



## FRANCHISE PACK

WE ARE SO GLAD YOU'RE HERE



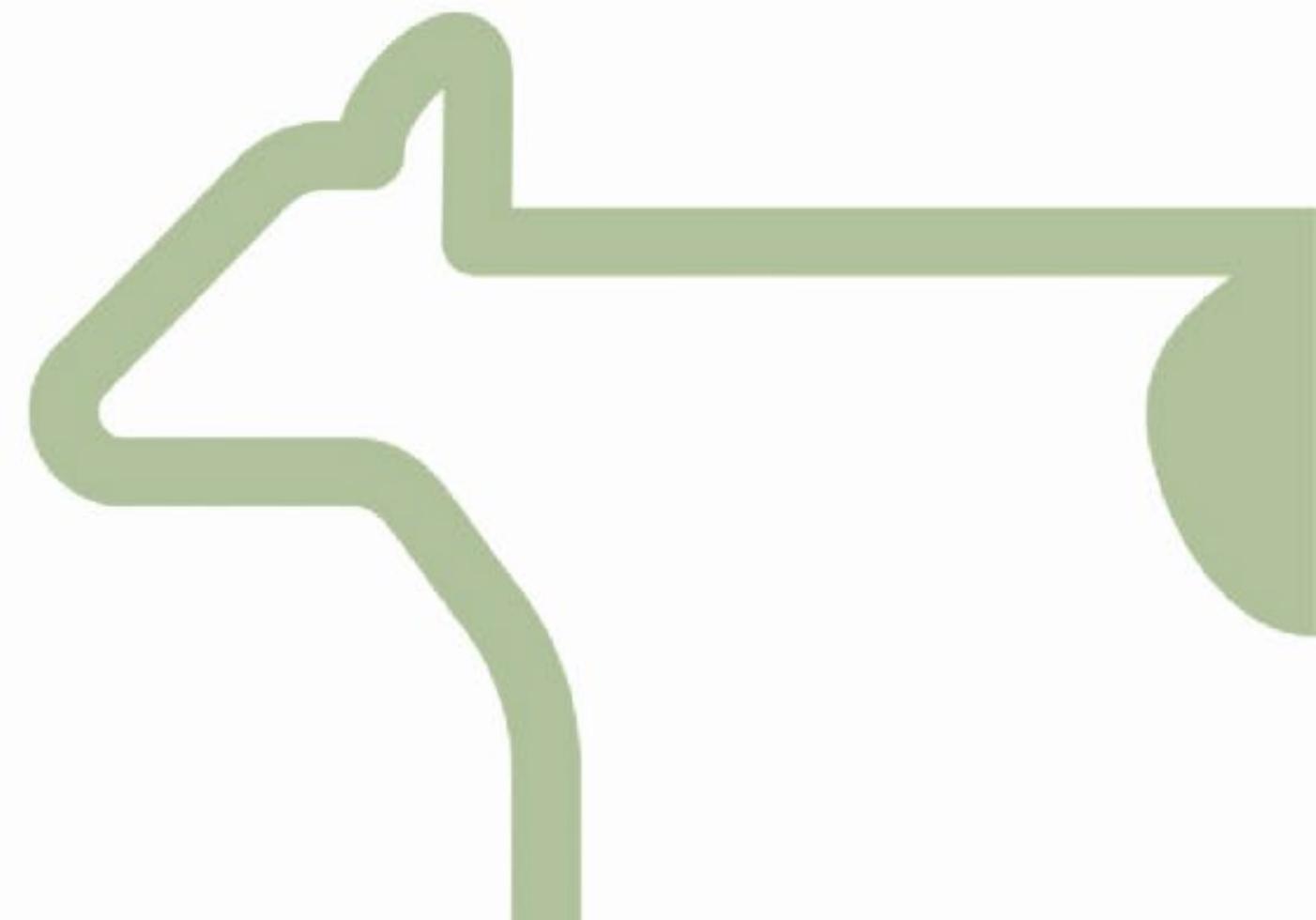
**About Milksha**

**Proudly Present: Best Quality Ingredients**

**Milksha Australia**

**Milksha Franchise Model**

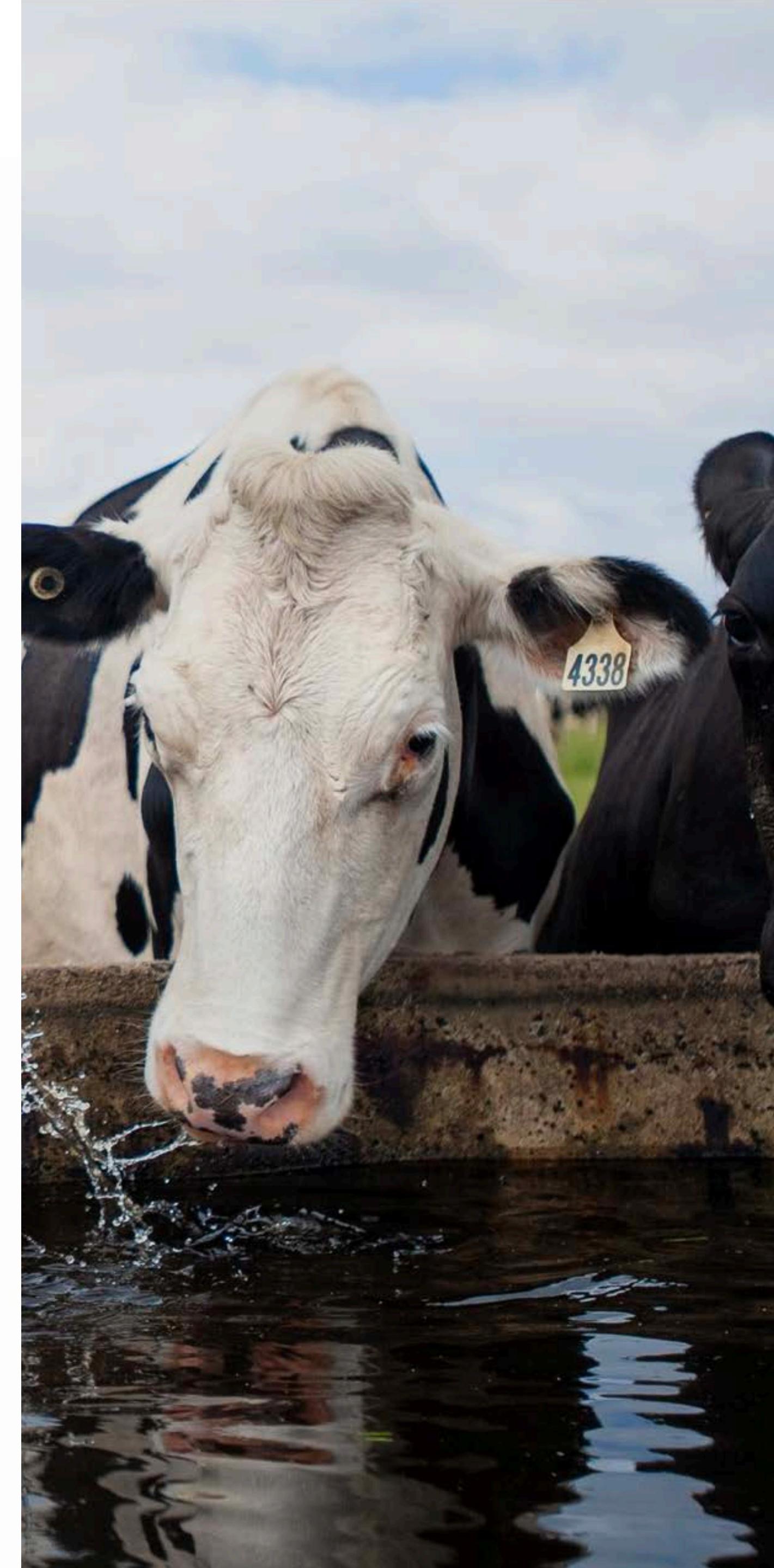
**Contact Us**



The founder of Milkshop, **Kevin Lin**, is a third-generation dairy farmer from Southern Taiwan. He saw a gap for fresh milk as a base for handmade beverages and started using milk from his farm, whilst solving the problem of over supplying milk in winter and a low purchase price. Then ever since Milkshop was founded in 2007, our founder has paid the highest attention to the quality as if he raises his own calves. Therefore, after almost 13 years cultivation, Milkshop has grown to **200 stores in Taiwan, 20 stores in China, and 12 stores in different regions around the world.**

# Our Beginning

About Milksha



Milksha Australia hails from the well-established bubble tea brand, **Milksha**, in Taiwan. The company's emphasis on **healthy and unique flavours** coupled with **delivering customer-orientated service** have carved out a niche for itself in the specialty beverage market. Milksha has over 200 stores in Taiwan and around the world – from HK, Singapore, Canada, China, and now the long-awaited bubble tea brand is in Australia, with its first flagship store located in the Melbourne CBD, along with two more on **Collins Street** and **Doncaster Westfield**.

# Milksha Australia

About Milksha



Proudly Present:  
Best Quality Ingredients

WHAT WE CARE ABOUT MOST

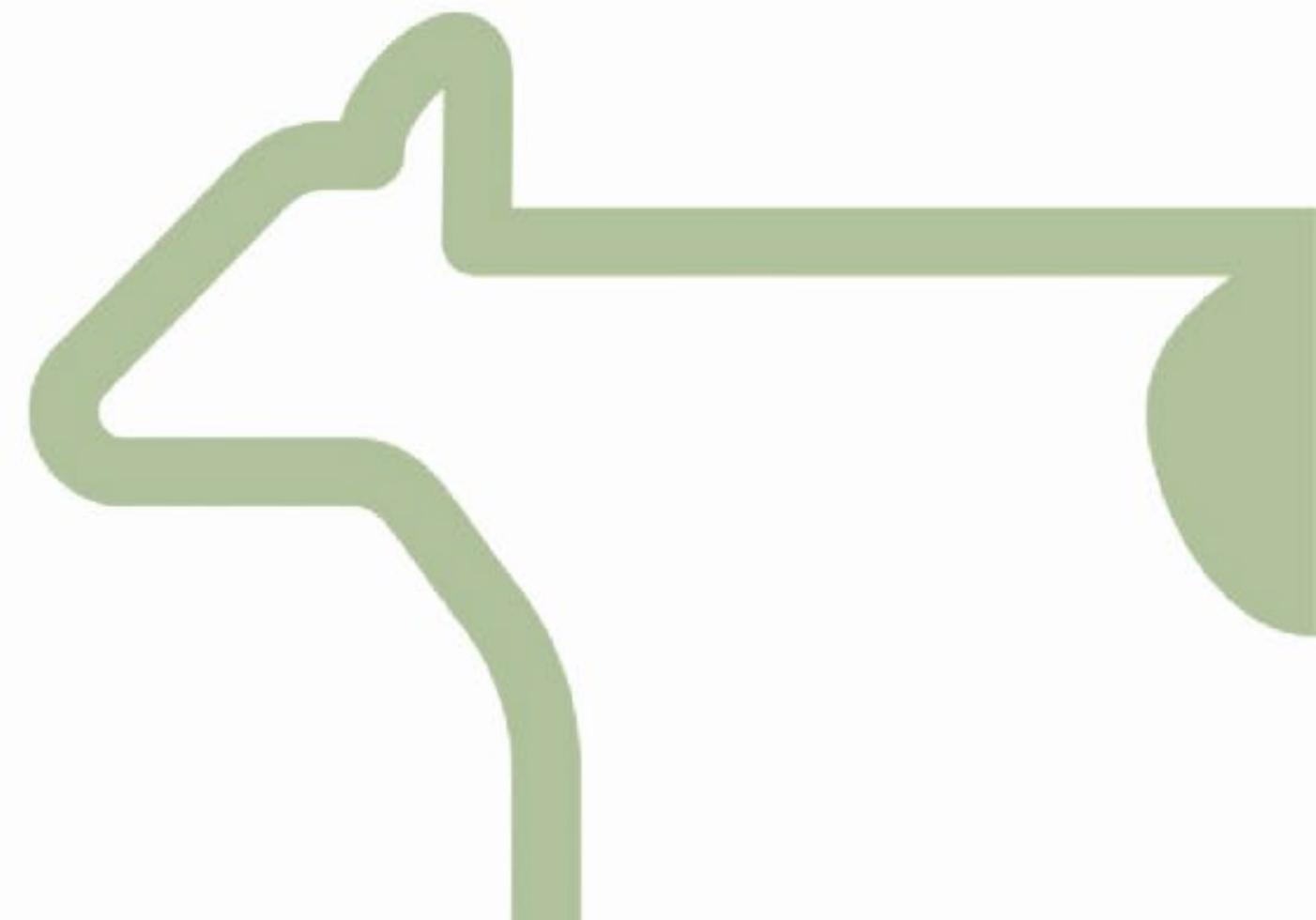




# Proudly Present

We **carefully** select the ingredients from different places in the world and only offer the drinks that we are confident!

Proudly Present: Best Quality Ingredients



# Best Quality Product

Proudly Present: Best Quality Ingredients

## MILK

To honor the spirit of Milksha's origins, we support local farmers and work closely with Victoria's own, **award-winning – Saint David Dairy Milk**



## HONEY PEARL

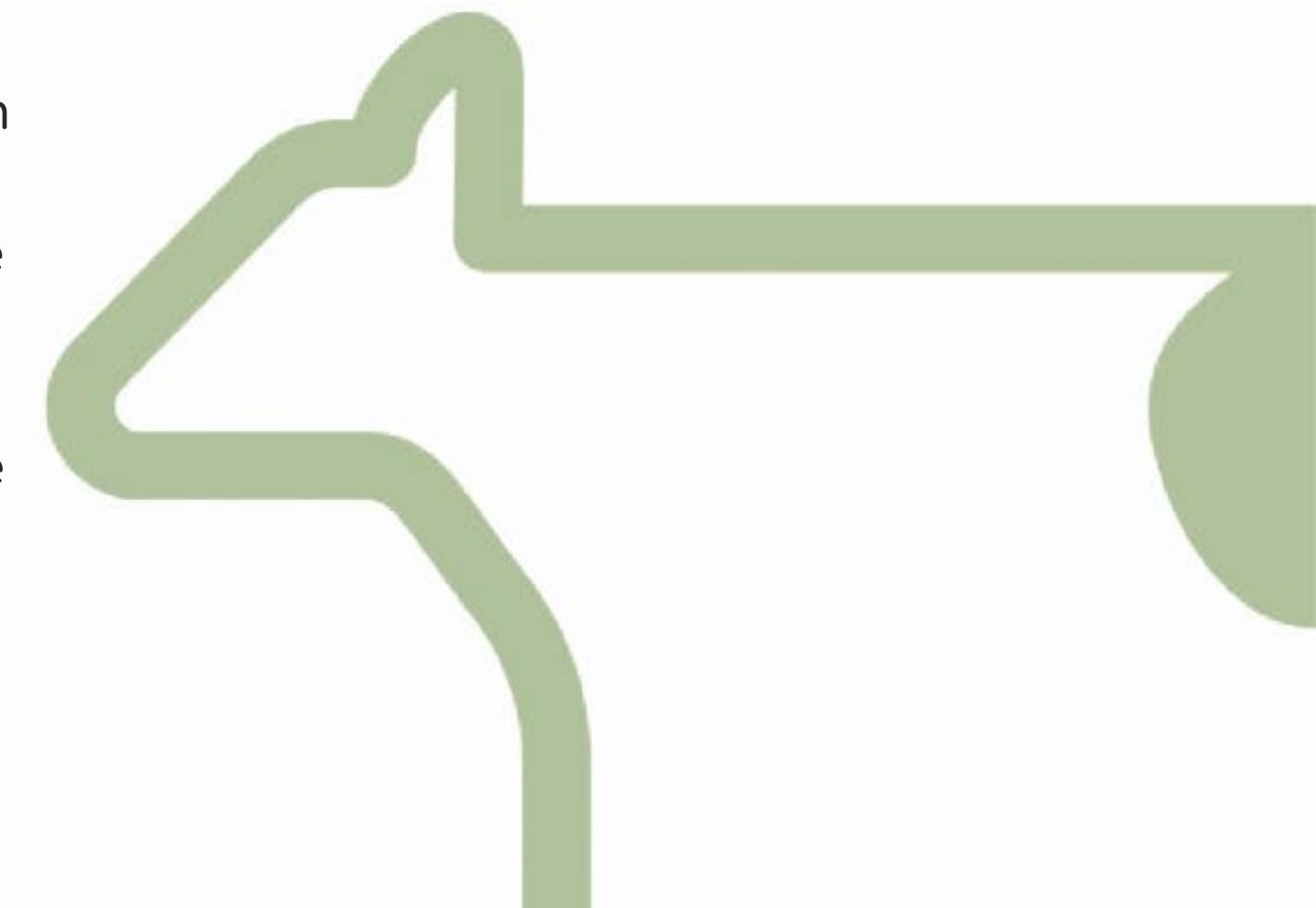
The pearls used across our beverages are **free from all preservatives and coloring**. They are delivered fresh frozen from Taiwan and cooked in-store by our staff daily.



## TEA

We source high quality loose leaf tea from various regions around the world. Our tea leaves are **brewed daily and tested** regularly for quality control.

We are passionate bubble tea drinkers and we care about what we consume. "Healthy" is probably not a word people normally associate with bubble tea, yet we are **challenging that notion** by doing things with the **utmost care** and providing what we believe is the best product. Using **top-quality** milk and ingredients, we are striving to bring you the best bubble tea in Australia.



## ORGANIC SOY MILK

Milksha has chosen unsweetened organic soy milk locally sourced from **Pure Harvest** that does not compromise on Milksha flavors.



# Best Quality Product

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## IZUMO MATCHA

In order to find the highest quality matcha powder, the Milksha headquarters took a trip to Izumo to find matcha from the **century-old Japanese brand Izumo Tousien** (桃翠園)



## FRESH TARO

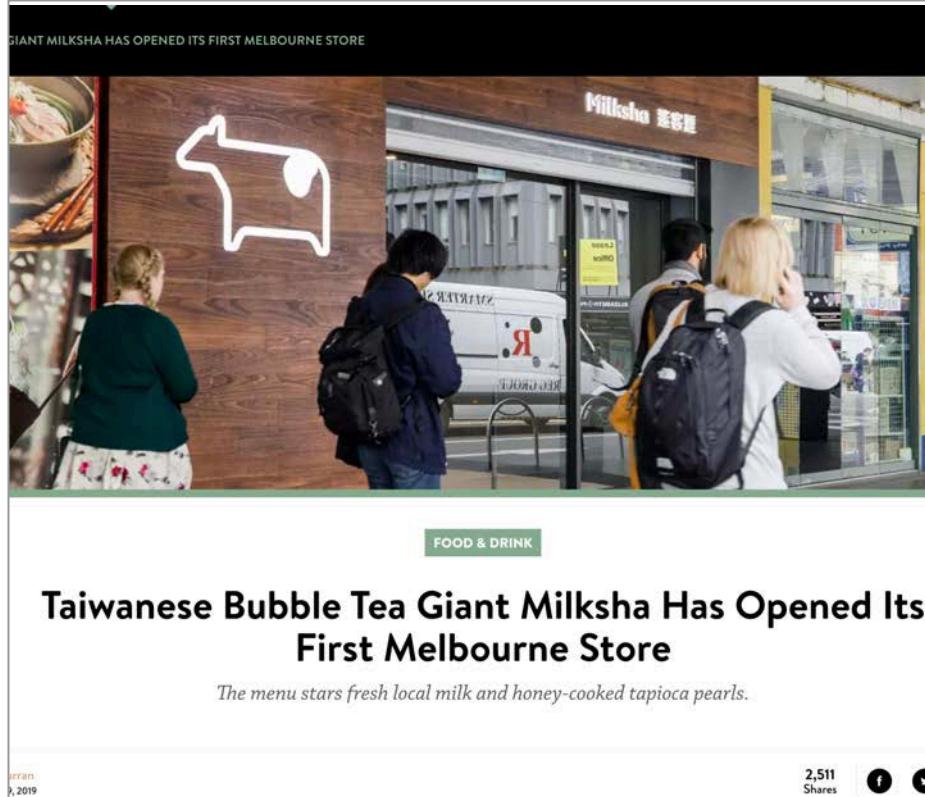
Fresh Taro Milk is one of our top sellers—for a good reason. We use taro from Dajia (大甲), where **the best Taro is found** in Taiwan. The taro is steamed and **manually mashed** in-store for premium taste.

Proudly Present: Best Quality Ingredients

# Milksha Australia

SEE HOW WE'VE GROWN LOCALLY





Hit the local market with numerous news coverage



Swept the Social Platforms – now at 3.1K Instagram followers with high engagement and reach



Word of Mouth from Melbourne influencers

# Big Beginnings

First store launch in September 2019 drove **tremendous PR exposure and in-store traffic**, effectively capitalising off social media influencers and campaigns to establish **strong brand presence** beyond Victoria region.



## #1 Flagship Store in CBD

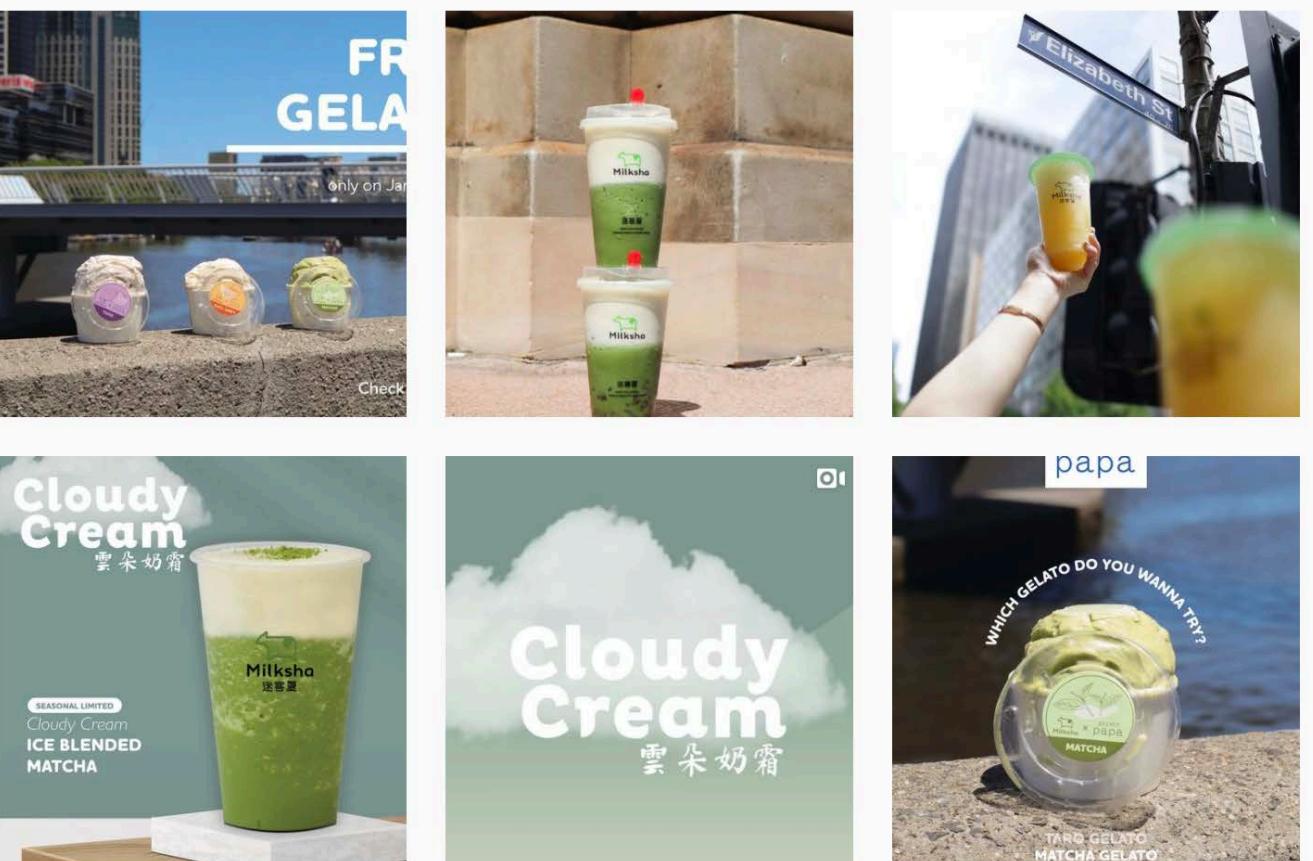
Located in highly foot traffic street

## Healthy & Delicious Choices

Health & Quality always comes first

## Contemporary Store Space

Neat & Chic Store Design +  
Friendly Service



## Collab with Graffiti Artist

Highlight Melbourne local features

Milksha Australia

## Social media presence

Introduce new products every quarter to excite customer

## Centric on Customers Need

Organic Soy Milk for milk intolerants & Vegetarians



**FOOD-GRADE  
SANITIZING STANDARD**



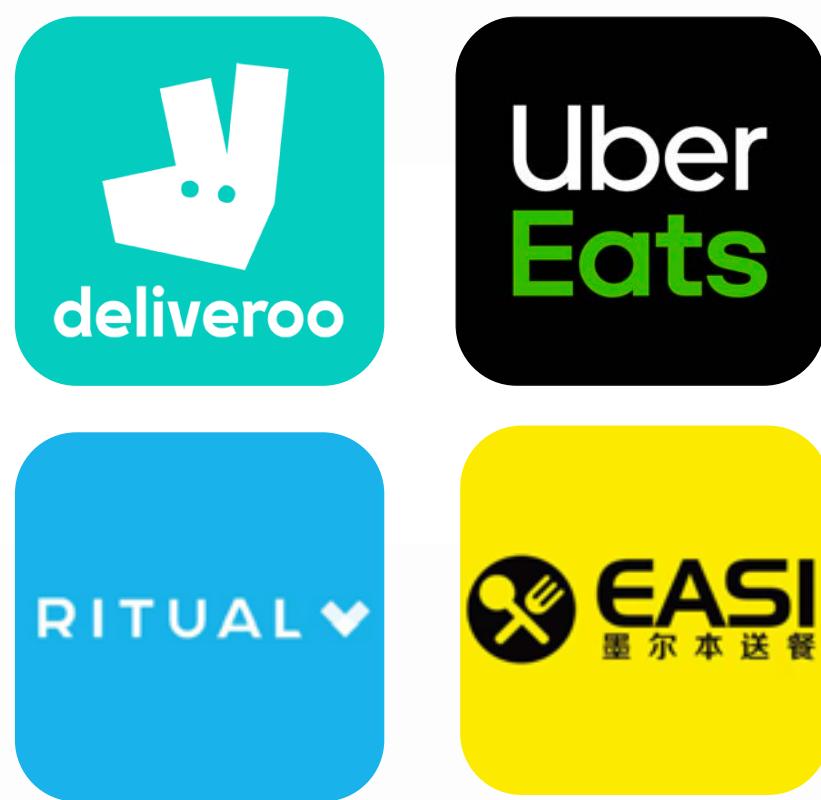
**ECO - FRIENDLY  
CUP SLEEVE  
(special event promotion)**



**BAMBOO FIBER STRAW**



Established Company Benefits



Established Delivery Partners



Various Local Clubs and Community Partners

# Strong Network in Melbourne

We've successfully built a **strong community network** that helps us market effectively by leveraging partners' existing customer base.



**Collaboration with Melbourne's best, St. ALi**



Gelato Collaboration with  
Gelato Papa



Milk Tea Macaon Collaboration with  
Jess Lemon (Masterchef Contestant)

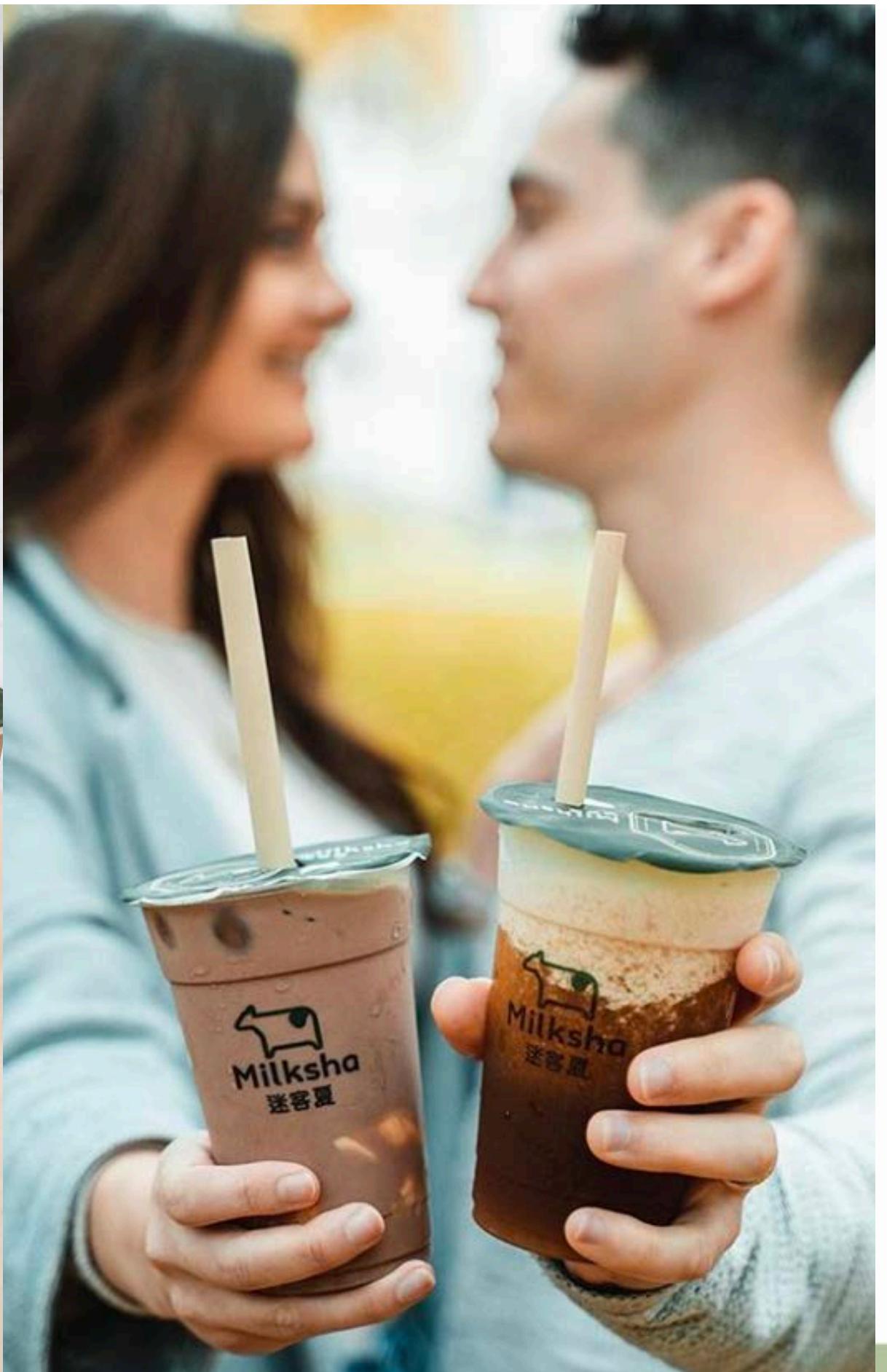
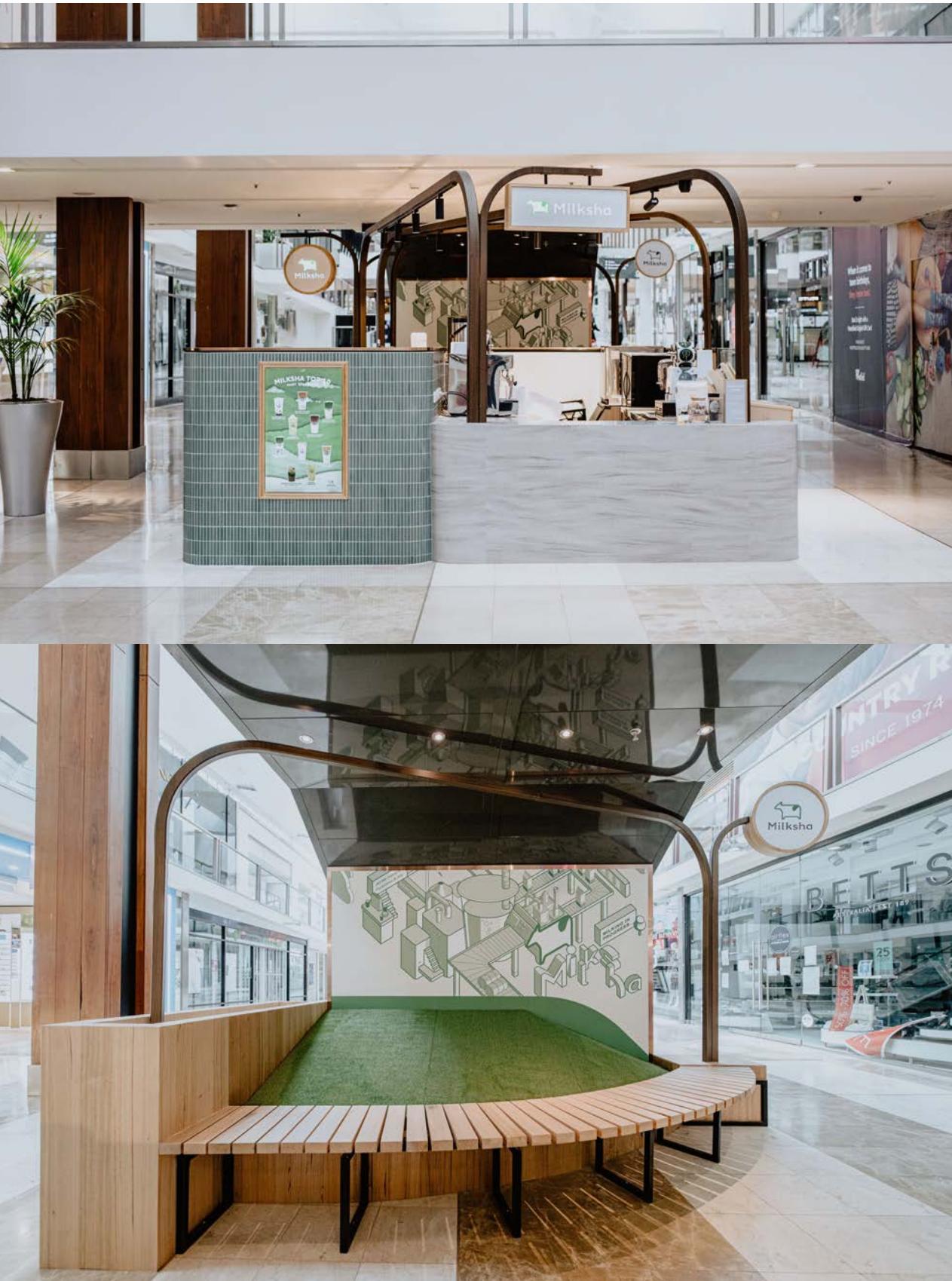


Photo Collaboration with  
Doux Photography

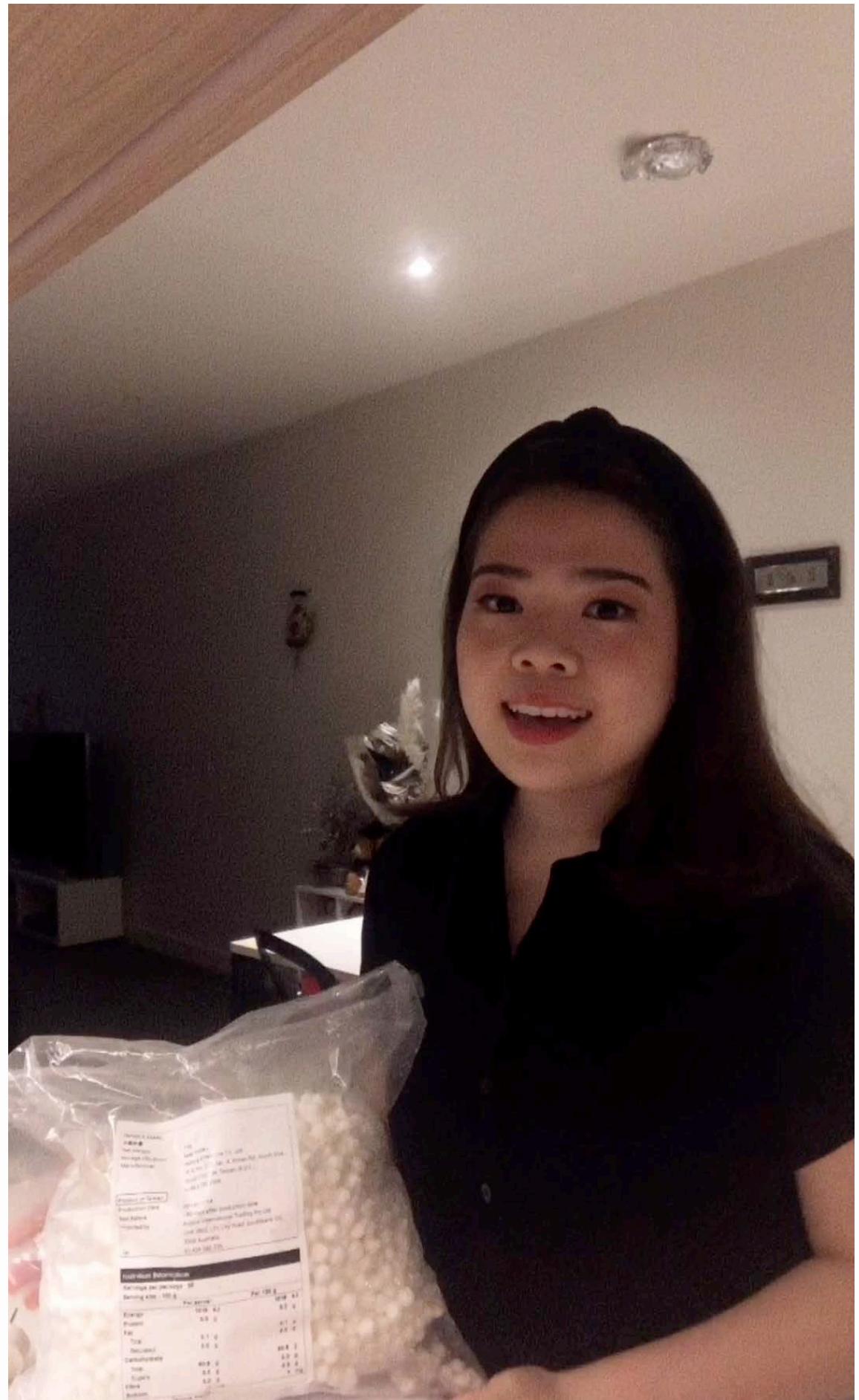
## Growing in Locations...



**MILKSHA**  
**Westfield Doncaster**  
Kiosk KG04, 619 Doncaster Road  
Doncaster VIC 3108



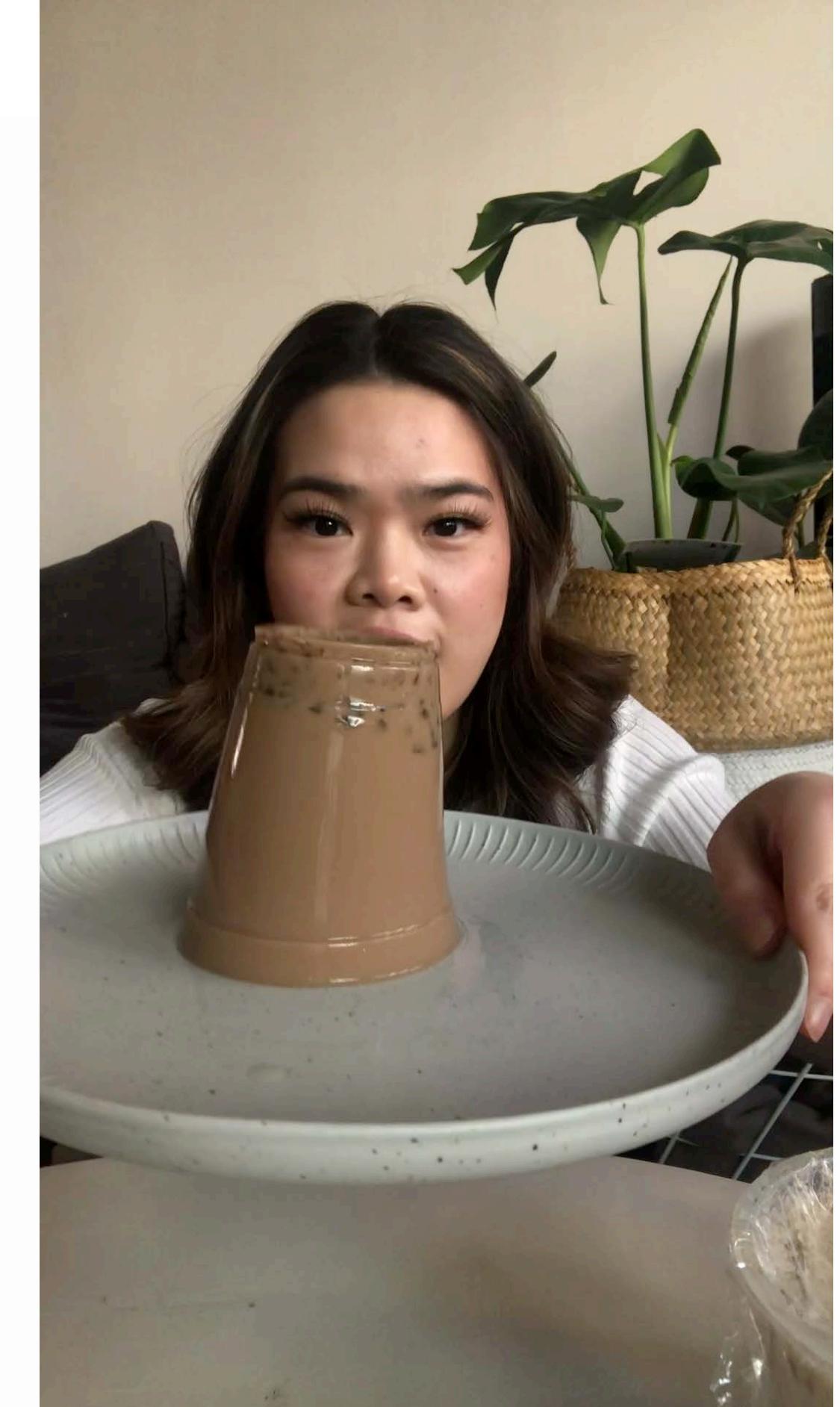
**MILKSHA**  
**Southern Cross Station**  
Shop G1A, 620 Collins St,  
Melbourne VIC 3000



**EP1 | Guide to Cook the Perfect Pearls at Home**



**EP2 | Milk Tea Flan with Brown Sugar Pearls**



**EP3 | Ultra Jiggly Milk Tea Jelly**

# Stay Home Recipes IGTV Series

In response to COVID-19 lockdown, we are building a Boba community. Be a reminder we are there for each other and be a source of inspiration for our followers and fans.



# Milksha Franchise Model

THIS IS WHERE YOU STEP IN FOR SUCCESS

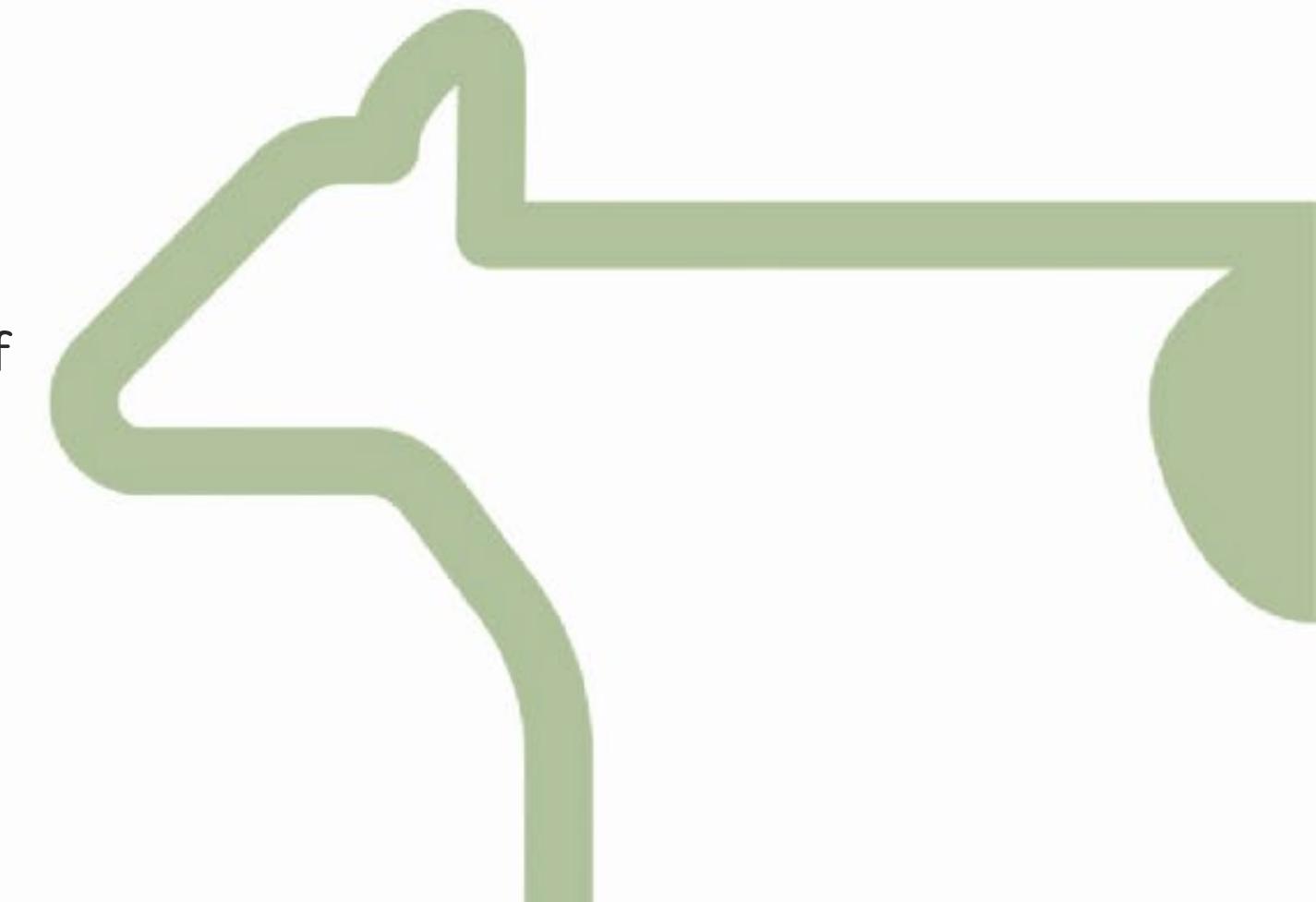
# BUT FIRST, MILKSHA

*Enjoy the taste of nature*



## Operations Support

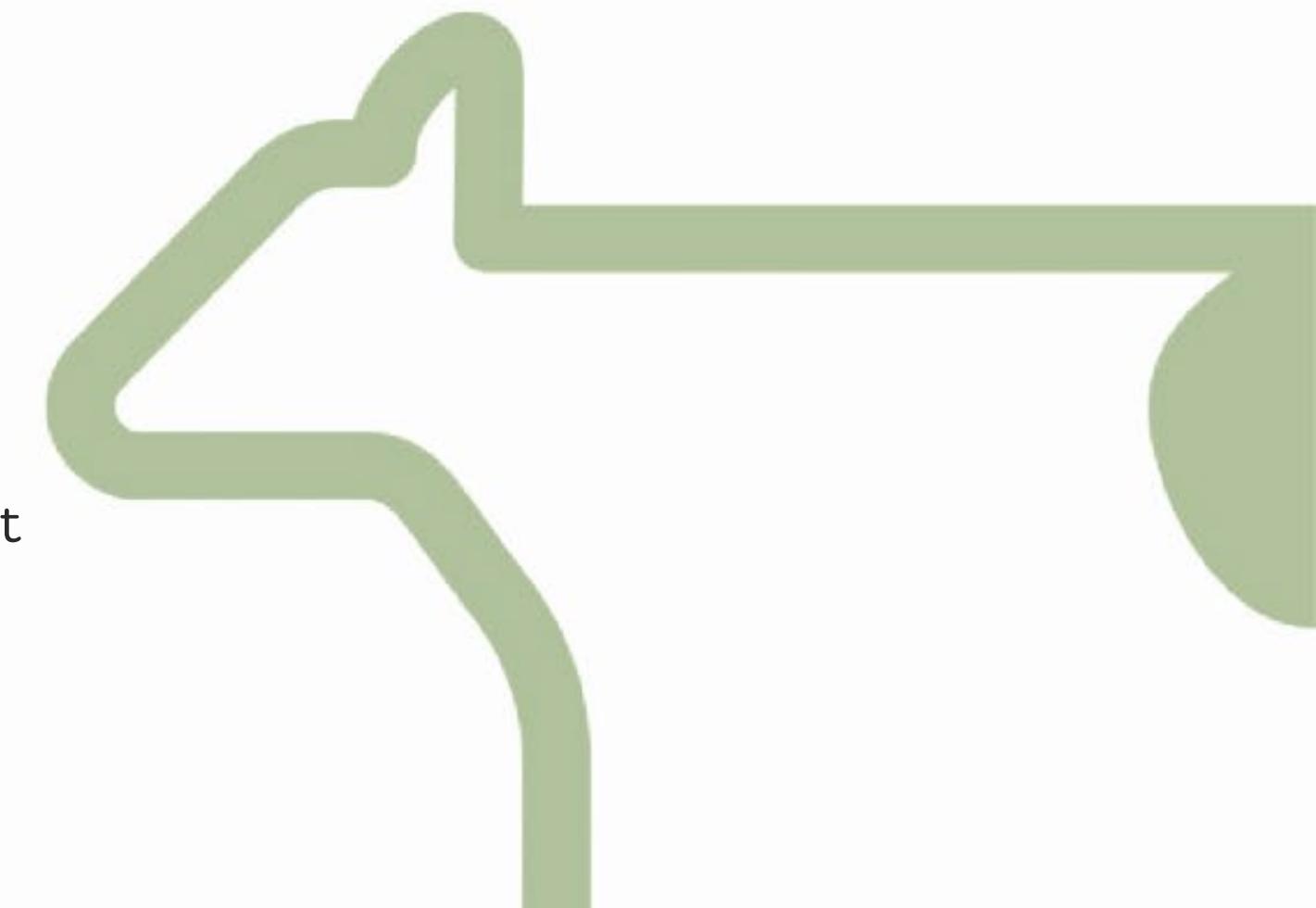
When you become part of the Milksha family, we'll provide **ongoing support** for anything big or small. We're available to help set up your store, establish sales goals, manage the day to day operations of your business, and assist in hiring and training staff. We'll **consult and coach** you and your team to confidently deliver results, enabling your Milksha business to **flourish and succeed**.





# Store Design

Milksha **will help with everything** from initial drawings and documentation to onsite works, managing contractors, installation and project delivery. Every project comes with our **commitment** to technical design, knowledge of manufacturing processes, and management strength to optimize daily operations efficiency.



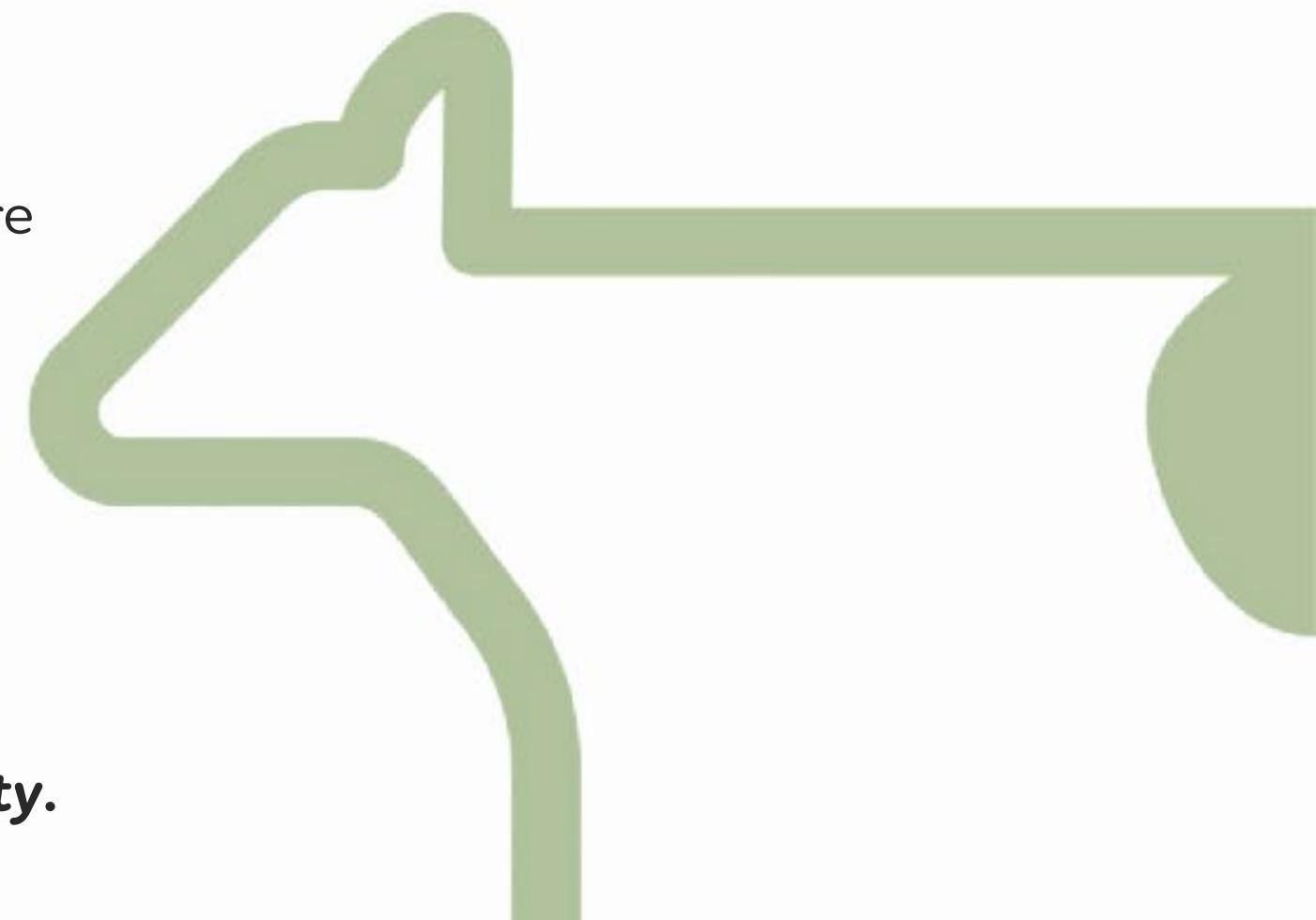


# Marketing Branding

Milksha Franchise Model

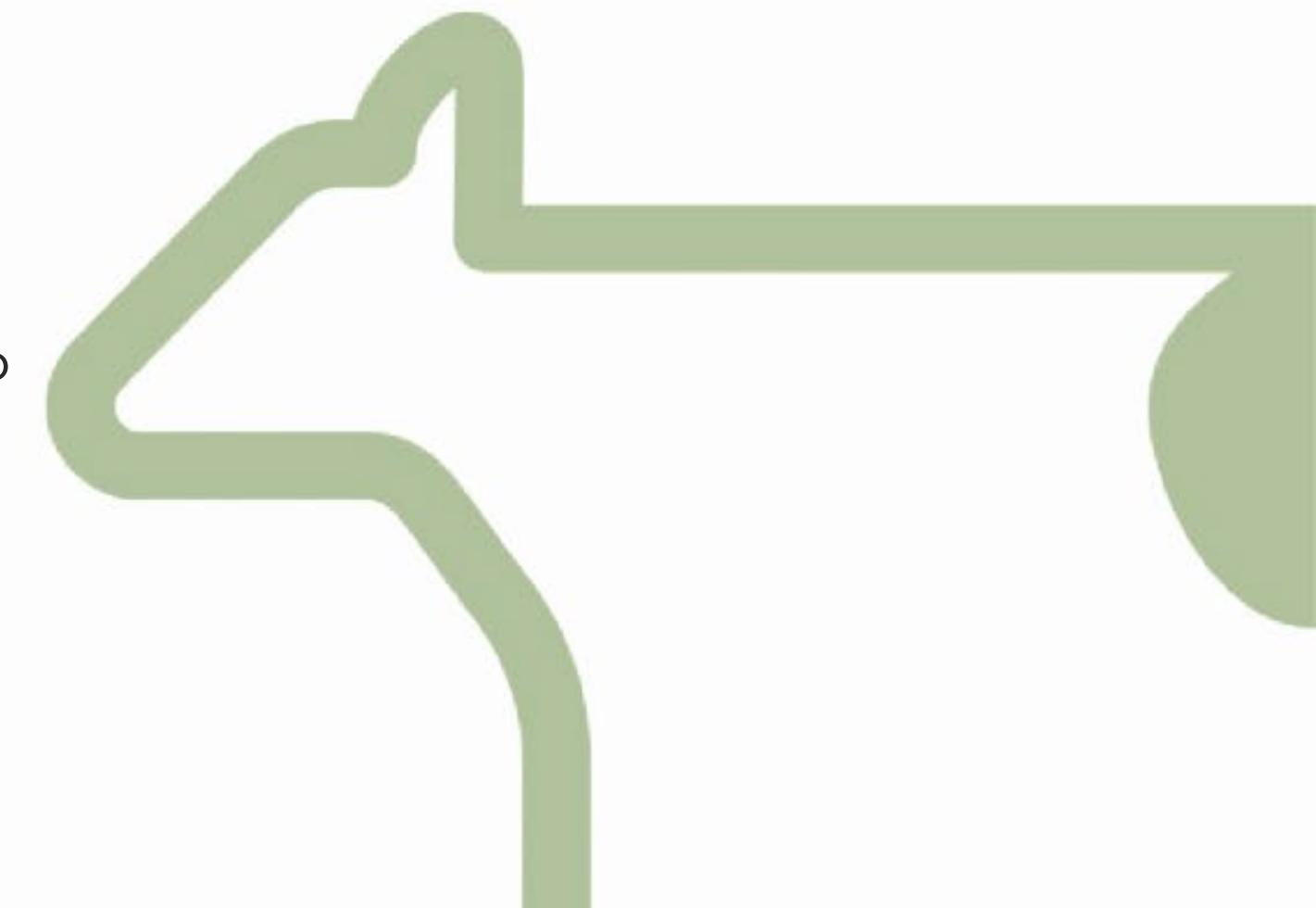
Our team's marketing strategies for your business puts effort to surprise, indulge customers, and overall build a stronger more competitive brand, by driving **consumer awareness and customer acquisition**.

Furthermore managing your social media channels to drive maximum engagement to keep our customers coming back for more. Our team provides guidance and training in to drive local area marketing initiatives to **connect directly with your local community**.



# Headquarter Product Innovation

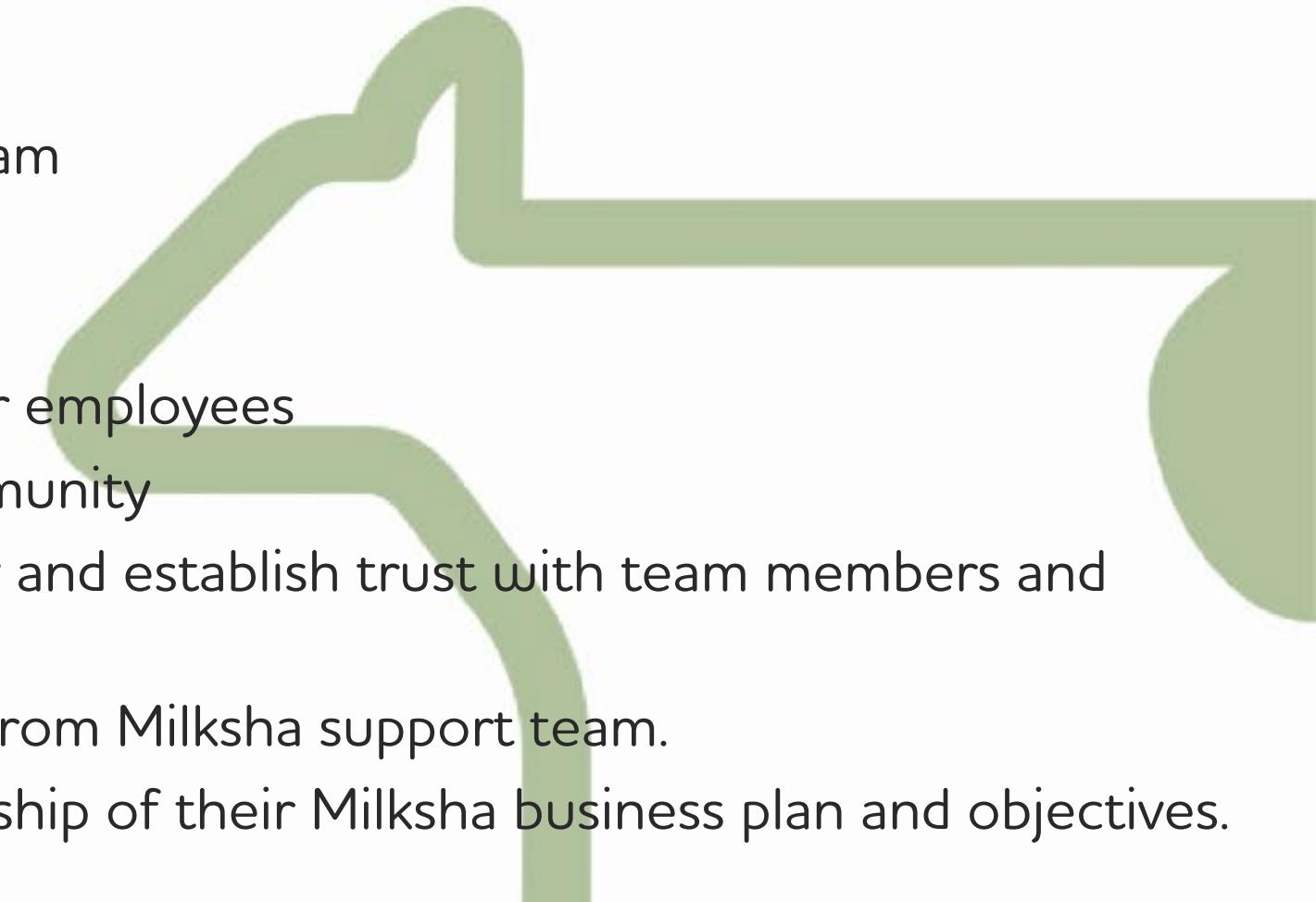
Milksha's headquarter product innovation team constantly challenges the status quo, pushing the limits to ***develop innovative brews*** to surprise and indulge our beloved customers' tastebuds. Our team has end to end control of the entire supply chain which gives us a greater overview and the agility to shift direction rapidly.



# OUR KIND OF PEOPLE

Milksha Franchise Model

- Positive attitude and drive
- The financial ability to kick start the dream
- A high level of energy and enthusiasm
- The willingness to learn new things
- The ability to motivate and manage your employees
- A passion to get involved with the community
- Franchise partners who display integrity and establish trust with team members and guests.
- The ability to take direction and advice from Milksha support team.
- Franchise partners who take full ownership of their Milksha business plan and objectives.



# Next steps...

**Get in touch** Submit an enquiry online

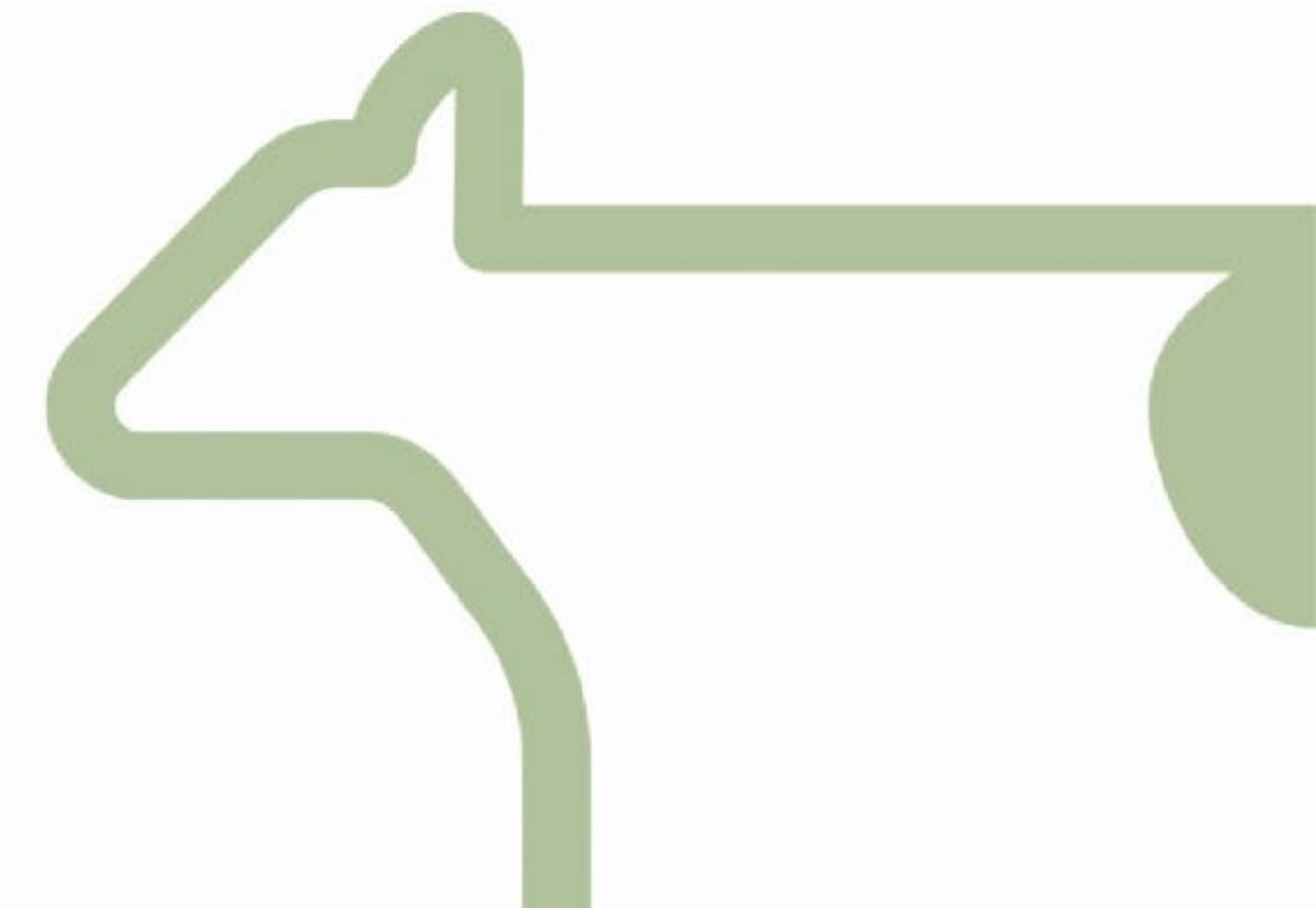
**Let's chat** We are a call away to answer all your budding questions

**Application Process** To seal the deal

**Legal Contracts** The (boring but) important bit

**Training**

**On-going support** We are here to help you every step of the way



# Meet Our Team

Energetic Team & Trusted Partners

Enquiry :

p: **0434366336 (Jeffrey)**

p: **0426623018 (Clara)**

e: **marketing@milksha.com.au**



@Milksha\_Melbourne



MilkshaMelbourne

