

Company : Chatime – Will Group
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Subject : **La Kaffa names Will Group as master licensor of Chatime Malaysia**
Reporter : Monisha Rao

La Kaffa International has appointed Will Group as the master licensor of Chatime Malaysia according to an article by *The Sun Daily*. The new licensor would operate four Chatime franchises in Malaysia.

A+M has reached out to Will Group for more information.

According to the article, the company plans to add 30 new Chatime outlets over the next six months, and an additional 40 by mid-2018. It also stated that the company had been operating two Chatime outlets in Kuala Lumpur Sentral and Genting Highlands before it was picked as the master franchisee for the remaining two.

In a statement to the daily local, La Kaffa International’s chairman Henry Wang said that by working together with Will Group, the company plans further growing the revenue of Chatime Malaysia to account for 10% of the company’s revenue.

Earlier last month, La Kaffa had filed for an directive to stop Loob Holding from continuing operations under the new brand-Tealive. The agreement which was suppose to last till 2041 between the companies was discontinued due to disagreement on the business direction of Chatime in Malaysia.

Loo addressing the dispute between the company and La Kaffa International had earlier said that he was confident of winning back its customers. Since the, Loob Holding has rebranded 161 Chatime outlets as Tealive.