

Southeast asia and bubble tea franchise



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BUSTER**

Chatime Malaysia managing director Bryan Loo said it expects to have at least 100 bubble tea outlets nationwide by year-end. “ We are looking at expanding across Malaysia which includes Sabah and Sarawak as well,” Loo told reporters after the launch of the BCARD and Chatime collaboration at a Chatime outlet in Bandar Puteri Puchong yesterday. He said his company, Loob Holding Sdn Bhd, brought in the bubble tea franchise from Taiwan two years ago, with him operating the first outlet as the cashier in Pavilion mall.

“ In the beginning, it was tough to convince people to try our product. I had to use every trick in the book to tell them that our bubble tea is not like the others as it is made from organic ingredients and is not same as the bubble tea sold in the pasar malam (night market),” Loo said. His efforts prevailed and today not only Loo is planning to have 100 outlets by year-end, he is also looking to expand into other countries in the Southeast Asian region.

We hold the master franchise for Malaysia and we are also looking at buying the master franchise for two other countries soon,” he said. Loo’s sister Loo Chee Leng, who is general manager of Loob Holdings, said it was her younger brother who had convinced their father to invest in the business two years ago. She said the most popular bubble tea product they have is the pearl milk tea. They sell up to one million cups of bubble tea in a month. Besides Malaysia, Chatime has over 700 retail outlets across the Asia Pacific region.

On the collaboration with BCARD, BLoyalty Sdn Bhd director Gary Yeoh said they have over 300, 000 members currently. He hopes the collaboration with Chatime Malaysia through its Thristea card will increase its memberships by

400, 000 by year-end. “ The Thristea card allows members to collect points and enjoy special discounts at Chatime outlets, while existing BCARD members will also be able to collect BPoints at all 50 Chatime outlets nationwide,” he said.