

Store Proposal

# Blu Shaak Coffee





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Purpose & Characteristic

01

# Market Analysis

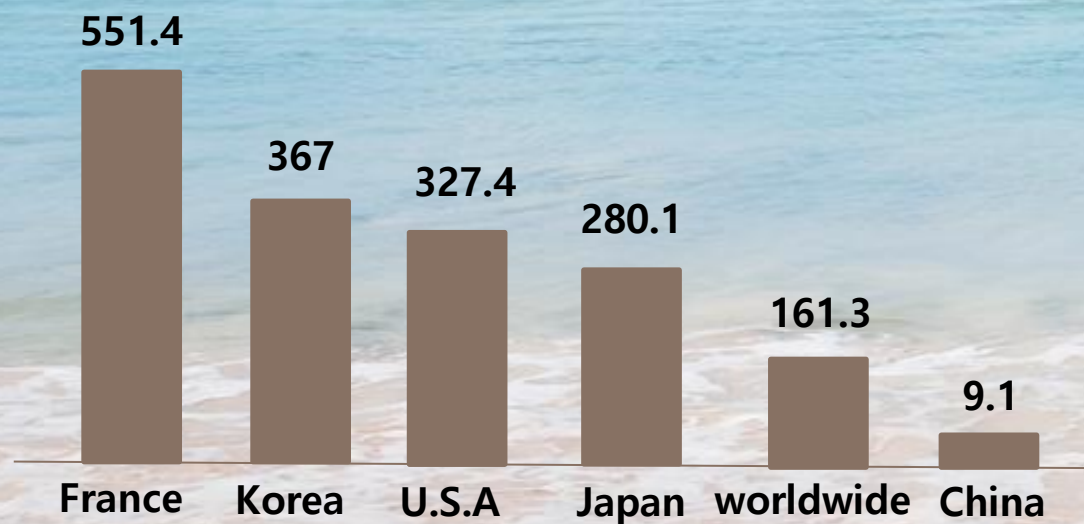


# Growing Demand for Coffee

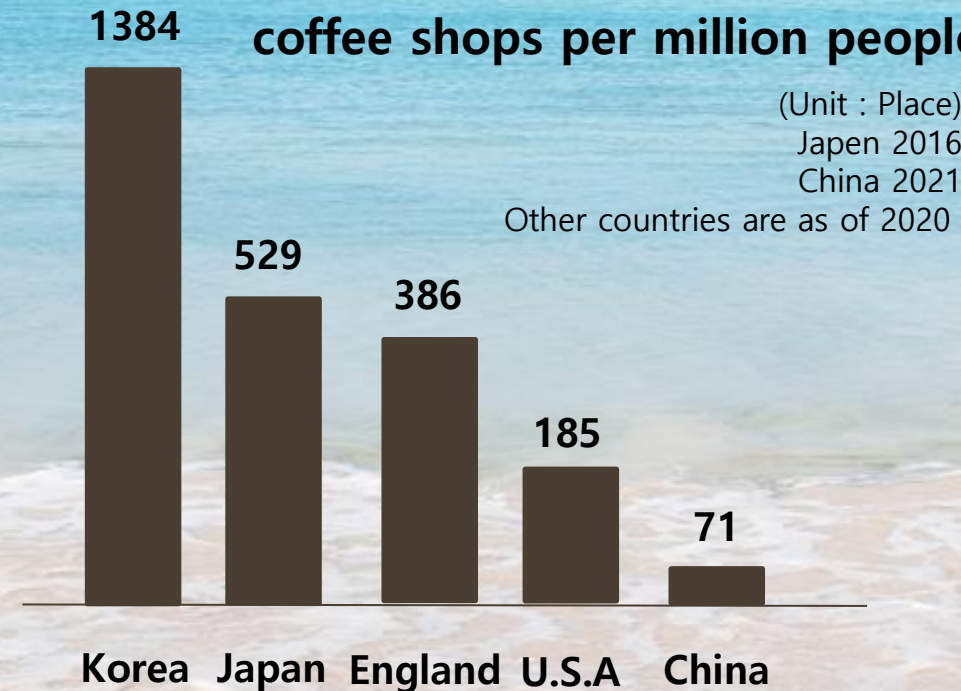
01

South Korea, a coffee loving country  
Highest annual coffee consumption per capita

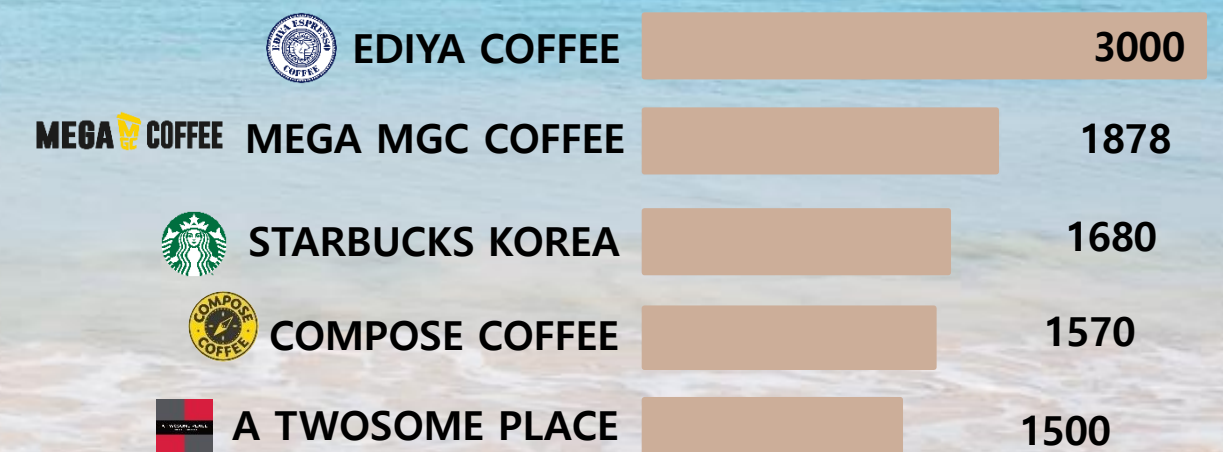
**Annual coffee consumption  
per person in each country 2020**  
(Unit : cup)



**The current status of  
coffee shops per million people**  
(Unit : Place)  
Japan 2016  
China 2021  
Other countries are as of 2020



**[ Number of coffee brand stores ]**  
As of June 2022

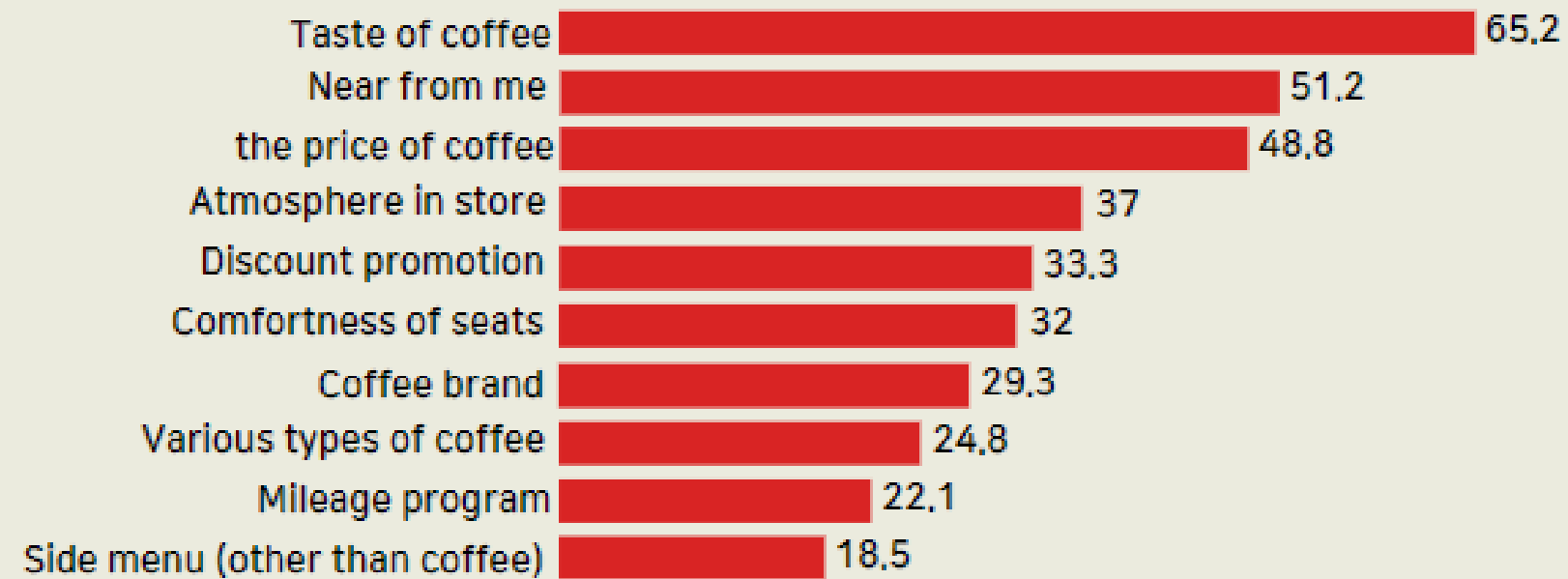




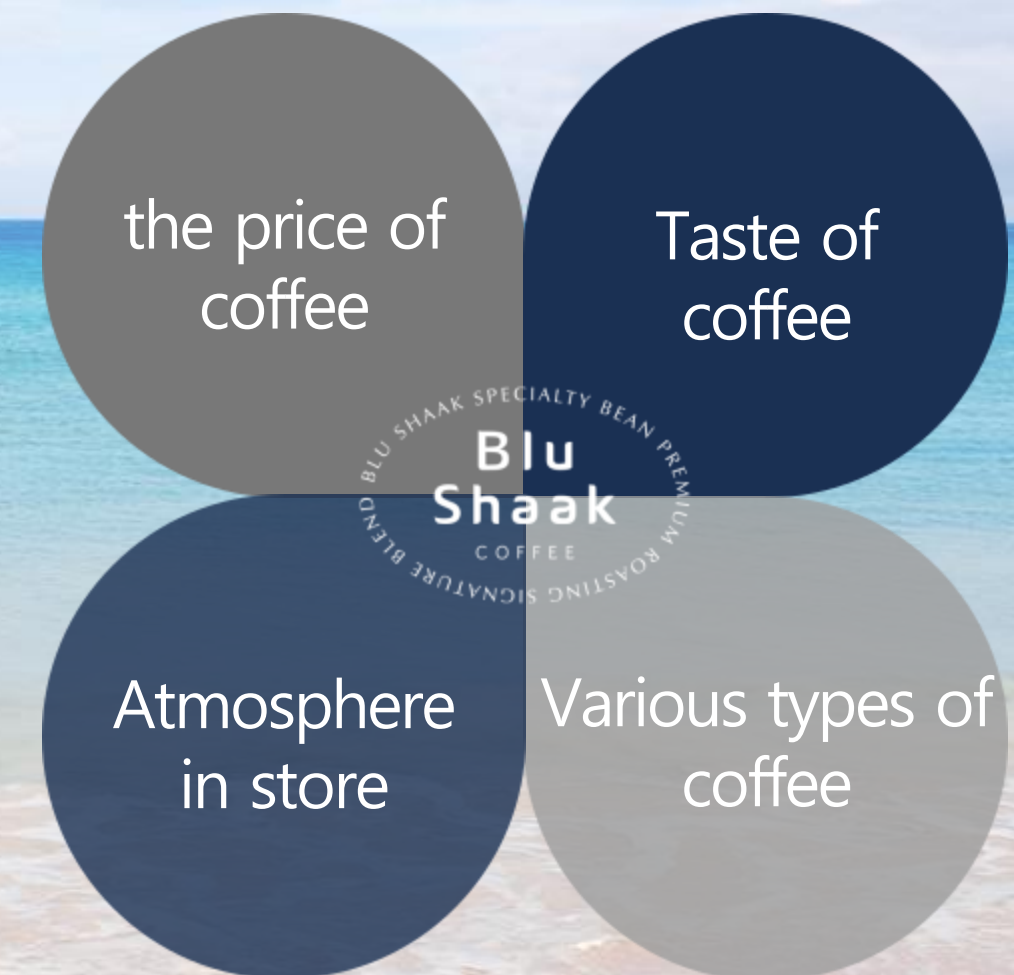
# Key Factors for Cafe Selection

Blu Shaak, satisfying all factors for cafe selection.  
Coffee consumer's needs?

Key Factors for Cafe Selection (Unit: %)



\*Reply repeatedly to those who have visited coffee shops as of the past three months

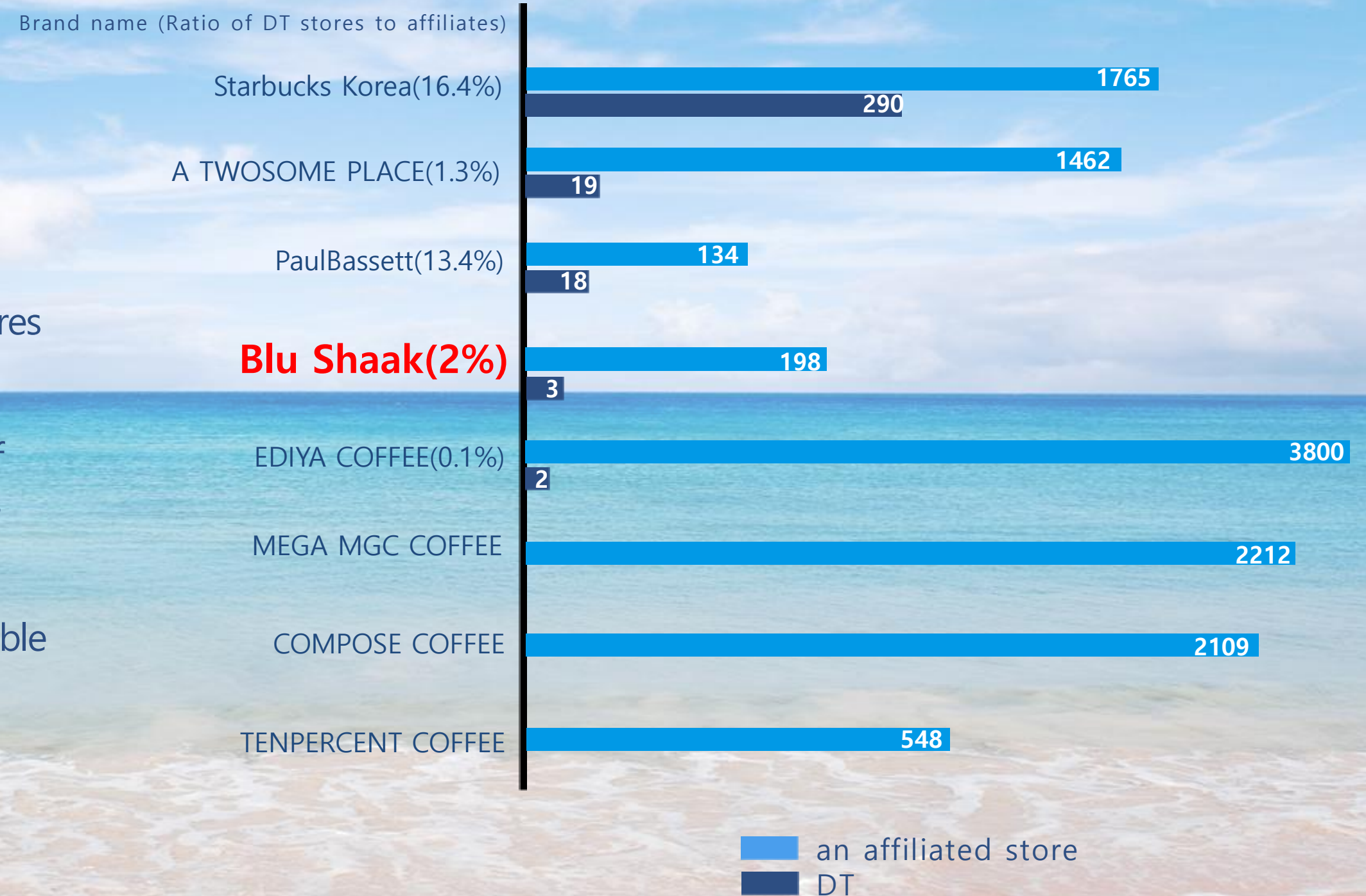




# DT Stores Increasing

01

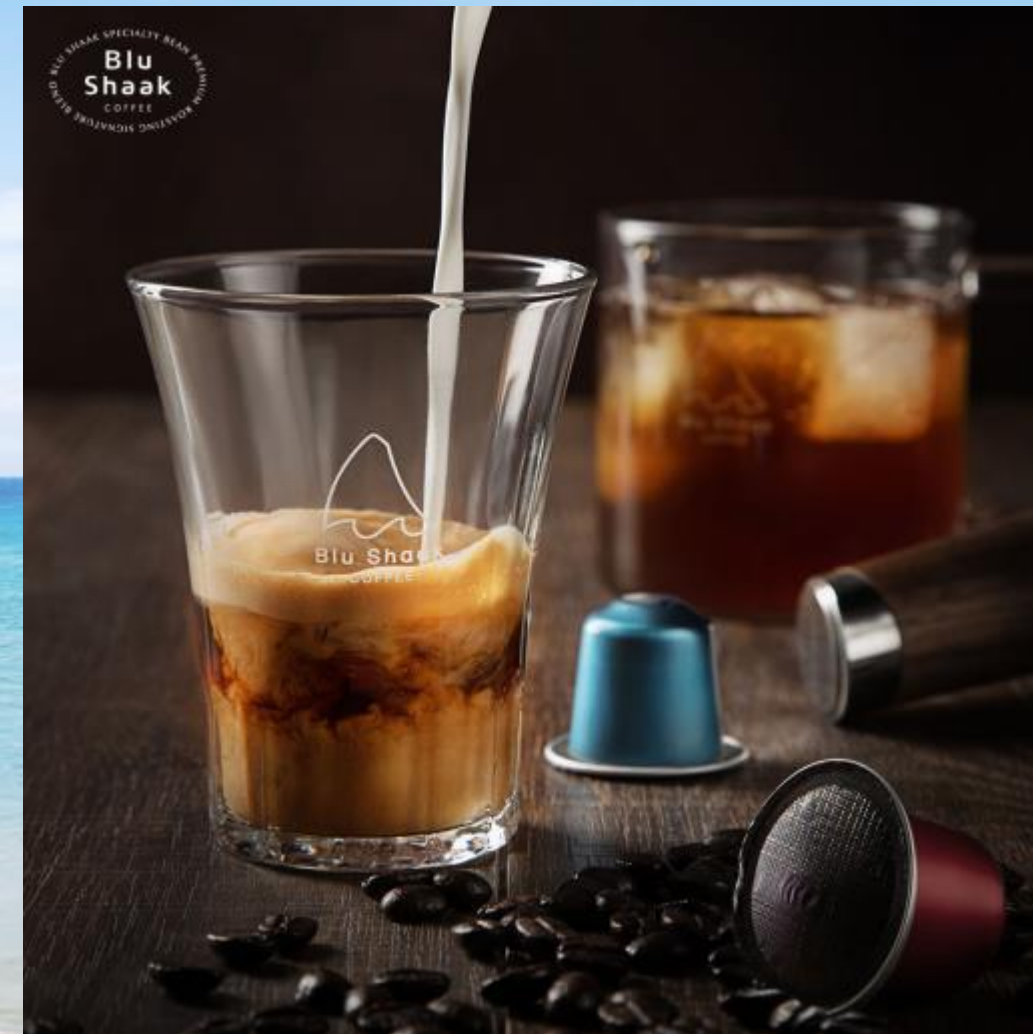
- First open among mid-to-low-price brands & a lot of inquiries about opening DT stores.
- Big cafe franchise companies are still increasing DT stores according to changing lifestyles.
- Because DT stores can generate inflow and demand of new customers who can visit by car when the area has low floating population.
- High efficiency with convenience increasing by being able to order and pick up without getting off the vehicle.





02

# About Blu Shaak Coffee



Purpose & Characteristic



# Brand Introduction

02



Blu Shaak, our brand name is based on the motif of a shark that swims freely in the sea. With a simple atmosphere, blue-colored space, and affordable prices, customers visiting Blu Shaak can feel the freedom and liberation, as if they were swimming in the sea.

Blu Shaak's logo means a shark symbolizing the sea, waves and surf fins. Surf fins are the symbol of surfers who freely break through the waves, providing relaxation through a classy tea time to city people who dream of escaping from the of building forest.

Best rest in the city,  
Refreshing vacation felt in everyday life,  
A small escape in the city, presented by Blu Shaak



# Brand Introduction

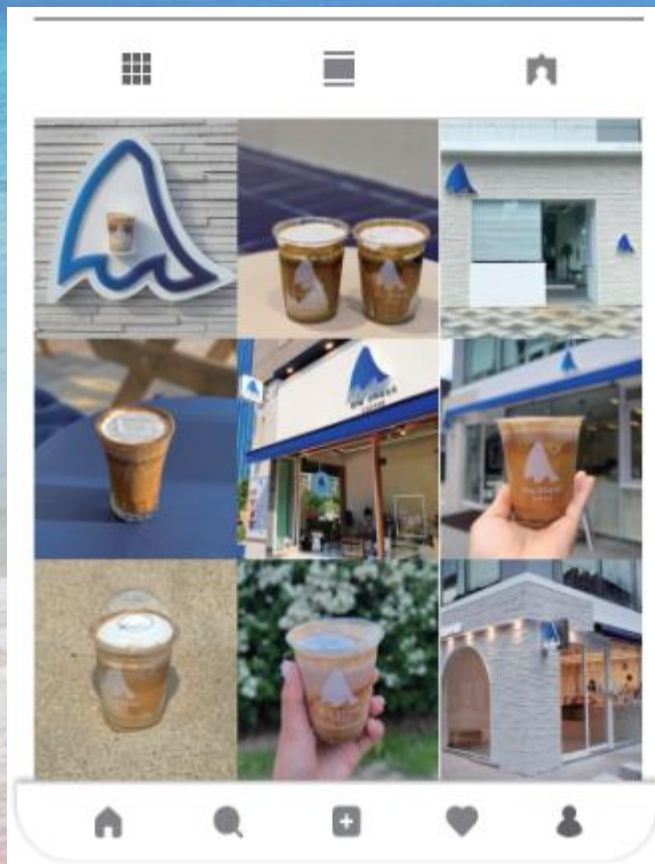
Blu Shaak with strong viral power

Shaak Latte

The famous signature menu,  
heating up SNS

"Shaakstrict" (Shaak + District)

Blu Shaak, coloring the cities with blue





# Blu Shaak, Moving to the Overseas

- Brand value enhancement through overseas expansion.
- Recently completed a Master Franchise contract in Japan. Blu Shaak store to be opened in Akasaka, Tokyo, Japan
- A lot of interest and suggestions from China, Indonesia, USA, Vietnam, Canada, Hawaii, and etc.
- Contracts are currently under review, and we are aiming for global growth in the future.
- Operating a specialized overseas sales team differentiated from other brands.





# A New Try

02

Drive Thru system adopted as the 1st among small and medium sized brands





# West Gimhae DT Store

02

- Keeping its position as 1st to 3rd in sales in South Korea  
No change in sales amount --> unaffected by weather
- Steadily increasing its sales as operating period getting longer  
-> Brand Power ↑





# Sea-Side Park DT Store

02

- Keeping its position as 1st to 3rd in sales in South Korea
- Inquiries and suggestions for commercial / YouTube shooting
- Increases in Blu Shaak advertising, awareness, brand power, and sales





# East Gimhae DT Store

02

- 500m<sup>2</sup> / 3-story store (including roof top)
- 1st attempt at in-store baking / New bakery line-up  
→ Increasing profit through bakery with high unit price
- New and improved interior design applied





# Advantage of Drive Thru Only by Blu Shaak

- Good profit rate compared to big brands  
→ Profit Rate of Bid brand: 17~18% / **Blu Shaak: 30~35%**
- Low investment cost
- Uncomplicated start-up conditions
- Provision of new cultural spaces (Large stores of low-end brands)
- Competitive prices of menu and beverage
- Continuous management from Headquarter  
(visiting a store once or twice a month)
- Smooth communication and feedback with franchise headquarters
- Various bakery line-ups for DT stores and large stores





# A New Try

02

## Blu Shaak Goods / Drip Bag / Capsule Coffee / Kakaotalk gift

- Launching and selling Blu Shaak goods with constant investment and willingness
- In preparation of MD goods, new products, and design change through constant management and improvement
- As Home Café is trending, blu Shaak can be enjoyed at home by Capsule Coffee and Drip Bag which are also good as gift.
- Improvement of brand power and awareness through launching at KakaoTalk gift.
- Improved brand value by opening DT stores and overseas stores despite being a small and medium-sized brand.







Coffee & Beverage & Tea

03

Sales Item



# Sales Item

## BLU SHAAK SPECIALTY BLEND

Green beans are imported from Costa Rica and Guatemala. All of them are hand-picked, and quality-controlled through every batch-cupping, so that we can deliver the best quality with the original taste of green beans.

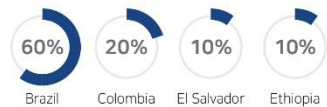
When ordering an Americano,  
Please choose Blu Shaak's Specialty beans.

We offer it as a night blend(Standard).



### Night Blend

A blend like the night sea that is easy to drink thanks to its rich aroma and deep body and leaves a clean aftertaste.



Dark Chocolate · Cacao Nibs · Malt · Peanuts · Brown Sugar



### Sunset Blend

A fresh blend like the sea at sunset with a smooth harmony of light acidity and sweetness.



Grapefruit · Golden Kiwi · Green Tea · Chamomile · Sweet Potato · Cacao Nibs



### Decaffeine

Guatemala decaffeinated single origin for those who are interested in a clean taste and smoky flavored caffeine [+1,0]



Cacao Nibs · Almonds · Vanilla · Chocolate



※ Night Blend is used for coffee menus other than Americano.



# Sales Item

03

- 40 kinds of beverage / bakery menu  
→ Frozen dough provided for all bakery menus to minimize loss
- Developing new menu quarterly
- Releasing seasonal menu



# Signature Menu

03



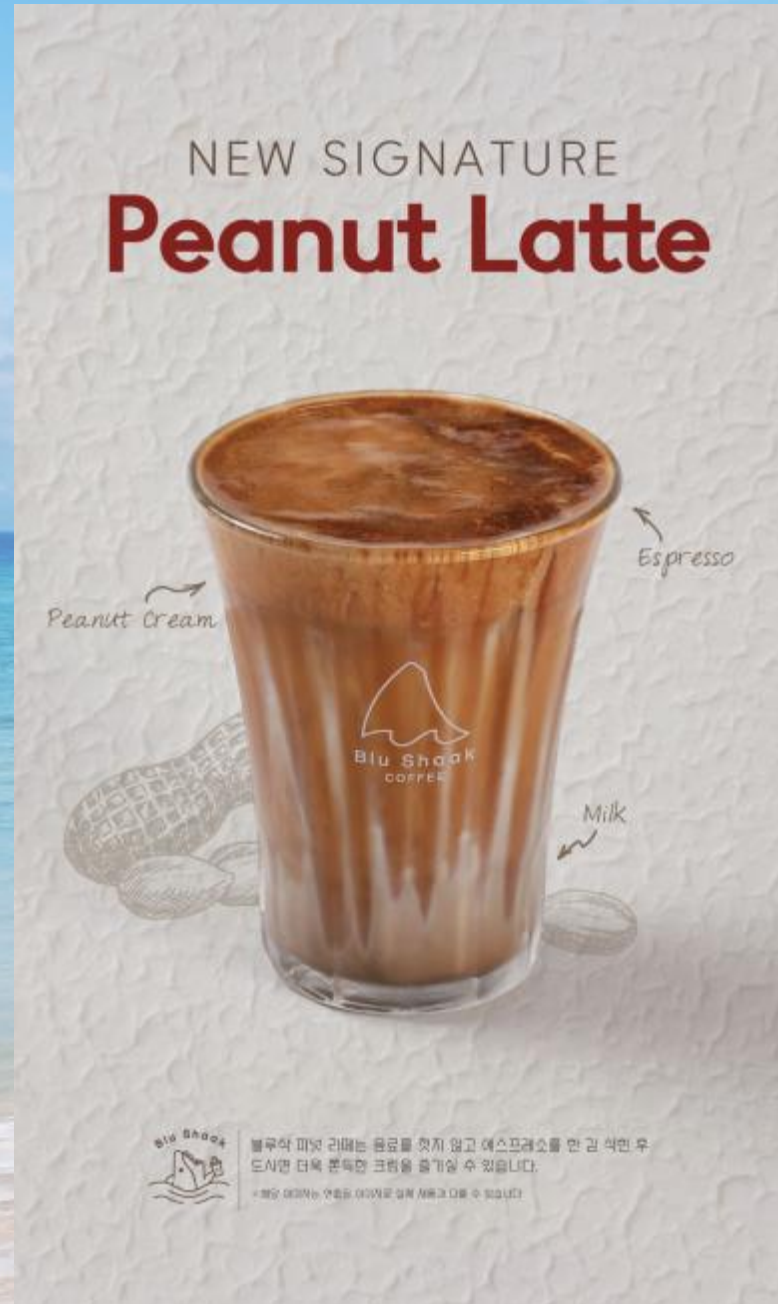
## Shaak Latte

The signature menu of Blu Shaak  
30% sales of entire menu  
Best customer satisfaction



# Signature Menu

03



## Peanut Latte

A new blushagak signature menu created through continuous research by the R&D team



# Menu price

Blu Shaak <small>☼ For Kids   ☼ Ice Only   ☼ Hot Only</small>	
B E V E R A G E <small>Size Up +1.0</small>	
Ade (Green Grape·Grape Fruit·Lemon·Fashion Fruits) ☼☼ 4.4	
Strawberry Latte ☼☼ 4.4	
Mango Latte ☼☼ 4.4	
Sweet Potato Latte ☼ 3.9	
JEJU Malcha Latte * JEJU Organic Malcha 4.2	
JEJU Multi-Grain Powder ☼ * JEJU-style Misugaru 3.6	
Real Choco ☼ * 100% Valrhona Chocolate 4.5	
Royal Milk Tea 4.2	
Apple Mango Iced Tea ☼☼ 3.6	
Strawberry Iced Tea ☼ 3.8	
Lemon Earl Grey Tea 4.8	
Honey Grape Fruit Tea 3.6	
Lemon Citron Tea 3.6	
B L E N D E D ☼ <small>Size Up +1.3</small>	
Yogurt Smoothie (Plain·Strawberry·Blueberry) ☼ 4.4	
Cool-Rush (Green Grape·Grape Fruit·Honey Pear) ☼ 4.8	
Strawberry Citron Sorbet ☼ 3.6	
Chocolate Frappe ☼ 3.8	
Espresso Frappe 4.2	
JEJU Malcha Frappe * JEJU Organic Malcha 4.4	
Chocolate Banana Frappe ☼ 4.8	
Mango Banana Frappe ☼ 4.8	
Strawberry Banana Juice ☼ 4.8	
Valrhona Mint Choco Frappe 5.5	
Shaked (Rice·Brown Rice·Strawberry) ☼ 5.5	
A.C. PERCH'S THEHANDEL <small>Size Up +1.3</small>	
<small>The representative Tee of Danish royal family who maintained tradition and quality since 1835 for every Danish</small>	
Cool Herbal <small>CAFFEINE FREE</small> 4.0	
Rooibos Vanilla <small>CAFFEINE FREE</small> 4.0	
White Temple 4.0	
Indian Chai 4.0	
<small>Rooibos, Spice</small>	

Blu Shaak <small>☼ For Kids   ☼ Ice Only   ☼ Hot Only</small>	
B E V E R A G E <small>Size Up +1.0</small>	
Ade (Green Grape·Grape Fruit·Lemon·Fashion Fruits) ☼☼ 4.4 4.8	
Strawberry Latte ☼☼ 4.4 4.8	
Mango Latte ☼☼ 4.4 4.8	
Sweet Potato Latte ☼ 3.9 4.3	
JEJU Malcha Latte * JEJU Organic Malcha 4.2 4.6	
JEJU Multi-Grain Powder ☼ * JEJU-style Misugaru 3.6 4.0	
Real Choco ☼ * 100% Valrhona Chocolate 4.5 5.0	
Royal Milk Tea 4.2 4.6	
Apple Mango Iced Tea ☼☼ 3.6 4.0	
Strawberry Iced Tea ☼ 3.8 4.2	
Lemon Earl Grey Tea 4.8 5.5	
Honey Grape Fruit Tea 3.6 4.0	
Lemon Citron Tea 3.6 4.0	
B L E N D E D ☼ <small>Size Up +1.3</small>	
Yogurt Smoothie (Plain·Strawberry·Blueberry) ☼ 4.4 4.8	
Cool-Rush (Green Grape·Grape Fruit·Honey Pear) ☼ 4.8 5.5	
Strawberry Citron Sorbet ☼ 3.6 4.0	
Chocolate Frappe ☼ 3.8 4.2	
Espresso Frappe 4.2 4.7	
JEJU Malcha Frappe * JEJU Organic Malcha 4.4 4.8	
Chocolate Banana Frappe ☼ 4.8 5.5	
Mango Banana Frappe ☼ 4.8 5.5	
Strawberry Banana Juice ☼ 4.8 5.5	
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White Temple 4.0 5.0	
Indian Chai 4.0 5.0	
<small>Rooibos, Spice</small>	



04

# Interior



Store Interior



# Exterior Design





# Interior Design





# Store Design Plan

Locally tailored store opening consulting considering the surrounding environment.

We design the optimized store with thorough area analysis.

Office business district

Naseong Branch, Sejong



a complex commercial district

Motgol Branch, Busan



residential business district

Ilgwang Branch, Busan

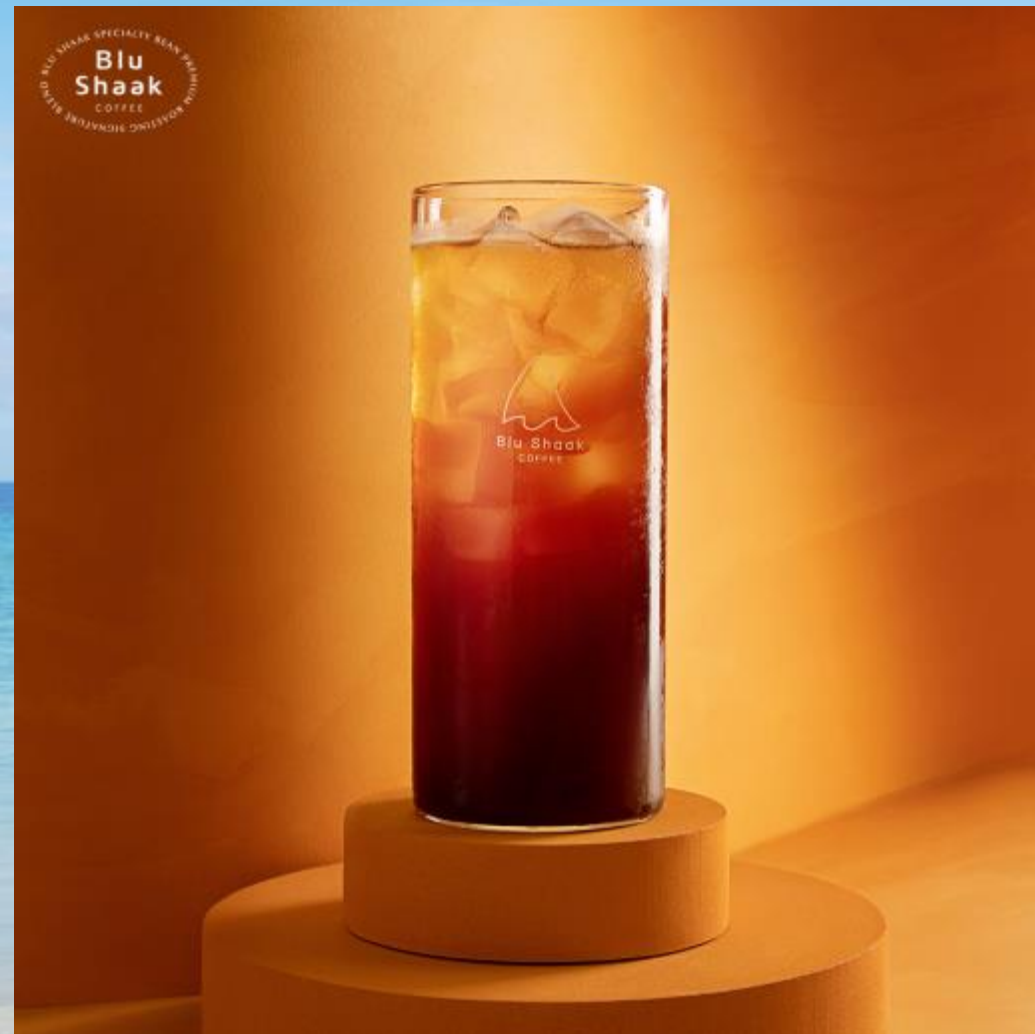


a university business district

Samsan Branch, Ulsan







Sanitation & Safety & Enviroment

05

# Store management



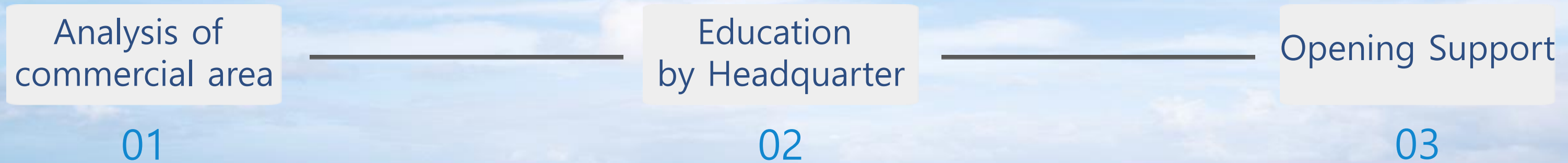
# Health, Safety, Environment Management



- Computational management with systematic checklist files
- Hygiene education based on the Food Sanitation Act
- Periodic store condition checks by professional supervisors
- Monthly check list provided to the store owner



# Health, Safety, Environment Management



A specialized analysis team is ready for to-be opened stores. Searching for interior concept and operation plan which can maximize sales in the commercial districts.

Detailed education divided into theory, practice, and test by professional instructor. (5 days)

Supervisor from Headquarter will support for 7 days to opening day.



# Training Management

05

## Owner-to-be can become an expert through Franchise Incubating System

Blu Shaak will share its know-how including basic store management and CS tips, theories and knowledge of coffee that a café owner must have, to actual menu manufacturing.



01

### Theory training

Understanding of espresso machine, Grinder and store management work



02

### Professional training for coffee and beverage

- How to open and close a store
- Coffee brewing
- Manufacturing menu and tasting



03

### CS

- Service training by professional CS train
- Marketing support during the store opening
- Understanding customer satisfaction



04

### Practical Training

- How to use POS
- Making beverage



05

### Bakery

Training of baking in the store



06

# Service management

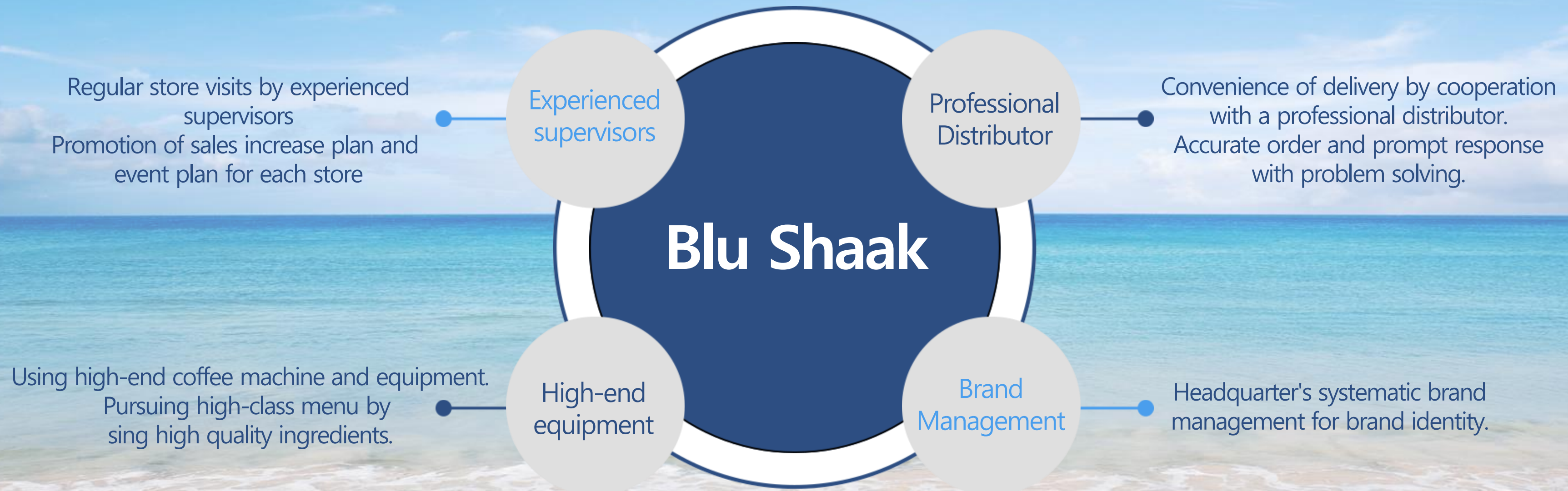


Service management



# Management System

06





# Management System

06

A to Z for store opening and operation,  
Incubating & Management system

01.

Pre-education for owner-to-be

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02.

One-Pack system for managers

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03.

Support for delivery and untact system

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04.

Constant development & release of new menu

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05.

Systematic brand management by Headquarter



Thank you

