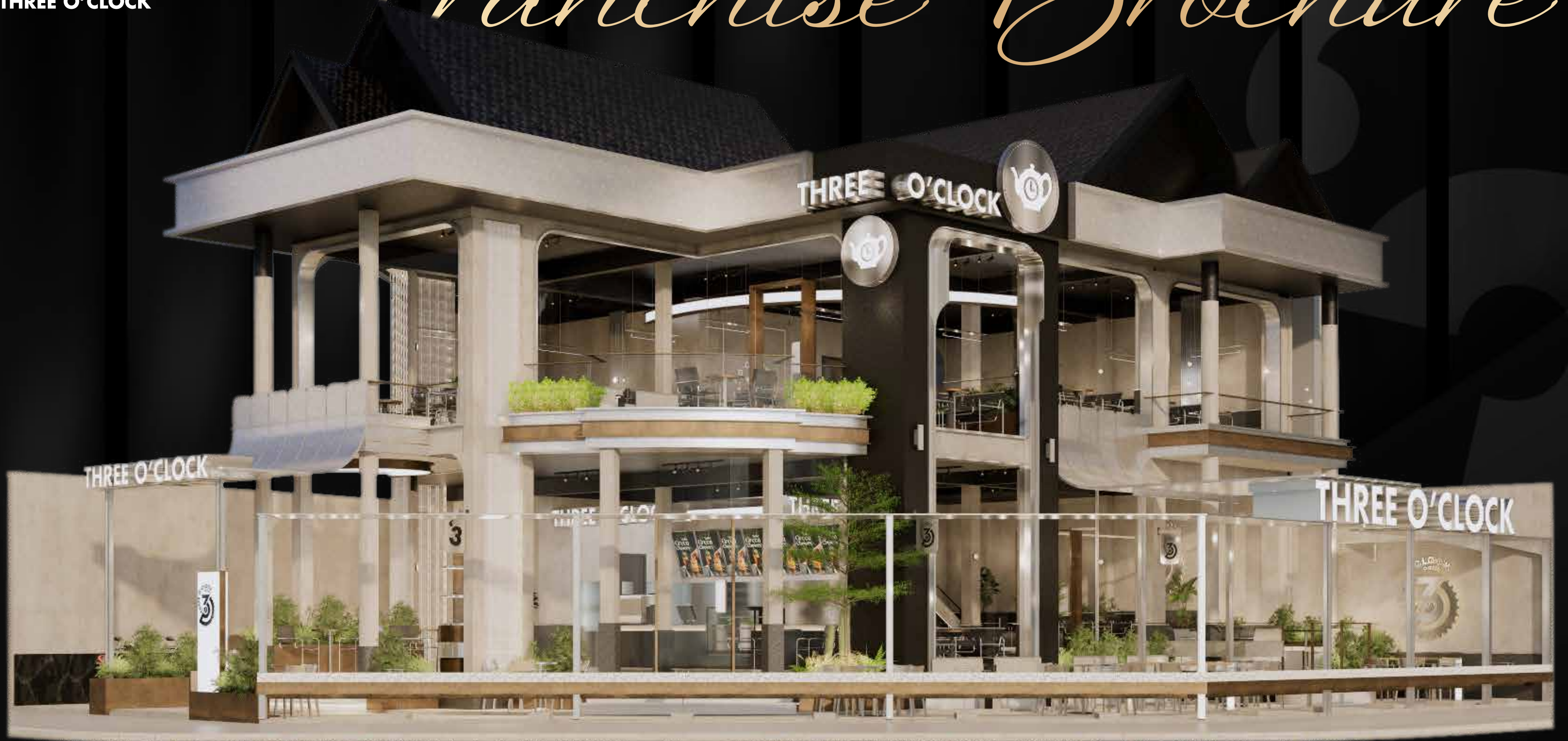




THREE O'CLOCK

# Franchise Brochure





# CONTENT INDEX

- **MEET THE FOUNDERS**
- **ABOUT US**
- **BRAND IDENTITY**

- **MISSION & VISION**
- **ARCHITECTURAL CONCEPT**
- **OUR PRODUCTS**
- **MARKETING RESOURCES**



THREE O'CLOCK

# MEET THE FOUNDERS



**Ms. NGUYEN THI THUAN**  
Founder/CEO



**Ms. NGUYEN PHI VAN**  
Co-Founder  
(Chairwoman at VFLN, Entrepreneur & Angel Investor)



# ABOUT US

TEATIME COMPANY LIMITED



**THREE O'CLOCK**

## **THREE O'CLOCK - THE COFFEE AND TEA OPEN 24H**

**THREE O'CLOCK** was born in Ho Chi Minh City in 2016 and then evolved into a **24-hour cafe chain** that quickly became a coffee brand familiar to most Saigon youth in recent years.



## THREE O'CLOCK - THE JOURNEY FROM MY MOTHER'S CAFE

My childhood is **connected** with **early mornings**, my mother woke up at **3AM** to prepare for her coffee shop.

The image of **coffee filters**, **serving customers** one by one, is a **memory** deeply etched in my mind.

The **everyday stories** of customers became **the background sounds** of those **warm mornings**.

I listened to each story, from **joyful moments** to **heavy burdens**.

Through that, **I learned** that **a cafe** is not just a place to enjoy drinks, but also a place to **connect** and **share**.

**THE JOURNEY FROM MY MOTHER'S CAFE IS NOT JUST A JOURNEY OF COFFEE, BUT A JOURNEY OF LOVE AND CONNECTION.**



THREE O'CLOCK

# THE STORY OF US

## SAIGON AND THREE O'CLOCK - THE CONNECTION

### BORN & GROWING UP

THREE O'CLOCK - Born in Saigon, brewed for the city that never sleeps.



SAIGON, OUR HOME



### ALWAYS ON, LIKE SAIGON

Open 24/7, just like the city itself, your anytime coffee haven.



THREE O'CLOCK, A PART OF SAIGON'S SOUL



### CONNECT, CREATE, AND RECHARGE

More than just coffee, it's a Saigon experience.



SAIGON, OUR ENDLESS INSPIRATION



THREE O'CLOCK

# BRAND IDENTITY

## "3H BUT OPEN 24H" LOGO AND BRAND COLORS

Modern, minimalist, dynamic and trendsetting

**THREE O'CLOCK**  
Primary Brand Mark

**'3**  
Secondary Brand Mark  
(used for merchandise)

Primary Colors: White, Black

Secondary Colors: Gold, Grey



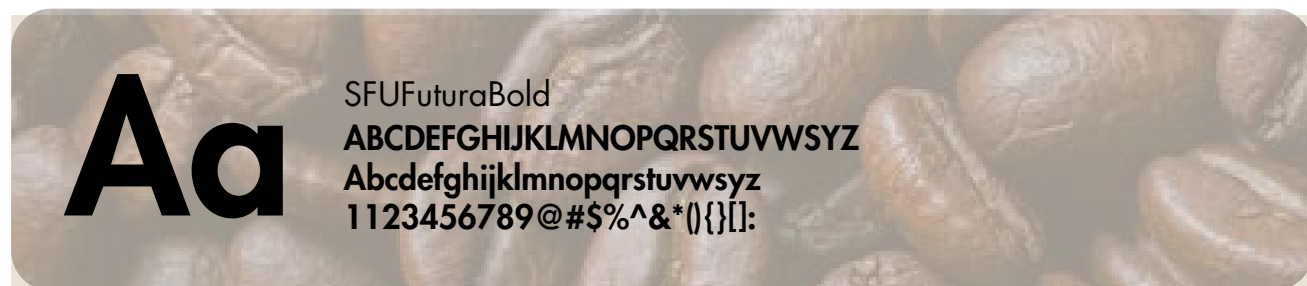
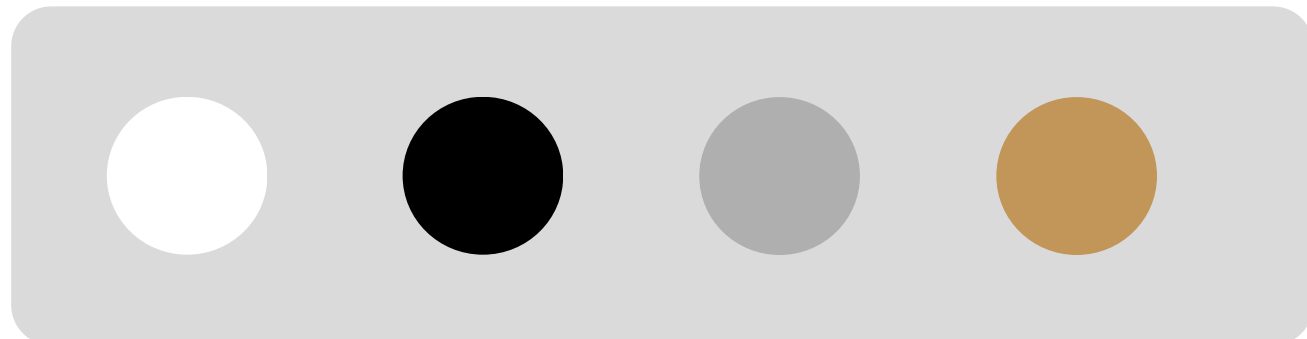


THREE O'CLOCK

# BRAND IDENTITY



Secondary Brand Mark  
(used for merchandise)





THREE O'CLOCK

# VISION & MISSION

## VISION

To become the most popular coffee chain for the young generation.



THREE O'CLOCK

## MISSION

- Create unlimited space for connecting young people.
- Providing high-quality beverages for customers.
- Branding goes hand in hand with social responsibility and sharing with the community.



# CORE VALUE

**T**

## **TASTE**

Awakening the senses with freshness and creativity in every product

**H**

## **HARMONY**

Finding peace and relaxation in a modern, comfortable space

**R**

## **RESPONSIBILITY**

Our commitment to protecting the environment and pursuing sustainable growth

**E**

## **EXPERTISE**

Delivering refined experiences in tea and coffee, crafted from carefully selected local sources

**E**

## **ENERGY**

Enjoying the positive energy and vibrant spirit embodied in every drink we serve



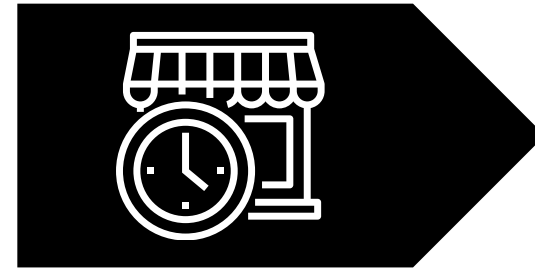
THREE O'CLOCK

# STORE MODULE



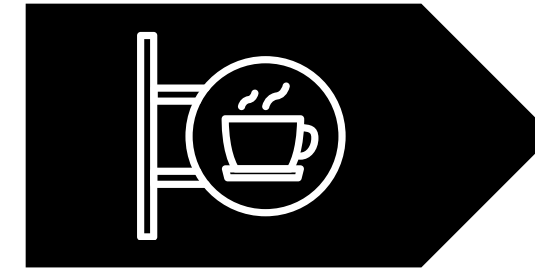
## S - ON THE GO

S - ON THE GO" store: around 100m<sup>2</sup>:  
planning to launch soon.



## M - WARM HOUSE

M - WARM HOUSE" store: around 350m<sup>2</sup>



## L - OPEN SPACE

L - OPEN SPACE" store: over 500m<sup>2</sup>.





THREE O'CLOCK

# ARCHITECTURAL CONCEPT



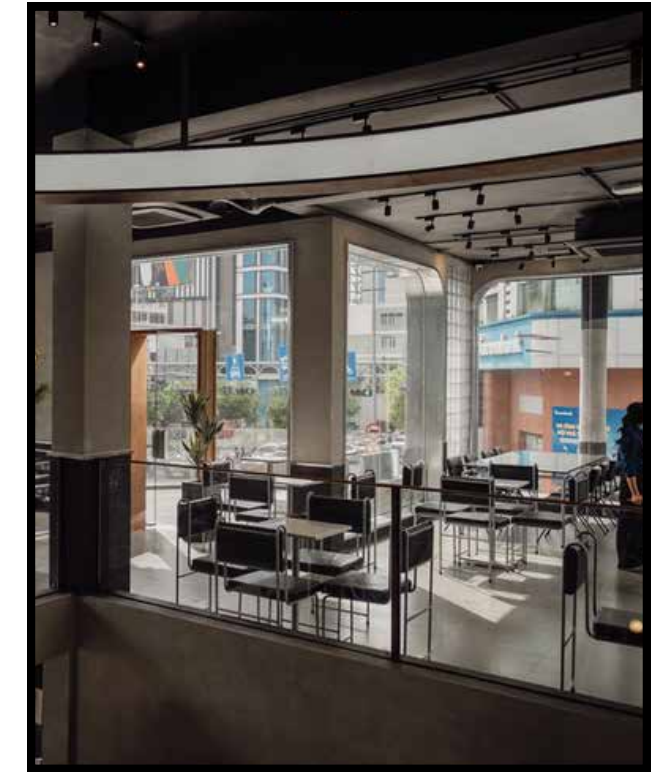
**WELCOMING AND INCLUSIVE**



**TIMELESS AND ELEGANT**



**A REFLECTION OF SAIGON**



**MODERN TWIST**

## CORE CONCEPT: "TIMELESS SAIGON"

THREE O'CLOCK's architectural concept should capture the essence of Saigon: its vibrant energy, rich history, and blend of tradition and modernity. This can be achieved by combining classic design elements with contemporary touches, creating a space that feels both familiar and fresh.



**OPEN AND AIRY SPACES**



**January 14, 2025**

### Master Franchise - India, Nepal, Srilanka, Bangladesh

THREE O'CLOCK signed an exclusive franchise agreement with FranGlobal, marking the beginning of its journey to conquer the Indian subcontinent and expand into the global market. We have successfully opened 8 stores across India as of February 2026.



**May 17, 2025**

### Expansion is underway into six GCC

TAGMOA (UAE & ME) and VFLN (Vietnam), which includes the THREE O'CLOCK, signed a strategic MoU to boost franchise opportunities for MSMEs, develop training, foster collaboration, and share best practices across Vietnam, the UAE, and the Middle East.



**October 16, 2025**

### Master Franchise - Jakarta, Indonesia

Teatime company and PT Tiga Waktu Rasa signed an Exclusive Franchise Agreement to launch THREE O'CLOCK in Jakarta, Indonesia. PT Tiga Waktu Rasa manages operations, marketing, and supply chain & THREE O'CLOCK supports branding/training. The 1st store have opened in Dec 2025 in Kebayoran Baru, South Jakarta.



**THREE O'CLOCK**



franchise@threeoclock.vn



Cho Quan Ward, Ho Chi Minh City, Vietnam



Threeoclock.vn



8 Stores



INDIA

9 Stores in Vietnam



INDONESIA

2 Stores

We are the most popular Vietnamese coffee brand pioneering the 24/7 coffee model in the Vietnamese market. We are proud to spread the value of Vietnamese culture imbued through each premium roasted coffee bean, each fresh tea leaf embracing the flavor of the vast highlands.

# THREE O'CLOCK

24/7 COFFEE CHAIN

## PHAM NGOC THACH STORE



### 100% SELECTED COFFEE FROM VIETNAMESE FARMS

In recent years, coffee development in Vietnamese farms has achieved significant results, contributing to economic growth and improving the livelihoods and incomes of farmers and coffee processing businesses. The entire province currently has over 135,500 hectares of coffee, which is a crop with a major impact on agricultural production value, accounting for nearly 60%.

Vietnam is one of the leading countries in coffee import and export services worldwide, especially for Robusta coffee. The coffee processing industry has created millions of jobs and attracted investment in the sector. Vietnamese coffee is exported to many countries around the world, contributing to international trade and putting Vietnam on the global coffee map.



## THE ORIGINS OF OUR COFFEE

Carefully selected from sustainable farms in Vietnam.

Such as Lam Dong province, located in the southern part of the Central Highlands, emerged as one of the most important coffee growing regions in the country during the 1980s. Thanks to favorable weather and soil conditions, it became an ideal location for coffee cultivation. Today, Lam Dong coffee is one of the most popular coffee varieties in Vietnam and is increasingly gaining recognition worldwide.

### OUR FLAVOUR COLLECTION



#### ROBUSTA

Flavor: Strong, bold, earthy, often with notes of chocolate and nuts. Can be harsh or bitter if not well-processed.



#### ARABICA

Flavor: Sweeter, softer, more nuanced with complex flavors like fruit, floral, or berries.



## THE ORIGINS OF OUR TEA

**Carefully selecting produce from sustainable Vietnamese farms**

With favorable soil and climate conditions, various tea varieties have been cultivated throughout Vietnam, from North to South, making it the 7th largest tea producer and 5th largest tea exporter in the world. Crossing through many regions famous for tea, one encounters breathtaking scenery of vast green fields; the endearing image of diligent people carefully nurturing and trimming each tea bud to bring tea lovers the most wonderful flavors.

## 100% NATURAL ORGANIC GREEN TEA

Bao Loc (Lam Dong), located 120km southwest of Da Lat City, is renowned for its B'Lao tea brand both domestically and internationally. History witnessed the spread of tea plants from the Cau Dat area, situated at an altitude of 1,000m, extending down to Bao Loc and Di Linh along the new road from Da Lat to Saigon in the 1930s. Currently, the tea cultivation area in Bao Loc is about 7,716 hectares, of which 5,198 hectares are seed tea and 2,518 hectares are high-yield and high-quality tea. Recognized as a key industrial crop, tea brings high economic value to Bao Loc city.



## DRINKS

## PATRIES

www.threeoclock.vn DVT: 1000 VND

### CÀ PHÊ RANG XAY CHUẨN GU VIỆT

THAI CHAI ESPRESSO, CÀ PHÊ SỮA ĐÁ SÀI GÒN, SALTED CARAMEL LATTE, AMERICANO WITH ORANGE, CÀ PHÊ ĐÁ SÀI GÒN

#### VIETNAMESE COFFEE

	S	M
CÀ PHÊ ĐÁ SÀI GÒN * Vietnamese Iced Black Coffee - 28k VND	38	48
CÀ PHÊ SỮA ĐÁ SÀI GÒN * Vietnamese Iced Coffee with Milk - 42k VND	42	52
BẠC XIU ĐÁ SÀI GÒN Vietnamese Iced White Coffee - 36k VND	42	52

#### ESPRESSO

	S	M
ESPRESSO Hot/Cold - 32k VND	35	45
ESPRESSO WITH MILK Hot/Cold - 38k VND	38	48
ESPRESSO TIRAMISU Cold - 52k VND	52	
LATTE Hot/Cold - 48k VND	52	
SALTED CARAMEL LATTE Cold - 45k VND	45	
SALTED COFFEE * Cold - 45k VND	45	55
AMERICANO WITH ORANGE * Cold - 40k VND	40	50
AMERICANO Hot/Cold - 35k VND	35	45
EXTRA ESPRESSO	25	

#### MILK TEA (70% sugar / 100% sugar)

	S	M
OOLONG SỮA B'LAO Oolong Milk Tea - 45k VND	45	55
OOLONG HOA NHÀI * Jasmine Oolong Milk Tea - 48k VND	45	55
TRÀ SỮA NGUYÊN LÁ Full Leaf Milk Tea - 45k VND	45	55
BƠ PHỔ NÚI * Dalgat Avocado Milk Tea - 48k VND	48	58

www.threeoclock.vn DVT: 1000 VND

#### FRUIT TEA

	M
TRÀ CAM XÍ MUỘI * Salted Plum Orange Tea - 60k VND	60
NHÀI VÀI LỤC NGẠN Lychee Jasmine Tea - 58k VND	58
TRÀ BƯỚI HỒNG PHÚC * Grapefruit Raspberry Tea - 60k VND	60
THẠCH LỤY ĐỒNG DU Pomegranate Jelly Tea - 60k VND	60
TRÀ ĐÀO BẾN THÀNH Golden Peach Tea - 60k VND	60
TRÀ QUÝT QUÝT * Mandarin Tea - 60k VND	60
TRÀ XOÀI CÁT CHU Mango Passion Tea - 58k VND	58
TRÀ ỔI TỬ QUÝ Guava Tea - 58k VND	58

#### MILK FOAM

	S	M
MÂY SỚM MỘC CHÂU * Oolong Tea & Cheese Foam - 52k VND	52	62
MÂY CHIỂU PHỔ CỔ Ceylon Tea & Tiramisu Foam - 54k VND	54	64
KHÔI ĐÌNH B'LAO * Oolong Milk Tea & Custard Foam - 54k VND	54	64
MÂY DẠ SAR Blackcurrant Tea & Cheese Foam - 54k VND	54	64

#### FRESH TEA/ NON-TEA

	M
OOLONG MỘC CHIA Oolong Tea with Chia Seeds - 58k VND	58
SƯƠNG MAI YẾN TỬ * Jasmine Osmanthus Tea - 60k VND	60
NẮNG TÂY HỒ Honey Kumquat Ceylon Tea - 60k VND	60
CAM MẶT HẬU GIANG Honey Orange Juice - 62k VND	62
LANGBIANG Matcha Latte - 68k VND	68
ĐÈO TÀ NUNG Matcha Choco - 72k VND	72

#### TOPPING

TRẦN CHÂU ĐEN Black Pearl	10	TRẦN CHÂU TRẮNG White Pearl	10	SƯƠNG SÁO Herb Jelly	10	THẠCH ATISU ĐỎ Hibiscus Jelly	10	THẠCH QUẾ HOA Osmanthus Jelly	10
ĐÀO MIẾNG Peach Slides (3pcs)	12	TRÁI VÀI Lychees (4pcs)	12	KEM PHỔ MAI Cheese Foam	20	KEM CÀ PHÊ TRẮNG Tiramisu Foam	20	KEM TRỨNG NƯỚNG Custard Foam	20

www.threeoclock.vn DVT: 1000 VND

### Pastries

TIRAMISU 36	RED VELVET 35	PASSION CHEESE 35	FLAN GATO 35
PAIN AU HAM CHEESE 38	CHOCOLATE RONDO 48	EARL GREY RONDO 48	TIRA CHIFFON 38
COISSANT 36	LAVA SALTED EGG COISSANT 42	GARLIC COISSANT 40	ALMOND COISSANT 40

### Fast Food

MINI BAGUETTE WITH CREAM DIP (CHEESE/CUSTARD/CONDENSED MILK) 33	CRISPY RICE WITH PORK FLOSS 30	STICK BAGUETTE WITH PATE 25
SPAGETTI BOLOGNESE 48	HAM CHEESE MUFFIN 42	CHARSIU CHEESE MUFFIN 42



THREE O'CLOCK

# OUR PRODUCTS

## Experience Vietnam's Signature Brew

*We offer in foreign markets coffees with  
strong Vietnamese identity.*



Vietnamese Salted Coffee



Vietnamese Coffee With Milk



Vietnamese Egg Coffee



Vietnamese Black Coffee



Coconut Coffee

# OUR SIGNATURE TEA

## SALTED PLUM ORANGE (THREE'S SPECIAL)

Embraces the flavors of all three regions: **North, Central, and South.**

- **Oranges:** A citrus fruit from the Mekong Delta, known for its sweet and tangy taste.
- **Salted Plum:** A traditional Vietnamese snacks, enjoyed in both the North and South, made from various fruits preserved with sugar and salt.
- **Dried Apples:** Sourced from Ninh Thuan - province from Central Vietnam, these apples are dried to preserve their natural sweetness.





THREE O'CLOCK

# OUR PRODUCTS

## RETAIL PRODUCTS



COFFEE & TEA BAG



INSTANT COFFEE DRIPBAG



THREE O'CLOCK

# OUR PRODUCTS

## MERCHANDISE





THREE O'CLOCK

# MARKETING RESOURCES

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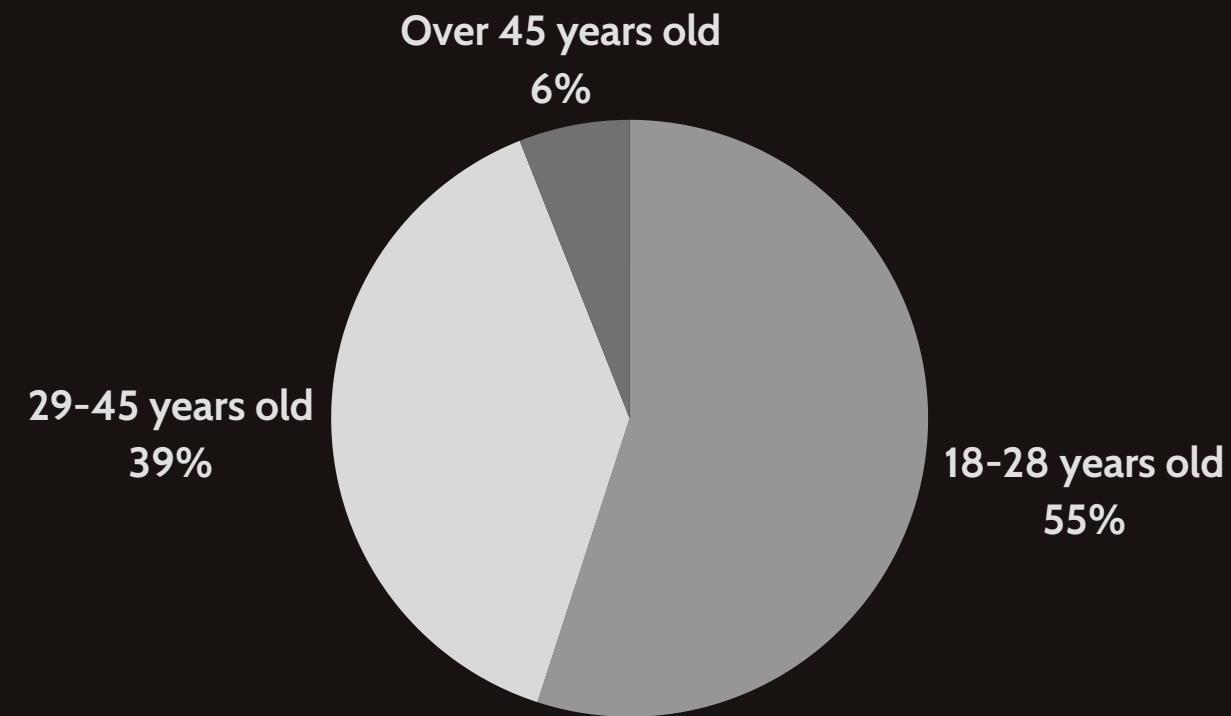


THREE O'CLOCK

# MARKETING

# TARGET MARKET

DEMOGRAPHIC	
Age	Mainly young people
Gender	All gender
Occupation	Students and officers
Location	Ho Chi Minh City, Ha Noi



BEHAVIOR & PSYCHOLOGICAL	
BEHAVIOR	Often go to cafe shop at weekend or in leisure time
	Usually choose coffee shop for working or co-working
	Go to café to find new inspiration
PSYCHOLOGICAL	Seem coffee date is an aspect of lifestyle
	Feel satisfy when come in a familiar space
	Prefer to a space proper with their spirit

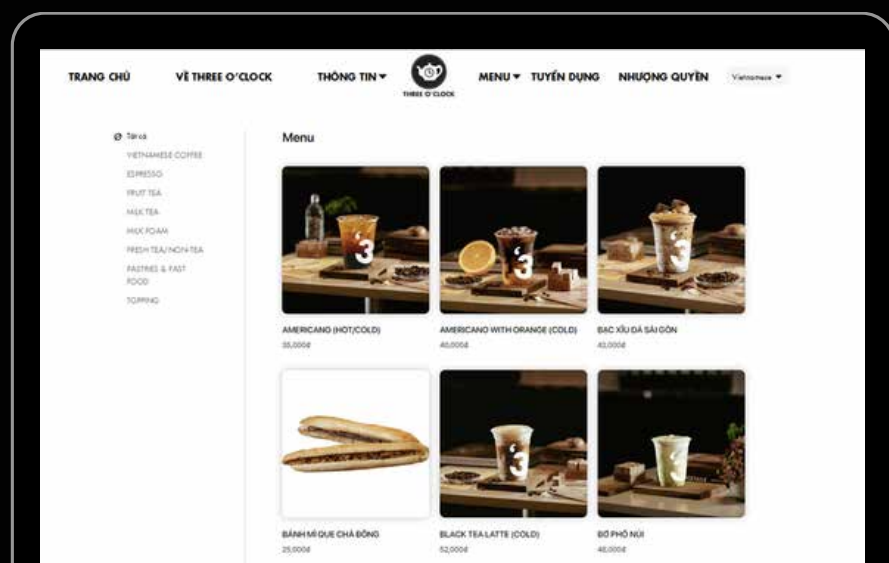
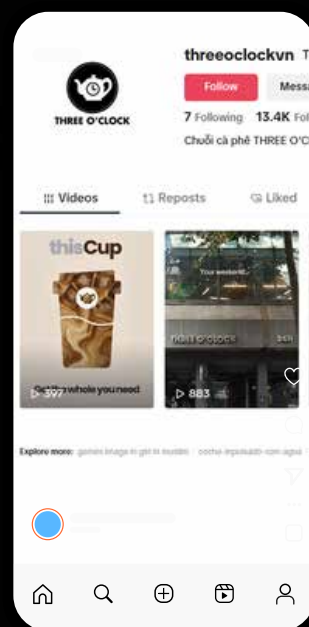
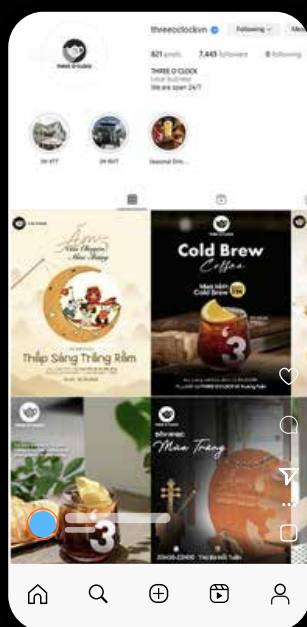


*"From radiant dawns to of coffee holds a story t*



THREE O'CLOCK

# MEDIA CHANNELS



Owned Media



Thêm 1 chuỗi cà phê Việt "mang chuông đánh xứ người": Sắp mở cửa hàng đầu tiên tại Ấn Độ, tham vọng đạt ít nhất 100 chi nhánh ở Nepal, Sri Lanka, Bangladesh...

Three O'Clock là một trong những "tân binh" mới tại thị trường cà phê Việt Nam được dẫn dắt bởi một nữ TikTok 9X - Thuận Nguyễn.



Founder Three O'Clock kể chuyện "đem chuông đi đánh xứ tỷ dân": Từ cơ duyên với Shark Phi Văn đến mục tiêu mở 100 chi nhánh trong 10 năm trên đất khách

14-04-2023 - 10:07 AM | Doanh nghiệp

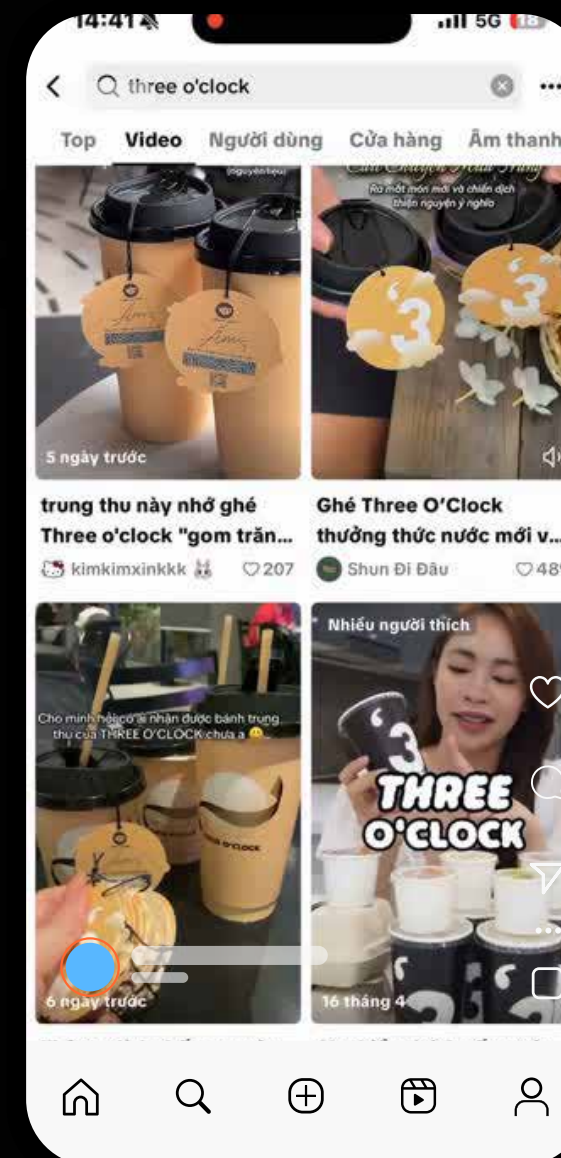


Trước khi bước ra thị trường quốc tế, Three O'Clock vốn đã trở thành chuỗi cà phê "chạy deadline" quen thuộc của giới trẻ Sài thành. "Nếu giữ chân khách hàng đến 3h sáng, họ sẽ ở lại với quán cả đêm", chị Thuận Nguyễn - Founder Three O'Clock chia sẻ về hành trình gần 10 năm của thương hiệu.

19-03-2023 | Gần 50% doanh nghiệp F&B muốn tăng giá trong năm 2023 và bài học "tăng giá..."  
19-03-2023 | "Cuộc thành lạc" của ngành F&B Việt Nam năm 2024: Chỉ 14,7% cửa hàng ăn uống...  
19-03-2023 | The Coffee House khởi nghiệp khởi nghiệp và mở cửa mới với 45 "hàng nghìn" chi nhánh...



Paid Media



Influencers MKT





THREE O'CLOCK

# MARKETING RESOURCES

## COMMUNITY ACTIVITIES

10.08.2022 - 01.09.2022

Ấm 2

TỔNG KẾT QUỸ ẤM ĐẠT  
**4.257.000VNĐ**  
AU 23 NGÀY GÂY QUỸ

CHIẾN DỊCH GÂY QUỸ  
QUÀ TẶNG TRUNG THU 2022  
CHƠI TRÈ EM TẠI BỆNH VIỆN  
UNG BƯỞU TP.HCM

THREE O'CLOCK

Chiến dịch gây quỹ  
quà tặng Trung thu cho trẻ em ở  
Bệnh viện Nhi Đồng 2 TP.HCM năm 2020

**Ấm 2020**

30 NGÀY TRIỂN KHAI CHIẾN DỊCH	7.053 LY TRÀ GÓP SỨC GÂY QUỸ	ĐẠT 21.159.000Đ TRÍCH QUỸ	100 PHẦN QUÀ TRAO TAY CÁC EM NHỎ
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### THE "WARMTH" FUND: EVERY DRINK IS A DONATION

Over the past four years, THREE O'CLOCK has been actively involved in community outreach and social responsibility initiatives, and we are committed to continuing to spread this meaningful message to everyone in the years to come.



**TRÂN TRỌNG TRI ÂN**  
A special thanks to

THREE O'CLOCK

đã đóng góp 01 Thư viện Ước mơ cho 500 em nhỏ.  
for contributing 01 library of dreams for 500 students in need.

library of DREAMS  
Thư viện ước mơ

Nguyễn Phi Vân  
Nhà sáng lập



THREE O'CLOCK

# MARKETING RESOURCES

## MOBILE APP



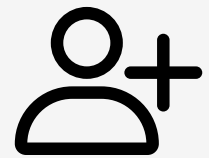


## LOYALTY USERS

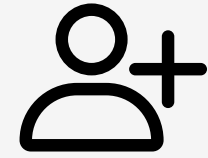
The membership program attracts more than **76,000** loyal customers



Total Members  
**+76K**



Silver Members  
**+500**



VIP Members  
**+200**



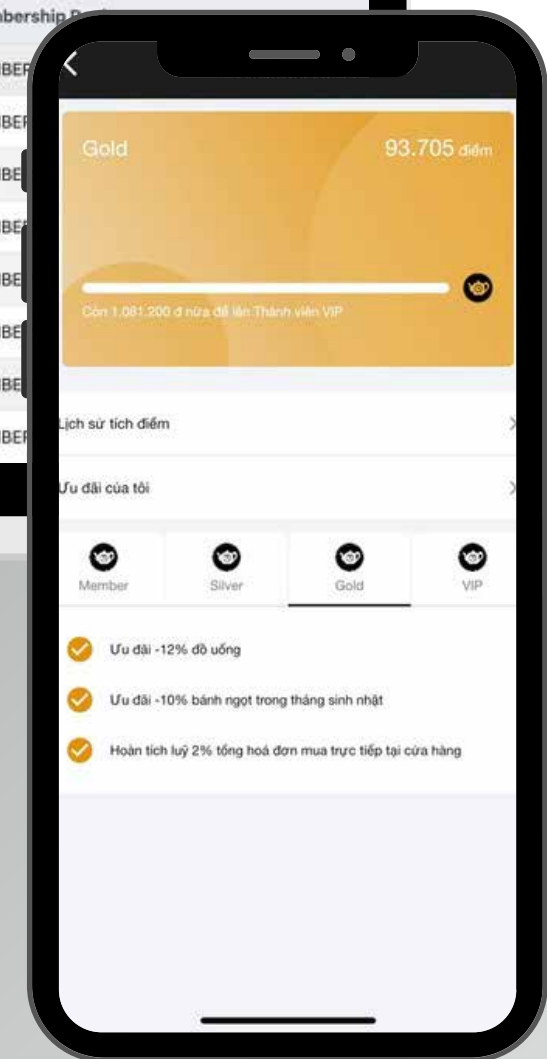
Gold Members  
**+200**

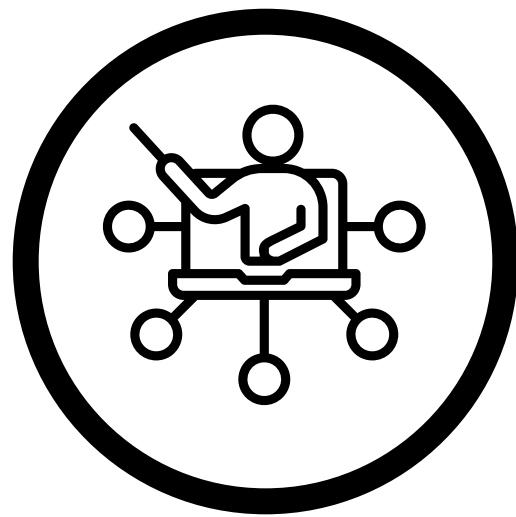
MEMBERS LIST

Filter Members Enter phone number

RESULT: 71935 MEMBER

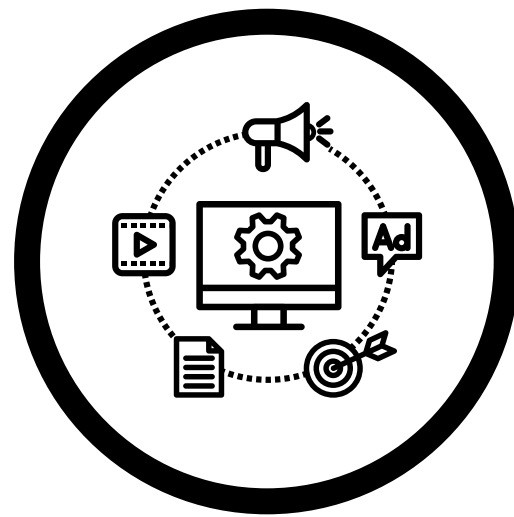
#	Member	Accumulated Points	Membership
1	84006472761	0 points	MEMBER
2	84016681096	0 points	MEMBER
3	84032275767	0 points	MEMBER
4	84032704818	0 points	MEMBER
5	84032772015	0 points	MEMBER
6	84033567864	0 points	MEMBER
7	84033880807	0 points	MEMBER
8	84034191569	2.0 points	MEMBER





## Comprehensive Training Programs

Provide in-depth training on all aspects of operating a THREE O'CLOCK franchise, including operations, product knowledge, customer service, marketing, ...



## Market-focused Marketing Strategy

Develop marketing strategies tailored to the specific needs and cultural nuances of each region or country.



## Supply Chain Management

Establish a robust supply chain to ensure consistent product quality and availability, while adapting to local sourcing options and regulations.



## Product Adaptation and R&D

Adapt the menu and product offerings to cater to local tastes and preferences, while maintaining the core THREE O'CLOCK brand identity.



## Ongoing Operational Support

Provide ongoing support to franchisees in areas such as operations management, customer service, quality control, and troubleshooting.



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# THANK YOU

*We look forward to working with  
you*

## MORE INFORMATION



[facebook.com/threeoclockvn](https://facebook.com/threeoclockvn)



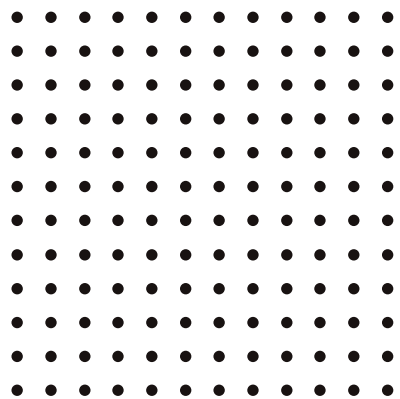
[@threeoclockvn](https://www.instagram.com/threeoclockvn)



[threeoclock.vn](https://threeoclock.vn)



[franchise@threeoclock.vn](mailto:franchise@threeoclock.vn)



**THREE O'CLOCK**