

Franchise PROSPECTUS



WHY OUR CUSTOMERS LOVE US!



With a formula and menu that has remained unchanged from day one, Boba Central has become a community fixture for its delicious beverages and the joy that it brings to customers throughout Geelong.



BOBA CENTRAL
一杯善良

THE JOURNEY SO FAR



Three years ago, Rogelio Santiago realised there were no milk tea shops in Geelong. He was frustrated at the prospect of having to travel several hours into the CBD just to access his favourite beverage. Committed to bringing bubble tea to Geelong and other regional areas he set about sourcing the finest ingredients and techniques to establish his own bubble tea brand that would rival that of the chain stores in the big city.

With an extensive career in nursing, he firmly believed in the power of small moments of joy in improving people's mood and overall health and wanted to create a product that would relax and alleviate the stresses of his customers and community.

Unsurprisingly, the business flourished, and it wasn't long before a second Boba Central opened with the same success. Now business is booming, and Rogelio wants to bring Boba Central to more regions throughout Victoria.

WHAT WE DO

At Boba Central, we use only the finest Taiwanese tea leaves to bring our customers an authentic and traditional bubble tea experience from the boba tea capital of the world.

We pour goodness into every cup and despite never straying from the traditional methodologies and processes used in Taiwan, we are constantly reinventing our menu to include new and exciting flavours, exclusive to Boba Central.



WHAT A TYPICAL DAY IS LIKE FOR A FRANCHISEE



In a typical day, franchisees are expected to be on premise an hour before doors open to cook pearls and prep for the day. Business hours are between 11am-6pm or 7.30pm Friday and Saturdays. On the floor all day, franchisees will be responsible for networking and building rapport with customers, while managing the social media accounts of their individual shop and training any onboarding staff.

THE GROWTH OF THE COMPANY



Since launching three years ago, the company has now set up a thriving franchise in a second location, with plans to open 3-4 franchisees over the next 12 months. This gives head office a few months to work setting up each franchise and ensures the quality of the product is maintained and franchises are sustainable long-term.

THE IDEAL FRANCHISEE



The ideal Boba Central franchisee is optimistic, enthusiastic, and excited to build rapport and relationships with our customer base. A visit to Boba Central is a relaxing and uplifting one and we want that to be reflected across all our franchises, so our customers know that when they step inside, they are receiving service and a product that will genuinely lift their spirits. Perfect for a partnership, family, or sole operator, the business is easy enough to manage to still pursue alternative vocations and interests without being overwhelmed by the workload at the store.

We want to see our franchises thrive and grow, meaning franchisees should be willing to invest more than just their money, but also their time to build the best Boba Central franchise that they can. Younger, energetic professionals with ambition will thrive in a Boba Central franchise, which is an ideal opportunity for anyone looking to gain some experience owning their own low-maintenance food and beverage operation.

For Boba Central franchisees, passion about the product and a commitment to the brand is a must.

WHY SHOULD YOU CHOOSE A BOBA CENTRAL FRANCHISE

Many franchise options require large initial investments or extensive previous experience in order for operators to succeed. At Boba Central we take a different approach, offering an extremely competitive entry price, coupled with extensive training to prepare onboarding franchisees even without a previous hospitality background. Along with our extensive head office support, franchisees can be confident in the knowledge that the variety and quality of products have been carefully sourced and selected to ensure our Boba tea is second to none.



Made with the finest traditional Taiwanese ingredients and methodologies ensures our customers satisfaction on every occasion. Runner up for the local People's Choice Award, our brand is recognisable across Geelong, with brand awareness growing daily as we expand our foothold throughout regional Victoria.

OUR VALUES



GOODNESS IN EVERY CUP

The Chinese symbol in Boba Central's logo represents the goodness that we pour into every cup. At Boba Central, we know that life can get chaotic and in these stressful times everyone deserves a treat sometimes; a little break to refresh, revitalise and remind yourself that there's still plenty of goodness in the world – like our delicious boba tea!

With properties that enhance relaxation and staff that ensure every customer interaction leaves with a smile, we care about the wellbeing of our community and want to bring a little happiness into each and every day.

STEPS TO OWNING A BOBA CENTRAL FRANCHISE



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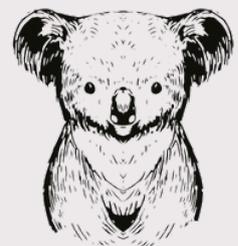
THE BUSINESS MODEL



Our lucrative business model has been refined over years of successful practice in the bubble tea industry. Designed to propel the growth of new franchisees, Boba Central's franchise process is simple, straightforward, and profitable for all parties.

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful bubble tea shop has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.



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**Thank you for your continued interest in a
Boba Central Franchise
If you would like to find out more get in touch with our
team today**