

Mommy's Table Franchise

Introduction

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Chef



Drink



Coffee



Meat



Spoon



Fruit



Drink



Coffee



Spoon

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Chef



Drink



Coffee



Spoon

01. Company Introduction

Daesung Silicon Co., Ltd.

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01. Company Introduction

Daesung Silicon Co., Ltd.

"Manufacturer of Eco-friendly Silicone Kitchenware"

Daesung Silicon has designed and manufactured only **eco-friendly products**

"Mommy's Table"

KEY
01

From our long experiences and technology in design and manufacture of the silicone products since 20 years ago, we have launched our own brand, "Mommy's Table" for own designed silicone cookware and kitchen appliances.

As a small enterprise, it is rarely registered all the products in their own design, not just cheap as Chinese raw material rather made by the highest quality and best silicone product in the United States, and made up of a product that is not behind any product in Europe.

KEY
03

"Mommy's Table," is already recognized in the Korean kitchenware market, currently in domestic large department store they are selling at premium prices over foreign products.

"Mommy's Table" means the dining table set with mommy's heart. As represented by our brand name we promise to design and make the best products out of the mommy's love.

KEY
02

KEY
04



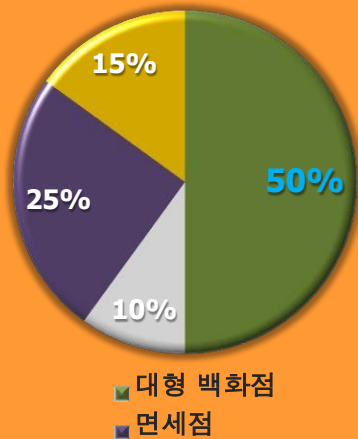
01. Company Introduction

Key Sales Analysis

It is expanding the market for "Mommy's Table," which serve as a product of the eco-friendly silicone cookware appliances, and is expanding it's market from China to Southeast Asia, which is closer to Southeast Asia. Recently, Russia has supplied products to the Russian market.

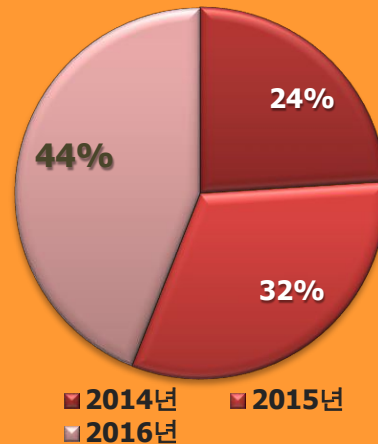
Mommy's Table Revenue & Market Share

Currently, major domestic retailers have large department stores and large duty-free shops. We are extending exports beyond the domestic market, and we intend the premium kitchen appliance market with you.



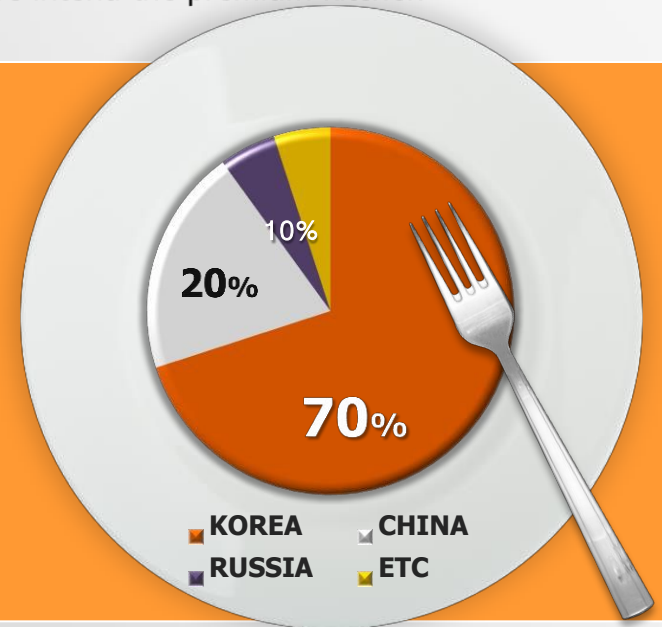
Major Customers

Target large discounts stores such as large department stores, large discount marts, duty-free shops, etc.



Revenue Growth Rate

Three years ago, there were more than 20% growth rate per year.



National Market Rate

Based on the success of the Korean market, we are now exploring overseas markets.

01. Company Introduction

Key Domestic Delivery Account

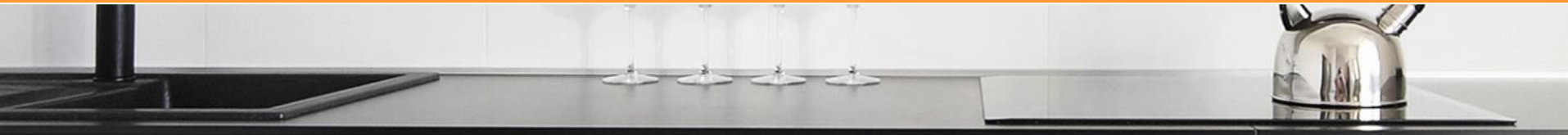
Daesung Silicon Mommy's Table is continues to trade with local major department stores and major retailers in a fashion.

LOTTE
DEPARTMENT STORE

Lotte Department Store



Lotte Department Store is located in all stores nationwide.



01. Company Introduction

Key Domestic Delivery Account

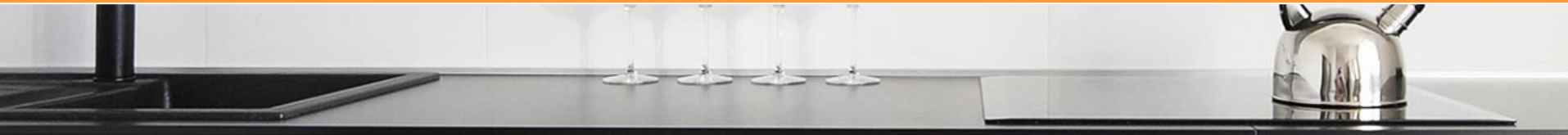
Daeseong Silicon Mommy's Table is continues to trade with local major department stores and major retailers in a fashion.

THE SHILLA
duty free Shilla Duty Free Shop

Due to the eco-friendly image of the product, we are currently talking about duty-free shops and duty-free shops in China and Japan, and we are planning to supply it in some duty-free shops.



It is located at the Shilla Duty Free Shop, Jeju International Airport, and Shilla Duty Free Shops.



01. Company Introduction

Key Domestic Delivery Account

We have signed a bargain with Shinsegae E-mart.



Shinsegae Emart

It is a specialty store in 2000 with a brand new product called Natural Product JAJU, which is a specialty of Shinsegae, and is currently dealing with eco-friendly kitchen utensils.





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02. Brand Introduction

"Mommy's Table"

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02. Brand Introduction

Mommy's Table

"Mommy's Table" is the name of a silicone kitchen made with the best materials and qualitative ingredients made by the mother's heart.

mommy's table

"Eco-Friendly Kitchenware Products"

Semi-Permanent Use



Using silicone shells maintains a high level of rebound and can be used semi-permanent.

Convenience of Cooking



Areas where foods are directly touched by food are treated with special surface treatment techniques and do not adhere to the food carefully.

Stability of Cooking



Parts of the cooking tool handle are made of silicon and the handle is not hot. Also, there is no smell using catalyst.

02. Brand Introduction

About Silicone Cookware

Former products of the Mommy's Table used silicon as a main ingredient. The silicon features are as follows:

Silicone Kitchen Utensils

Made of natural materials by using raw materials. This product is certified internationally by FDA/ROHS/LFBG.



Step 01
Eco-friendly

Step 02
International
Authentication

Step 03
Convenience

Step 04
Safety

Step
01

Using Eco-friendly Materials

Using natural materials manufactured

Step
02

International Authentication

Authorized International Accreditation Products
– FDA / ROHS / LFBG

Step
03

Convenience

Silicone has a smooth surface which protects the coating surface of the cooking utensils and prevents slippage of food with it's non-slip function.

Step
04

Safety

There is no change in physical properties from minus 60 degrees to 250 degrees, and no environmental problem occur at high temperatures.

02. Brand Introduction

Product Descriptions (Cookware Products)

The Mommy's Table provides various kitchen products for eco-friendly products. From cooking tools to infant products, we have range of about 150 products. It's been developing a useful kitchen appliances.

Cooking Utensils



Baby Goods



02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



마미스테인블 실리콘 원형냄비는 전자레인지나 광파오븐레인지에서 간편하게 요리를 만들거나 데울 수 있습니다.

 HEAT RESISTANT **315°C**
Usual Temp **-40°C~250°C**



맛있는 계란찜을 3분이면 완성.



물을 넣지 않고도 간편한 야채데치기.



제육볶음도 간편하게.



먹다가 남은 음식도 바로 냉장고에 보관.

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 사각도마의 다양한 용도



마미스테이블 실리콘 사각도마는 쿠션감이 좋아서 손목에 무리가 가지않고, 바닥에 밀착되어 사용시 미끄러짐이 없습니다.



쿠션감이 좋아서 손목에 무리가 가지않고,



미끄러지지 않아서 사용하기 편리합니다.



잘 휘어지고 잘 복원되는 특성은 여러가지로 편리합니다.



음식물이 달라붙지 않아 세척하기가 쉽습니다.

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 렌지볼의 다양한 용도



마미스테인블 실리콘 렌지볼은 갓지은 밥을 냉동실에 보관하였다가 해동하여 언제든지 새로지은 밥처럼 드실수 있습니다.



냉장고에 보관하였던 요리들을.



전자렌지에 돌려 새로운 밥처럼 따뜻하고 맛있게 드실 수 있습니다.



계란찜도 3분이면 가능하고.



표면에 음식물이 달라붙지 않도록 매끄럽게 처리되어 있고, 부드럽게 휘어집니다.

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 원형찜기의 다양한 용도



마미스테이블 실리콘 원형찜기는 최고급 플래티늄 실리콘을 사용하여 만들 제품으로 각종 찜요리에 안심하고 사용할 수 있습니다.



형감을 따로 깔지 않고 만두를 찌도,



찜기에 만두가 달라 붙지 않고,



손잡이 고리가 있어 쉽게 들어 올릴 수 있고,



어떤 그릇에든 잘 구부러져
사용이 편리합니다.

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 실링볼의 다양한 용도




마미스테이블 실리콘 스티머는 전자렌지로 간단한 요리를 만들기에 편리하고, 최고급 플레티늄 실리콘으로 만들어 안전합니다.



실리콘 스티머 요리시간

mommy's table **silicon steamer**

마미스테이블 실리콘스티머에는 레시피책이 포함되어 있습니다.

			
콩나물밥 1인분, 10분~12분	영양밥 1인분, 10분~12분	조기구이 200g, 3분~4분	오징어볶음 200g, 3분~4분
			
닭다리구이 300g, 8분~9분	갈치조림 200g, 3분~4분	치즈 떡볶이 400g, 4분~6분	치즈 스파게티 400g, 4분~6분
			
새우 버터구이 200g, 3분~4분	호빵찜 200g, 2분	고구마/감자찜 400g, 8분~10분	피자 200g, 3분~4분

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 냄비손잡이의 다양한 용도



마미스테이블 실리콘 냄비손잡이는 고온에도 녹지않고 열전도가 되지않아 뜨거운 냄비를 집을때 사용하기 편리한 냄비손잡이입니다.



컬러풀한 색상은



주방을 화사하게 만들어줍니다.



작은 들기들은,



쉽게 미끄러지지 않도록 해 줍니다.

02. Brand Introduction

Product Descriptions (Cookware Products) – Example of Use

It is hygienic and convenient and can be cooked in various ways.



실리콘 식탁매트의 다양한 용도



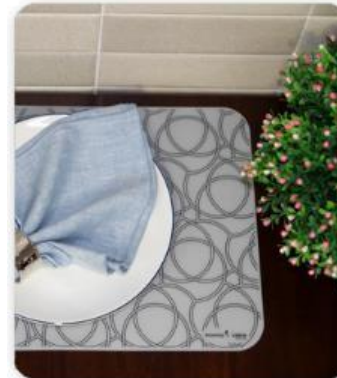
마미스테인블 실리콘 식탁매트는 논슬립 기능이 있어 그릇이 미끄러 지지 않고 세척하기도 간편합니다.



크고, 무거운 그릇을 올려놓아도 안전하고,



내구성이 좋아 말아도 구김없이 다시 펴집니다



산뜻한 디자인과 켈러감은,




식탁을 더욱 화사하게 해 줍니다.

02. Brand Introduction

Domestic and International Certificates (Product Certification)

The Mommy's Table is secured several certified certificates by the national and international accreditation authorities.

KTR TEST REPORT

 YOUR PARTNER FOR THE BEST QUALITY

TEST REPORT

88-2, Yeongdeungpo-Dong 8 street, Yeongdeungpo-Gu, Seoul, KOREA TEL: 82-2-2184-9311 FAX: 82-2-3584-1998
Report No : TAK-09156 Receipt Date : Feb.11.2011
Client : BYEONG-GI, KIM Test Completion Date : Feb.19.2011
DNE: SIKSIL SILICONE IND CO., LTD.
48-170, SAMEONG-DONG, GUBONG-GU, BUCHEON-SI,
GYEONGGI-DO, KOREA.
Sample : SILICONE KITCHEN TOOLS

TEST RESULTS			
TEST ITEM	UNIT	SAMPLE	RESULT
Pb	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (AAI)
Cd	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (AAI)
Hg	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (AAI)
CdNi	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (AAI)
Total-PBBs	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Mono-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Di-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Tri-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Tetra-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Penta-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Hexa-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Hepta-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Octa-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Nona-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Deca-BB	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Total-PCDEs	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Mono-BCE	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Di-BCE	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Tri-BCE	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)
Tetra-BCE	mg/kg		Not Detected IEC 62281 Ed. 1.0 b : 2008 (GC/MS)

~ Next Page ~


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Feb. 18, 2011

Korea Testing & Research Institute
President *Kim Young-Ho*

1 of Total : 2 Page(s)

 KTR KOREA TESTING & RESEARCH INSTITUTE



Certification Description

KTR TEST REPORT is technology and a certification mark of confidence.

Hazardous materials and product safety, according to the diversification of the improvement of public spending to protect consumers from the authentication.

Functionality of the manufacturer products, convergence of functionality products, safety is required for fusion products, interagency and academic researchers in KTR consisting of experts such as Council will have to go through.

TR(Test Report) mark certification and inspection criteria for evaluation standards for those products.

02. Brand Introduction

Domestic and International Certificates (Product Certification)

The Mommy's Table is secured several certified certificates by the national and international accreditation authorities.

ISO 9001, 14001



Certification Description

ISO 9001 Certification

Quality management system that can be applied to all business sectors and activities, prescribes the requirements of international standards.

Fulfillment systems of the product meets the requirements set forth and operate effectively and objectively third party certification to the system.

ISO 14001 Certification

All industries and activities on environmental management system that can be applied international standards.

Environmental management system companies systematically identifying, evaluation and management and environment by improving the environmental aspects can efficiently manage the risks.

02. Brand Introduction

Domestic and International Certificates

The Mommy's Table is secured several certified certificates by the national and international accreditation authorities

JTH Sanitary Certificate

JTH INTERNATIONAL
102 GONGNEUNGCHONRO, ILSANDONG-GU, GYANG CITY, GYEONGGI-DO, KOREA
TEL: 82-31-904-3198, FAX: 82-31-904-3195

HEALTH CERTIFICATE

1. NAME OF EXPORTER: JTH INTERNATIONAL CO., LTD.
102 GONGNEUNGCHONRO ILSANDONG-GU
GYANG CITY, GYEONGGI-DO, KOREA
TEL: 82-31-904-3198, FAX: 82-31-904-3195

2. EXPORT AGENT: RIVENTREE CO., LTD.
810 NUMKANG-1BECHTECHVALLY-117, SAGIMANGCOL-RO
JUNGWON-GU SEONGNAM-SI GYEDONG-GU, KOREA

3. NAME OF IMPORTER: DALIAN RESUNE INT'L TRADING CO LTD.
300-3-402 DANDONG-STR. ZHONGSHAN DIST.
DALIAN CHINA


4. IMPORTING COUNTRY: CHINA


5. COMMODITY: CUTTINGBOARD & KNIFE & SILICONE TRIVET

ITEM NO.	QUANTITY	ITEM NO.	QUANTITY
IBX-PL	5	PI-SP	20
BSR-001	10	BSR-001	10
PSR-002	10	BSR-002	10
PSR-001	10	BC-PLS	10
PSR-001	10	BC-SPS	10
PSR-002	10	BCM-001	10
PSR-001	10	BCM-002	10
ZRS-001	10	BCJ-001	10
ZRS-002	10	BCJ-002	10
ZRS-001	10	PSF-5CL	200
SMT-3CL	90	PSF-4CL	160

6. QUANTITY: 645 PCS

THIS IS TO CERTIFY THAT THE ABOVE PRODUCTS ARE FIT FOR HUMAN USE AND
have been tested to the standards appearing
herein has been duly registered at this chamber.

 14 JUL 2014
General Manager
Heon-Su, Chang
20140729

JTH INTERNATIONAL CO., LTD.

JUNG-JOON, PARK President

Certification Description

Kitchen utensils and cooking utensils is in direct contact with food hygiene and cleanliness in exporting the sanitary certificate is required.

JTH INTERNATIONAL health to hygiene, cleanliness of the product from the certification agency international certificate to complete.

Sanitary certificate s required by Chinese authorities when exporting in China.

In addition, FDA(Food Development Authorities) holds a variety of authentication including each product is registered patents and designs.

02. Brand Introduction

Promotion Activities

PPL (Product Placement) intended to target housewives based on key purchases except basic marketing methods through marketing we have been promoting promotional activities to expose products to dramas and films.

KBS2 "What Happens to My Family?"



SBS "Only Love"



02. Brand Introduction

Promotion Activities

PPL (Product Placement) intended to target housewives based on key purchases except basic marketing methods through marketing we have been promoting promotional activities to expose products to dramas and films.

KBS "Discovery of Love"



KBS2 "Wonderful Days"



02. Brand Introduction

Promotion Activities

PPL(Product Placement) These are scenes from dramas and movies exposed by Mommy's Table. After each drama and movie, there were significant marketing effects. Mommy's Table tries to raise awareness through the PPL advertisement.



02. Brand Introduction

Promotion Activities

PPL(Product Placement) These are scenes from dramas and movies exposed by Mommy's Table. After each drama and movie, there were significant marketing effects. Mommy's Table tries to raise awareness through the PPL advertisement.





Chef



Drink



Coffee



Spoon

03. China Market Analysis

China market for Cookware

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03. Market Analysis

China Market Success Factors (Win Points)

Recently, China has rapidly increased its population due to the success of economic growth. As a change in the past, the market continues to grow exponentially with the change of venue.



- **Consumer change**

Back in the 1980s, the era of the 1980's and the Ji-Ling Hou era (1990) has become the main target of the consumer market. They need to prepare them for their preferred products.

- **Health and safety rather than price**

Only a few years ago, China had a relatively low price, preferring lower prices than quality. However, because of fast economic growth, we are doing priority of health and quality than price.

- **Expectations on Korean Wave**

Although, there are sanctions against the Korean Wave due to the interference of the Chinese government. It is expected that the Chinese love for the Korean wave will continue until the next five years.

- **With minimal investment and proximity to investment**

Despite the recent growth in the economy, China's average human rights toll is still much lower than in Korea. Additionally, deposits have no investment costs in other ways.

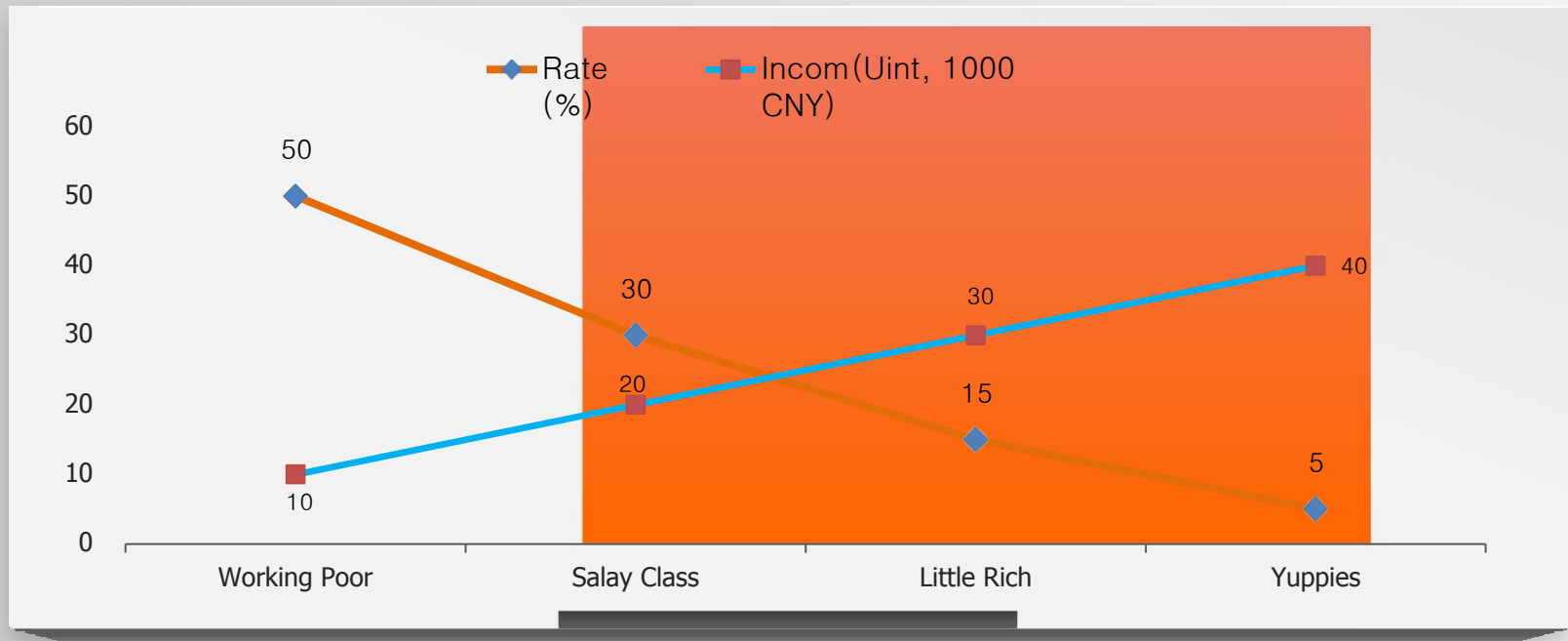
03. Market Analysis

Income Levels Per Household

Depending on the level of income, different levels of consumption vary depending on the level of income. It's sort of divided into four categories, and it's going to be growing in the upper two layers, the upper two, and the youngest in the world. Due to rapid economic growth, the level is increasing every day..

China Consumer Layer Overview

Working poor, Salary class, Little rich, Yuppies income and proportion of each layer are shown below. Our target consumer is the top tier, including the Salary class.



03. Market Analysis

Chinese Layer Analysis

Rapid economic growth has changed rapidly in recent years. More and more features are becoming more expensive in foreign products than domestic products because the market is becoming larger and deeper and more mature. This is also changing significantly in working poor and salary classes..

China Consumer Layer Analysis

By income level Working poor, Salary class, Little rich, Yuppies divided on the level of consumer spending, different levels of income are different, but the differences are decreasing, excluding premium products.



03. Market Analysis

Chinese Layer Analysis

Thanks to recent economic developments, China's fast-growing economy has been mainly located on the beach. Everybody is on the beach except for some major cities, and lots of inland people are moving to get jobs and urban benefits here.

China Market **Regions** Analysis

Aside from Beijing capital which is known as the Chinese capital, Beijing and Shanghai are located on the beach. These are cities where premium goods can consume premium products and activities.



Premium Trading Area



Distribution across China

03. Market Analysis

An Analysis on the Merchant Area Sales of Commercial Area – Area A

The most important objective of choosing a commercial selection should be to increase the minimum cost of marketing costs by investing at least the minimum cost of marketing. Establish a suitable consumer range and measure the qualitative and quantitative method to achieve the target return on target investment.



A Zone – Candidate range

A Zone – G Zone G City

Buseonggeup City Central City and of the country. The secretary of state policy in a city and comprehensive one of the three countries.

Hwanam for 2000, from Qin Dynasty was administrative center, Gwangju, Korea the center education, politics, military and economy in the region.

There are many foreigners also known as the capital of the third world.

※The floating population: about 20 to 25 million (Myeong—dong of Seoul and the floating population of the Republic of Korea's top daily about 10 million)

03. Market Analysis

An Analysis on the Merchant Area Sales of Commercial Area – Area A

In some industries, shops and stores determine the sale of in store sales. So is the kitchen utensils. Mommy's Table selects and analyzes the commercial stores that are optimized for sale in the kitchen. This is also the location that is located in the western part of the west



**B Zone Candidate Area
Street View**

B Zone – S Zone C City

Currently, many retailers are Western consumer's purchasing power of the potential for growth and China. Western economic growth is very to the east of 6 years beyond the growth rate.

12Street, the West latest economic growth rate is double digit average rate of growth, across the country and hit 7.8 percent already more than drastically.

The mecca of shopping XXX's brand clothing department store od near areas has been analyzed for the business community.

※The floating population: about 20 to 25 million (Myeong—dong of Seoul and the floating population of the Republic of Korea's top daily about 10 million)

03. Market Analysis

An Analysis on the Merchant Area Sales of Commercial Area – Area A

China is already showing infinite love for Korean cosmetics. Despite the recent set backs in the supply of products, however, the Chinese are still growing more and more about Korean Wave spreads more than anywhere else in China.



C Zone 후보 지역거리 모습

C Zone – H Zone T City

South Korea's (Myeong-dong in Seoul, Busan's written, Dongseongno cod, and so on.) Downtown streets are wide, compared to feel being a goof place to go.

Remodeling, while preserving the buildings are built in the late 19th and early 20th century buildings to use old wind is plenty.

China's casual, a leading brand of (Semir) stores throughout South Korea as well as purger of Hallyu celebrity advertisement is attached as you can see. Place Hallyu's popularity you can.

※Day flow per day: approximate 200,000 to 250,000 (Up to 100,000 people in Seoul's fastest residential are, Myeong-dong, Seoul)



Chef



Drink



Coffee



Spoon

04. Franchise Announcement "Mommy's Table"

PowerPoint is a complete presentation graphics package
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04. Franchise Announcement

Give me a hand

"Mommy's Table is a specialized brand in China which is marked by Chinese expression.

China locally specialized "Silicon integrated kitchen products"

Chinese made low-prices low-quality products and distinctive products that emphasize the color filled interior of the store to introduce the premium to Chinese people selling specialty kitchenware stores.



계산대 앞면 장식
mommy's table
妈妈的餐桌
친환경 실리콘 조리도구 -마미스테이블 SINCE1994

장식 벽걸이 + 선반

장식 벽걸이

계산대(포스)

화이트테이블 (대형 | 로고 스티커)

출입

대형 선반

▶ 간판 컨셉 <로고 돌출형>

mommy's table
妈妈的餐桌
친환경 실리콘 조리도구 -마미스테이블 SINCE1994

Interior structure that can be operated even in small size

The whole store consists of white fields. Inside store based on white color, a variety of colors are more beautiful and neat when a variety of colors are displayed.




04. Franchise Announcement

“Mommy’s Table” Chinese Trademark Registration Certificate

On February 7, 2015 we completed a premium brand registration table with a premium brand named Mommy’s Table. Until February 6, 2025 nobody uses trademarks.

Chinese trademark registration certificate

第 13518248 号




商标注册证

mommy's table

注册人 大成硅产业有限公司
DAE SUNG SILICONE IND CO.,LTD.

注册人地址 韩国421-808京畿道富川市杨亭区三井洞48-170
48-170,SAMJEONG-DONG,OJEONG-GU,BUCHEON-SI,
GYEONGGI-DO,421-808,REPUBLIC OF KOREA

注册日期 2015年02月07日 有效期至 2025年02月06日

局长 许瑞表 发证机关 

English trademark registration certificate

THE PEOPLE'S REPUBLIC OF CHINA
CERTIFICATE OF TRADEMARK REGISTRATION
(Unofficial English Translation)

Registration Number: 13518248

Trademark: *mommy's table*

Class: 21

Designated Goods/Services:
Scrubbing brushes; Dishwashing brushes; Cooking pots; tableware, other than knives, forks and spoons;
Cutting boards for the kitchen; Containers made of silicone for household or kitchen use; Basting spoons,
for kitchen use; Chopsticks; Spatulas [kitchen utensils]; Cups. (The End)

Registrant: DAE SUNG SILICONE IND CO., LTD.

Address: 48-170, SAMJEONG-DONG, OJEONG-GU, BUCHEON-SI, GYEONGGI-DO, 421-808,
REPUBLIC OF KOREA

Duration of Registration: February 07, 2015 to February 06, 2025

Signed by: Xu Rui-biao, Director of China Trademark Office (signature)

Seal of Trademark Office, The State Administration of Industry and Commerce
People's Republic of China

04. Franchise Announcement

Introduction of Qingdao Store

It operates 1 outlet store in Qingdao which is the base of Korean companies for export of Korea.

China Store

“Branch of Qingdao Taidong”



❖ Taidong spot: located in Qingdao's most flowy and busy street.



04. Franchise Announcement

Qingdao Sales of Taidong Commercial Area

Taidong is a street comparable to Myeong-dong which is located in Seoul, Korea. More and more are reported to have a floating population compared to Myeong-dong. On weekends or after weekends, you can feel the realization of huge population in China.

Myeong-dong Street of Qingdao

“Taidong Wanda Mall Street”



Morning hour on weekdays

Taidong center located in commercial are of Wal-mart.



Wanda Shopping Mall is best shopping center in China, inside was Walmart is located in the Mommy's Table the first shop is in store.



Saturday afternoon in Taidong Street

❖ Taidong spot: located in Qingdao's most flowy and busy street.





Chef



Drink



Coffee



Spoon

05. Franchise Procedures and Expenses

"Mommy's Table"

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05. Franchise Procedures and Expenses

Franchise Procedure

Consider the following steps in consideration of the characteristics of the Chinese market, and proceed with the steps below to proceed with the membership procedure.

01

Open Consultation

The steps to review merchant establishment and merchant registration via phone or visiting consultation

02

Store Development

Determining rational burial decisions through on-site conditions, market analysis, and rational feasibility analysis through on-site surveys

03

Preparation for Sales Authorization

Preparing for the necessary paperwork to operate a retailer in China and obtain a business license certificate

04

Contract Agreement and Contract Confirmation

Agreement on the contracting parties to the agreement sign by bank of Kora at the same times as the contract agreement and lease contract

05

Interior Decoration

The installation of internal interior, sign boards, fire, and electrical facilities in accordance with the standard interior manual such as the internal interior of the affiliated party, and the construction of the facility.

06

Franchise Education

Proceed with on-site training at a direct store after completion of theoretical training through the head office operation manual.

07

Final Rehearsal

Provide full open, initial inspection of materials needed to operate materials such as promotional materials, and complete inspections.

08

Store Open

Head of the headquarters of the headquarters of the main opposition Grand National Party to support the offsite support and store operations

09

Post facto management and operation support

Regular marketing visits by the Head Office of the head store, sales management, etc.

05. Franchise Procedures and Expenses

Franchise Guidance

The cost of the Chinese franchise membership is organized by training expenses, interior décor, departmental headquarters, initial inventory expenses, and early fees. Below are the details calculated based on the base and the details can be calculated after consultation.

Establishment of Minimum Membership Costs

With optimized interior construction and headquarters in China at the lowest cost, you can start at a minimum cost of \$ 19,000

(Unit, US \$)

Classification	Configuration Details	Cost	Remarks
Franchise Expenses	<ul style="list-style-type: none">Enabling registration of register trademarkTrade area survey and regional goodwill		By the end of 2017 support
Product	<ul style="list-style-type: none">Shop deposit		Qingdao City standard
Deposit	<ul style="list-style-type: none">Initial quantity100 Kind of products * 10 EA		Item and quantity adjustment can be adjusted
Educational Expenses	<ul style="list-style-type: none">Training/ technology transfer/ technology transfer to increase salesHands-on training		Excluding cost
Interior	<ul style="list-style-type: none">30 m² reference criteria (China standard)Include cost and promotional costs		Per 1 m ² / \$287
POS System	<ul style="list-style-type: none">Main : Number one (1) +card reader (1) +receipt printer(1)		New product support

Thank you

Together, you and I grow up with partners who grow up together. I want to share with you the opportunity and methods of success that we have confirmed in the Chinese market..

※Franchise Inquiry

-Director : Franchise Business Division
Gyeungho Lee

Contact Information: +82 10 5470 3684

- Email address: microweb77@gmail.com