

# BENKEI HIME

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## Franchise Business Presentation



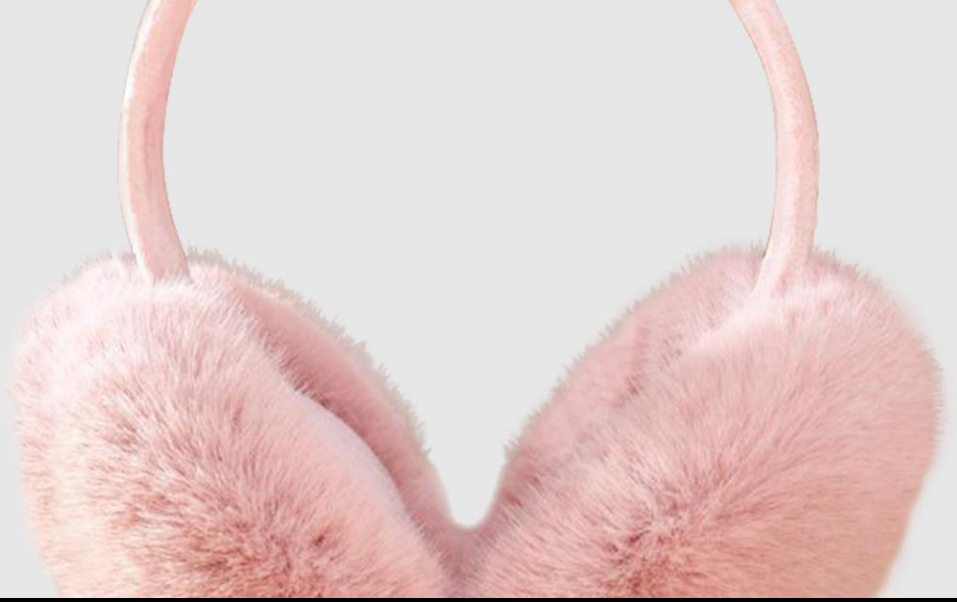
# About BENKEI HIME

People love Bubble Tea. Especially at **Benkei Hime**. When the developers decided to invest in a Bubble Tea business, they realized that they had to do it differently to dominate the market.

The goal was to make everything better - the ingredients, the presentation of the drinks, the taste experience, the environment, and even the cups they present it in.

Meet **Benkei Hime**.





A One-of-a-Kind Franchise

- ✓ Original Ingredients
- ✓ No Artificial Flavours
- ✓ BH Cream Made In-House
- ✓ Our Own Formulations
- ✓ Multiple Income Streams
- ✓ Useful Lifestyle Products
- ✓ Worldwide Suppliers
- ✓ On Trend” Merchandise

# The Benkei Hime Difference



# Three Businesses in One



## BUBBLE TEA

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Unique flavor infused bubble tea. Both fresh fruit and creamy selections.



## LIFESTYLE MERCHANDISE

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Customer friendly merchandise from small gadgets to BIG gifts.

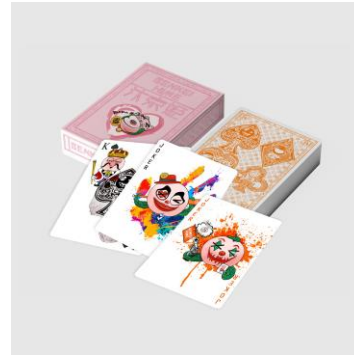
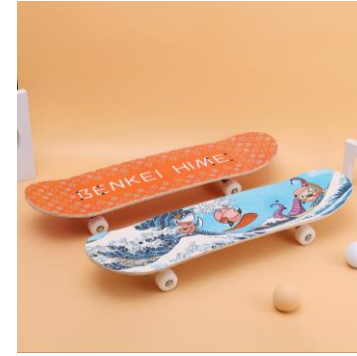
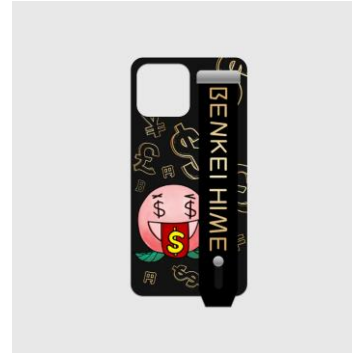


## APPAREL

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High quality seasonal branded apparel that's fun, functional, and comfortable.

# Our Superstar **Products** Sell



THE





# Outstanding Interior Fabrication

**Mall Magnet.** That's a description that was recently used to explain how people end up in a **Benkei Hime** store. We pushed our designers to give us interior creations that would get people talking.

LEARN MORE





# BH Marketing System



## Database Marketing

Promotional campaigns to customer base



## Social Media

Promotions / Saving specials spread across multiple platforms



## Mall Promotions

Seasonal mall promotions with tie in opportunities



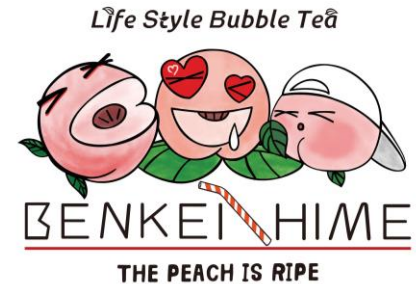
## Community Marketing

Outreach promotions to the surrounding community



# Training And Franchise Support

Franchisees get the benefit of our experience opening multiple stores on different continents that served many cultures. Your training includes hands on experience in a corporate store and on-site training in your own unit.





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# The Bubble Tea Market

The Bubble Tea market continues to grow at a rapid rate worldwide and the customer base is expanding every day.

You can be part of this growth with a progressive and forward-thinking franchise group.

LEARN MORE



## PRECEDENCE RESEARCH

*“The Bubble Tea Industry is Expected to Increase at a 6.5% of CAGR by 2032”.*



## FACTS.NET

**Currently, the bubble tea business is valued at more than \$2.5 billion...**

## Fortune Business Report

By 2027, the global market share for Bubble Tea is expected to reach \$3.39 billion.

## GLOBAL EDGE

*...In the United States, which currently houses over 3000 bubble tea stores as of 2023...*



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# Join a Winning Franchise

And Be Different.

The world is changing and 'me too' merchants will find it hard to compete. **Benkei Hime** is on the cutting-edge offering customers what they want in a bright, beautiful, and welcoming environment for now and the future.



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# Contact Us

For more information on joining the  
**BENKEI HIME** Franchise Family  
contact Brian at 416 606 8200 / [brian@nfi.ca](mailto:brian@nfi.ca)

## FRANCHISING ADMINISTRATION

Network Franchising International

[www.nfi.ca](http://www.nfi.ca)

## CORPORATE STORES

### Eaton Centre

220 Yonge St, Toronto, ON

### Markville Mall

5000 Hwy 7, Markham, ON

