



Gong cha

Growth Partnership Proposal

#GrowTogetherWithGongCha

Gong cha Indonesia - 2025

INTRODUCTION

The very first Gong cha outlet is opened on 11 April 2020 at Lotte shopping avenue exactly during the course of the pandemic. But with Gong cha as a well known international bubble tea brand, we are able to sell **5000 cups in 3 days** of our grand opening.

Currently Gong cha is available at **Jakarta, Depok, Bekasi, Bandung, Surabaya, Solo, Yogyakarta and Bali** with a total outlet of 16 spread all around Indonesia with our fascinating innovative drinks

OUR GREAT VALUE



GENUINE

We celebrate individuality and passion to be the best version of ourselves

RESPECT

Respect for yourself and each other, Gong cha embraces diversity

EMPATHY

Connect by listening and appreciating different opinions. Everyone is included and heard

ADVENTUROUS

Be bold and go beyond the expected to delight our customer and colleagues

TEAMWORK

Together, we're better. Let's live the great values and have fun!

OUR VISION

To serve a billion cups of happiness

OUR MISSION

Unlock franchise profitability to accelerate growth to 10,000 stores by the end of 2030 with a consistently great operations that drive customer frequency and loyalty

WHAT OUR LEADER SAID

"Gong cha is fun! Our teams around the world take pride in serving the best tasting bubble tea to a broad demographic. We stand for quality and value long-lasting supplier relationships to ensure we maintain the highest standards and premium positioning. Our unique master franchise model, a relentless focus on operations, and our dedicated support teams around the world will help you scale the business to maximise profitability.

- Paul Reynish
Global CEO

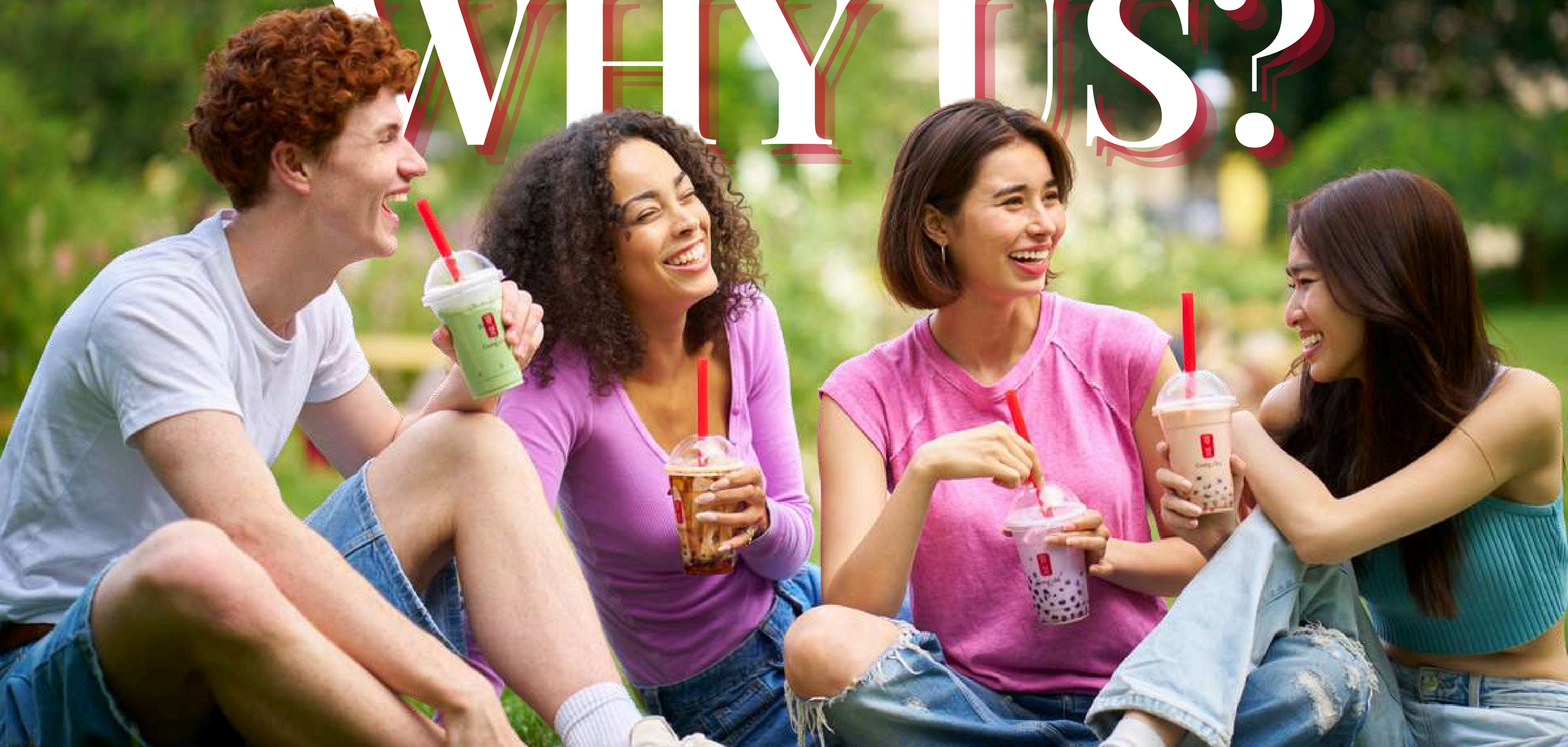


**OUR PEOPLE
MAKE THE
DIFFERENCE**



#GrowTogetherWithGongcha

WHY US?



We are thrilled to
announce that
Gong cha has been
recognized as a
Top Brand in Asia!



Influential Brands[®]

TOP BRAND

2024

BUBBLE TEA / LIFESTYLE TEA
BEVERAGE BRAND



Gong cha 

WE ARE ICONIC BRAND

Gong cha is a strong and recognizable brand with an established and loyal customer base. By becoming a Gong cha franchise, you'll be able to leverage our brand power to attract new customers, drive sales, and grow your business



Loyal customer - Gong cha is a strong and recognizable brand with an established and loyal customer base. By becoming a Gong cha franchise, you'll be able to leverage our brand power to attract new customers, drive sales, and grow your business

Brand trust - brand trust is one of the most important drivers of consumer purchase decision. Gong cha has a strong reputation for quality and reliability. which will give you an edge over competitors.

Recognition - Gong cha has a collection of awards, which are a testament to the love and loyalty that our customers have for Gong cha. You can trust that our brand will be well received by customers in your area and help drive sale for your business



Powered by PRODUCT



GONG CHA PERSONAL TEA FARM

We source all of our signature teas from the finest tea estates in Asia. Instead of relying on pre-mixed powders, we provide our franchises with the fresh ingredients your guests will love



FRESHNESS MAKES A DIFFERENCE

Our stores brew tea and prepare tapiocal pearls and other product fresh throughout the day. We make every drink to order where the guest can customize their ice, sweetness level and inclusions. Consumer demand quality and Gong cha delivers



IN HOUSE QUALITY CONTROL

Our headquarters house a renowned quality control laboratory led by our certified Tea Master with over 20 years of experience. We ensure every ingredient you receive meets our strict quality and safety standards. Your guests will taste the difference



FLEXIBLE FOOTPRINTS

Gong cha shops can fit in as little as 250 square feet (25 sq meters) and require minimal build out. Most stores are around 800 square feet to optimize guest experience. Equipment costs are low thanks to our efficient use of space and limited food preparation requirements. Site option can include in-line, drive through and kiosk models. Each location will have plenty of in-store branding to draw in crowds

GONG CHA IS FLEXIBLE FOR



Urban and suburban areas | University towns | Shopping centers



KEY SITE CRITERIA

- High foot traffic areas strong millennial and Gen Z population
- Transport hubs
- Tourist destination
- Event centres
- Close proximity to other QSR concepts, Colleges, Anchor stores or other places of gathering



Localised product

Gong cha Indonesia understand what is trending in Indonesia and use it as a leverage to tap into the market creating localised product that meets the needs and want of the current market



Brand Collaboration

We collaborate with local and international existing brand in Indonesia to gain more exposure and awareness which leads to a high conversion



Innovative Product

Big thematic event stays the same but strategies differs and thats where Gong cha Indonesia will tap in and create extraordinary campaigns to boost the brand

INNOVATION

Gong cha International Presence

Gong cha has 2112 stores and presence in 27 markets, and many more to come!



Gong cha

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INVESTMENT PLAN

INVESTMENT

Rp 700,000,000*

**Include license fee for the first 4 years and 1st initial supplies*

***Exlude rental fee, marketing fee, and construction fee*

Partnership Model

Royalty fee

License period

Report to finance

Audit

SEMI MANUAL

5 %

4 years

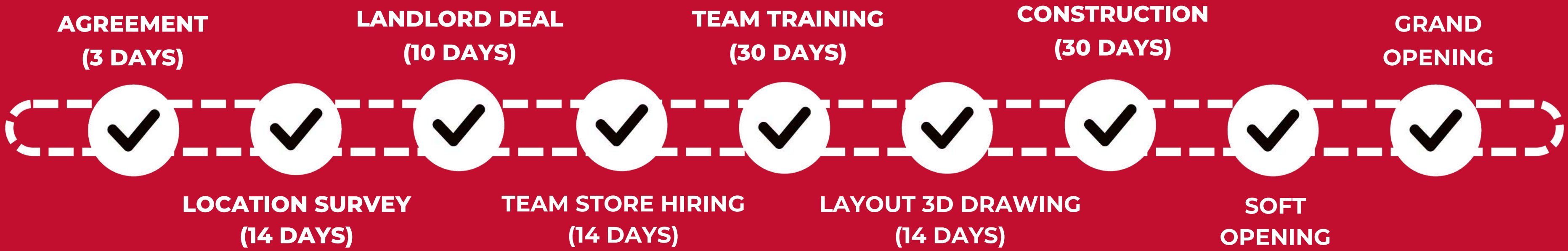
Sync to POS

Quarterly

Financial Projection

	Low sales 125 cups /day	Optimum sales 150 cups /day	High sales 175 cups /day
Operating days	30	30	30
Revenue per month	Rp 112,500,000	Rp 135,000,000	Rp 157,500,000
COGS (36% of rev)	Rp 39,375,000	Rp 47,250,000	Rp 55,125,000
Gross profit	Rp 73,125,000	Rp 87,750,000	Rp 102,375,000
Fix cost			
Salary	Rp 10,000,000	Rp 12,000,000	Rp 15,000,000
Mkt Fee & Management	Rp 10,000,000	Rp 10,000,000	Rp 10,000,000
Internet	Rp 350,000	Rp 350,000	Rp 350,000
Variable cost			
Utilities 7.5% (electricity & water)	Rp 10,125,000	Rp 15,187,500	Rp 18,900,000
PB 10%	Rp 14,850,000	Rp 22,275,000	Rp 27,720,000
Total Cost	Rp 45,325,000	Rp 60,312,000	Rp 71,970,000
Profit	Rp 31,962,500	Rp 40,425,000	Rp 47,887,500
Royalty fee 5%	Rp 1,598,125	Rp 2,021,250	Rp 2,394,375
Net profit	Rp 30,364,375	Rp 38,403,750	Rp 45,493,125
Return on investment	23 months	18 months	15 months

Opening Timeline



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CONNECT WITH US

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