



HAPPITEA



GLOBALLY RECOGNISED TEA CHAIN FROM
VIETNAM IS COMING TO INDIA

Operating Successfully for 8+ Years

150+ Stores in Vietnam and The Philippines



ABOUT US

Established since 31/03/2017, with 8 years of experience in the F&B industry, Phúc Tea has continuously developed products from tea and coffee, combined with high-quality Vietnamese agricultural products. We take pride in offering a diverse and creative range of products that cater to the tastes of a wide variety of customers, while always focusing on quality and innovation in every product.

As of January 2025, Phúc Tea with international brand name HappiTea - has partnered with franchise investors to expand our network to more than 150 stores in Vietnam and to develop a Master Franchise in the Philippines. With comprehensive and flexible support, we are committed to providing a sustainable and effective franchise model for our partners, helping them grow their business in a stable and long-lasting manner.

OUR VISION

Aspire to be the leading milk tea brand from Vietnam to the world.

OUR MISSION

To bring happiness and human connection through innovative, quality products and outstanding customer experiences.



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OUR MILESTONE



2017

On 31.03.2017, humble beginning of a wooden cart & Phuc Tea franchise system was launched



2019

Phúc Tea reached 39 stores in 2019 and 79 stores in 2020



2021

The 110th & 111th stores were launched on the same date in Binh Duong province, Vietnam



2022

PhucTea Franchise joined GoGlobal Accelerator Program and ready to global under the international brand name HappiTea



2023

In December HappiTea signed the Master Franchise Contract in the Philippines. In July, the first HappiTea store was opened



NOW

Continue to expand in global markets through franchise concept

OUR TEAM

- 3 determined and passionate Co-Founders.
- Mrs. Nguyen Phi Van – International Franchise Expert, Chairwoman of VFLN.
- Mr. Nguyen Tuan Quynh – Vice Chairman of VFLN.
- Along with a team of 30+ F&B professionals, with many years of experience.



Mr. Tran Nhat Vu



Mr. Ly Tan Tai



Ms. Nguyen Ngoc Phi Yen



Ms. Nguyen Phi Van



Mr. Nguyen Tuan Quynh

*VFLN - Vietnam Franchising and Licencing Network



HAPPITEA



EXIT



OUR PRODUCTS

MILK & MILK TEA

VIETNAMESE COFFEE

VIETNAMESE SPECIAL DRINKS

TEA&FRUIT TEA

VIETNAMESE AGRICULTURAL PRODUCTS



OUR PRODUCTS



MILK TEA



VIETNAMESE COFFEE



FRUIT TEA

COMPREHENSIVE BRAND SUPPORT

HappiTea has exceptional potential for business expansion via Franchise as it is committed to offering strategic support to its franchise partners at all levels, ensuring mutual growth and profitability.

Store Architecture & Design

Store Launch Plan

Recipes & Menu Innovation

Training

Systems & IT Tools

Website & Social Media Support



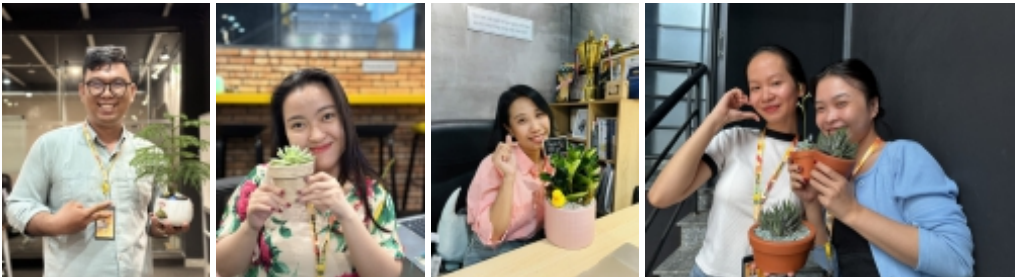
SUSTAINABILITY ACTIVITIES



HANDOVER OF HAPPI HOUSE NO. 1 (OCTOBER 2022)



HANDOVER OF HAPPI HOUSE NO. 2 (JULY 2024)



INDIVIDUAL TREE PLANTING ACTIVITY AT PERSONAL WORKSPACE



HANDOVER OF A LIBRARY TO A PRIMARY SCHOOL IN THE HIGHLANDS - SA PHIN SCHOOL - HA GIANG - VIETNAM



TREE PLANTING ACTIVITY AT XUAN LIEN NATIONAL FOREST



FOOD & DRINK DONNATION AT SPECIAL OCCASSIONS

FINANCIALS

Model	FOFO
Area Required	200-500 Sq. Ft
Total Investment	INR 17 Lakhs
Franchise Fee	INR 5 Lakhs
Royalty	6%
Average Annual ROI	~100%
Payback Period	12-14 Months
Contract Period	5 Years

Area Developer Franchise Opportunities Available!





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