



 MOMIZUHOUSE

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 @MOMIZUHOUSE



CEO Philosophy



Praowarin Phasitwasuthorn

" I believe,there is still growth
in the global beverage market"

We continuously improve and create
the great thing for our customers.

About



Praowarin Phasiwasuthon is the founder and a “beverage developer” of Momizu House.

Momizu House is a beverage brand and popular for its cheese burn drinks with 40 branches across Thailand, 5 branches in Laos and we also plan to expand our brand to other continents like Europe and North America.

By the end of 2020, we anticipate to have 46 branches.

Praowarin Phasiwasuthon is passionate about baked products and beverages, and has studied in many top-tier culinary schools including Le Cordon Bleu, and Blue Koff.

Way Beverage Co.,Ltd.



WAY BEVERAGE CO., LTD.

บริษัท เวย์เบฟเวอเรจ จำกัด

In 2019, we brought integrated knowledge and development to establish a brand named "Momizu House" We run the business by distributing food and beverage.

All over the time, our professional team has been working and creating accepted reputation from both remaining and new customers continuously.

The success of Momizu House is caused by fully experiences and professional team that we can meet customers' need and make them impressed Currently, Momizu House is determined as a continually improvement brand under Way Beverage Co.,Ltd.

Vision

Momizu House is the world's leading beverage company, trusted by stakeholders and partners. This ambition is encapsulated in the simple phrase, "Good Beverages"

It reflects the promise we make to all stakeholders that we will enhance the quality of people's lives with our beverages, everywhere.



Mission

- Always create happiness and impression for customers
- Maintain and develop our service to fully impress our customers
- Invent and develop our exclusive recipes, in order to satisfy customers' preference successively
- Expand our business in both domestic and internationally
- Contribute a full capacity and ability of our staffs under company's missions
- Participate in community development, conserve environments and strengthen our society



Logo Meaning



Maple leaf is widely popular in Japan, and it's also a sign of 'Elegance'. It shows spring changing to its meaning, beautiful leaf, and seasonal warmth. Maple leaf can always modify itself along with changing weathers of each location but still keep its uniqueness.

Just like Momizu House, we well selected good quality tea leaves and crafted into a variety of menus to directly deliver to customers impressively. Our brand has selected good ingredients from wide range of countries to blend perfectly and variably according to customer's needs.

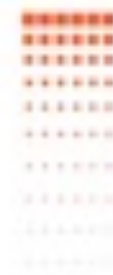


M



Maintain our quality and customer's satisfaction

O



Organize well in both internal and external sectors

M



Motivate optimistic environments in our organization

I



Innovate new and creative menu to excite customers

Z



Zest is the key to our brand

U



Unlimited improvement and innovation

Overview of our product

Beverages and bakeries

All goods at MOMIZU HOUSE are meticulously selected and created into our signature menus by skillful and experienced chefs. We offer the quality tastes and aromas to customers with 3 product groups.



Beverages



Bakeries



Soft Serves

Beverage

All cups are specially made from our secretly brewed and baked formula at Momizu House, we carefully select quality raw materials and brew our drink with care right to the finest details to deliver the perfect experience and aroma that will linger in our customers' hearts forever.



Seasonal Menu

BLACK HALLOWEEN

26 OCT - 8 NOV 2020

ด้วยธีมของปี 2020 นี้ Black Devil และ Red Zombie เป็นเมนูพิเศษที่ MOMIZU HOUSE ได้คิดค้นขึ้นเป็นพิเศษสำหรับปีนี้เท่านั้น และจะหมดอายุในวันที่ 8 พฤศจิกายน 2564 นี้เท่านั้น



BLACK DEVIL
ถ้วยละ 85.-

RED ZOMBIE
ถ้วยละ 85.-

MOMIZU HOUSE

GO VEGAN
กินใจ ไม่จําใจ

17% OFF

Soy Milk Maple Double Onsen

ครึ่งโหล

ซองเนื้อตัวที่อร่อยทั้งที่
ผสมนมเต็มไซส์รับ
เสิร์ฟพร้อมไออุ่น 2 ไร่



MOMIZU HOUSE

MERRY CHRISTMAS AND HAPPY NEW YEAR



Reindeer Choco Mint

Santa Berry Frappé

MOMIZU HOUSE

Seasonal Menu



Bakeries



Bakeries



Soft Serve



Packaging



Paper Bag

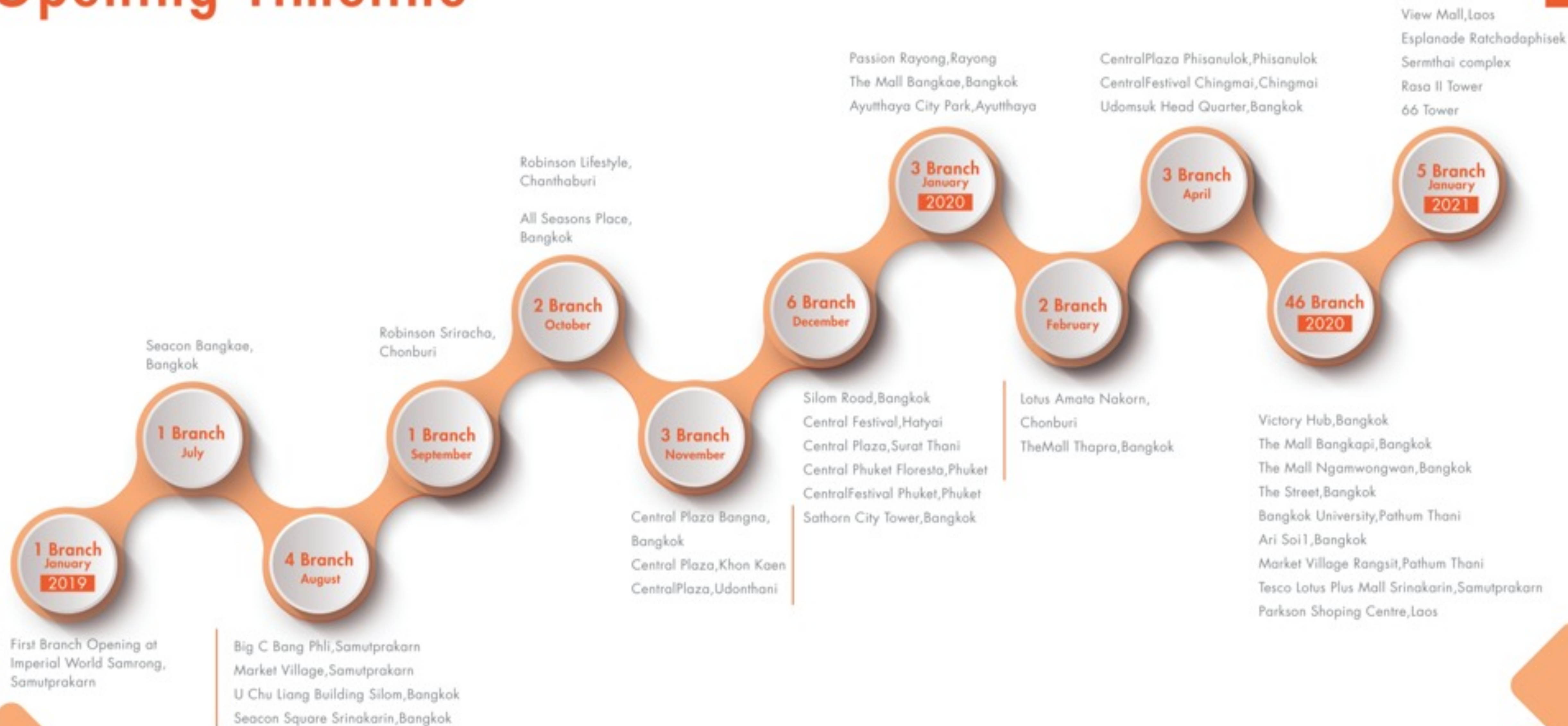


Cup



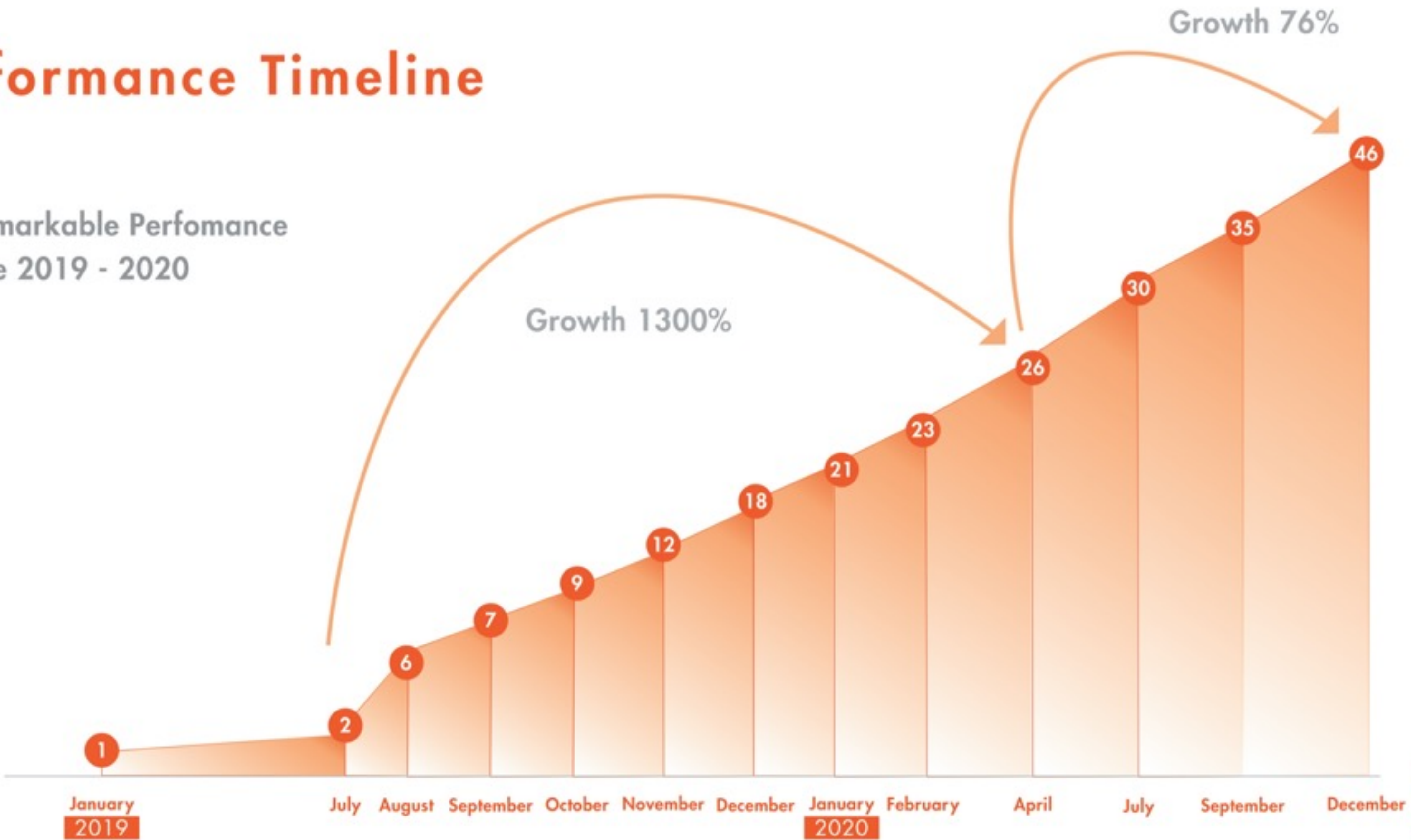
Mineral Water

Opening Timeline



Performance Timeline

Our Remarkable Performance Timeline 2019 - 2020



Branch

January 2019

January 2020

December

BRANCHES

N
Central Festival Chiang Mai
Central Plaza Phitsanulok

W
Robinson Kancharaburi

C

Imperial World Samrong Udomsuk Soi 13 Central Plaza Bangna Lotus Plus Mall Srinakarin The Street Ratchada Bangkok University Rangsit Seacon Bangkokae All Season Place Victory Hub Ayutthaya City Park	Market Village Bangplee Big C Bangplee Seacon Square Srinakarin The Mall Bangkokapi The Mall Lifestore Ngamwongwan Market Village Rangsit Sathorn City Tower U Chu Liang Ari Soi 1 And More.....
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NE
Central Plaza Udonthani
Central Plaza Khon Khan



E
Robinson Chanthaburi
Robinson Sri Racha
Passione Rayong
Burapha University Chonburi

S
Central Plaza Suratthani
Central Festival Hat Yai
Central Festival Phuket
Central Phuket Floresta



NEXT BRANCHES

Coming Soon

Central World
Central Ladprao
Central Westgate
Central Rama 9
Central Pinklao
Central Eastville
Central Chonburi
Central Festival Pattaya Beach
Cosmo Muangthong Thani

Siam Paragon
Siam Square (In Process)
Samyarn Mirtown
Fashion Island
Future Park Rangsit
GMM Building
Mega Bangna
66 Tower
Krabi

Terminal 21 Asoke
Terminal 21 Pattaya
Terminal 21 Korat
The Mall Tapra
The Mall Korat
Big - C Nakornpathom
Big - C Ratchadumri
Robinson Supanburi
Robinson Saraburi

Robinson Amatanakorn
Robinson Chacheongsao
Robinson Srisamarn
Robinson Ratchaburi
Robinson Thalang (Phuket)
Robinson Lifestyle Samutprakarn
Robinson Lifestyle Lardkrabang
Lotus Nakornsawan
LotusNakorn Srithamarat

World Wide NEXT BRANCHES



Target Group

Momizu House targets on customers, who are students and general workers. We mainly focus on consumer's drink, not just a general Bubble Milk Tea brand. Our target customers only need to have a medium income level because our price is affordable. That's why we received such a great and wonderful feedback from customers.



Offline Activities



Online Activities



On/Offline Promotion



Premium Gift



Pillow

Hat



Cloth Bag



Training Center

Route to us

- 5 minutes From BTS Udomsuk exit 5 and walk to our training center
- Bus number 25,38,2,511,508 to Udomsuk road



Research and Development



- Momizu House is continuously improving the quality and diversity of its menus in relations to market changes.
- Experimentation with new equipments and processing methods
- Revision of recips to meet newly introduced standards or consumers' demand

Shop Design

S | M | L | XL

Small Size

10-20 Sq.m.



Medium Size

21 - 30 Sq.m.



Shop Design

S | M | L | XL

Large Size

31 - 40 Sq.m.



Extra Large Size

41 - 70 Sq.m.



Shop Design

STANALONE

30 - 80 Sq.m.



Franchise Open Process

Contact us

**STEP
01**

Application
form to our
Headquarter

**STEP
02**

Primary
approval
via E-mail

**STEP
03**

MOU
Executed

**STEP
04**

Relevant
fees paid

**STEP
05**

Training date
confirmed

**STEP
06**

TYPE OF EXPENDITURE TO A UNIT FRANCHISE

Initial Expenses Needed to Set Up a Franchise	LOW (USD)	HIGH (USD)	Note
The franchise fee	18,000.00	18,000.00	Typical franchise fees today range between \$20,000 and \$45,000, with the average franchise fee of around \$37,500, but that's highly dependent on the industry and the franchisors in that industry group.
Other costs: Building out your franchise location	45,000.00	80,000.00	
Costs for finding the right location			
Civil and architectural drawings and professional fees			
Contractor fees			
Construction and leasehold improvements			
Equipment and fixtures			
Hardware and software			
Insurance deposits			
Licensing and permits			
Opening inventory			
Rent deposits and occupancy charges			
Utility deposits			
Other prepayments			
Training staff for your franchise	3,000.00	5,000.00	It can be adjusted, depends on your site.
Total	66,000.00	103,000.00	It can be adjusted, depends on your site.
Working capital approximately 6 months for your franchise	68,274.00	68,274.00	Working capital is the amount of money you need to support your ongoing expenses that are not covered by your revenue

TYPE OF EXPENDITURE TO A MASTER FRANCHISE

Initial Expenses Needed to Set Up a Franchise	LOW (USD)	HIGH (USD)	Note
The master franchise fee	60,000.00	100,000.00	It depends on the potential category.
Other costs: Building out your first store	49,500.00	80,000.00	
A Single unit franchise fee (25% of 18,000\$)			On each sub Franchise 25% (including the store is operated by Master Franchisee) of the sub franchisee fee will be transferred to the brand by the territory partner
Costs for finding the right location			
Civil and architectural drawings and professional fees			
Contractor fees			
Construction and leasehold improvements			
Equipment and fixtures			
Hardware and software			
Insurance deposits			
Licensing and permits			
Opening inventory			
Rent deposits and occupancy charges			
Utility deposits			
Other prepayments			
Training staff for your franchise	6,000.00	10,000.00	It can be adjusted, depends on your site.
Total	115,500.00	190,000.00	It can be adjusted, depends on your site.
Working capital approximately 6 months for your franchise	68,274.00	68,274.00	Working capital is the amount of money you need to support your ongoing expenses that are not covered by your revenue



THANK YOU.

