

Company : Chatime – Will Group
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 Subject : **La Kaffa Has Announced Their New Master Franchisee For Malaysia**
 Reporter : John Lim

A new chapter is about to unfold for Chatime Malaysia.

La Kaffa International Co. Ltd. (La Kaffa International) and Will Group today announced their strategic collaboration to expand the Chatime brand in the Malaysian market.

As a part of this strategic collaboration, Will Group, the newly appointed master licensor of Chatime Malaysia, plans to open 30 new Chatime outlets over the next six months, with an additional 40 by mid-2018.

Henry Wang, Chairman of La Kaffa International, is positive that this newly formed alliance will strengthen Chatime's position in Malaysia.

“We have had a very good understanding of Will Group’s capabilities over the last five years as it has performed extremely well as a Chatime sub-franchisee in Malaysia; in fact, two of the highest earning outlets were operated by them.

High degree of dedication and prudent business operations make Will Group an ideal entity to enhance our partnership with. By working closely with Will Group, we hope to grow the revenue of Chatime Malaysia to eventually account for about 10 percent for the group in the next few years," he said.

On the other hand, Will Group said expanding Chatime is a challenge they are excited about.

“Well, we have been successful in implementing a strong business strategy to our outlets, and we feel we can assist other franchisees to grow their businesses further with the formula we have in place.

We will continue to provide excellent service and authentic Taiwanese bubble milk tea to the local market and would further develop and grow Chatime to maintain its position as the number one bubble tea brand in the market," said N Aliza Ali, Managing Director of Will Group.