



Licensing Proposal



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www.aibake.com.my



aibake123





Mission

To make our mini cake widely accepted for its extraordinary taste with its infinite combination of toppings.

Vision

To be recognized as the global brand name by consolidating a stable, successful and lasting business model.

Values & Personality

Our principal values are integrity, sustainability and customer care, by only providing our customers with prime-quality products. Because we have a delicious, delightful and fun product, therefore when we talk about Aibake we are talking about dynamism, freshness and a passion for the authentic.



What are the services a new licensee receives from AIBAKE?

1) Advice on location selection.

2) Assistance and advice on the renovation including that of contractors, equipment, fittings, fixture, furniture, etc. according to the AIBAKE concept.

3) Design of store

We have our appointed designers that are available for consultation and design or you can appoint your own designer provided they follow our Concept and Design Guidelines Manual.

4) Construction and fit out of store

You may appoint your own contractor, or we can recommend one to you.

5) 2 full days Operation training for the licensee and appointed manager on the necessary skills and expertise to run an AIBAKE store.

i) Kiosk concept - 5 full days bakery training for appointed staffs.

ii) Café concept - 10 full days bakery training for appointed staffs.

6) Open Day support from HQ

i) Two weeks before open day, HQ will help your store to advertise in Facebook by targeting your neighbourhood customers. The Open Day FB advertisement cost will be bear by HQ.

ii) During your store Open Day, HQ will send our staff over to help and support.



How much is the licensing fee?

There are 2 types of franchise concept:

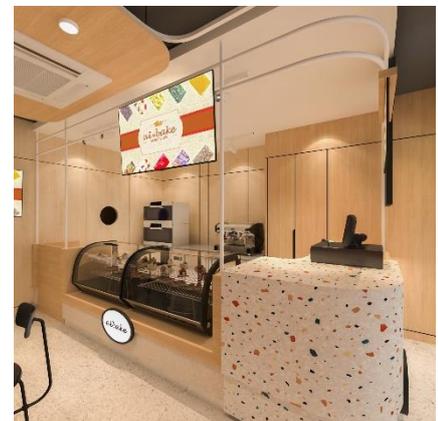
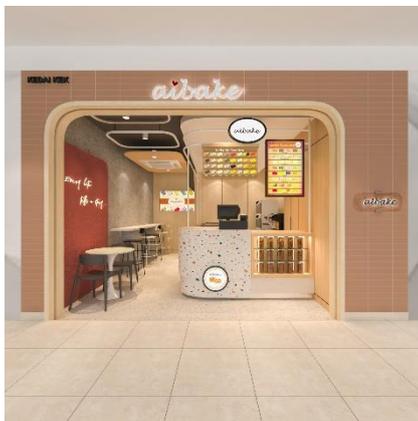
a) Kiosk concept

The licensing fee is RM30,000 for the initial first term of 5 years and renewal fee of RM10,000 for the second term of 5 years.



b) Cafe concept

The licensing fee is RM50,000 for the initial first term of 5 years and renewal fee of RM20,000 for the second term of 5 years.



Security deposit of RM5000 is refundable after the agreement ends.



How much is the monthly royalty fee and Advertising & Promotion fee?

a) Kiosk concept

The monthly royalty fee is fixed at RM1,200. Licensees are responsible fully for their own territory advertisement cost.

b) Cafe concept

The monthly royalty fee is fixed at RM2,500. Licensees are responsible fully for their own territory advertisement cost.



Our mini cake official video: <https://youtu.be/YaAdiD0ZVjo>



Our cookies and snacks official video: <https://youtu.be/J52ae2euQmo>





How much does it cost to setup an AIBAKE store?

The cost of setup depends on the size of the store, the design, the contractor and the individual mall's requirement.

AIBAKE store can be operate in two ways:

a) Kiosk concept:

This kind of store are mainly focusing on take away and delivery service. It is mainly operate in a shopping mall or Petrol Station. Kiosk can only sell mini cakes and cookies. Only take away is available.

Minimum store size requirement is 10 feet x 15 feet = 150 sqft.

Total start-up capital (include franchise fee, security deposit & stock deposit) is around RM156,768.

There are 4 ways franchisee will receive an order from customers:

- 1) Mall customers / Petrol station patrons
- 2) Orders from HQ website or other digital media platforms.
- 3) Orders from GrabFood/FoodPanda or other delivery platforms
- 4) Corporate, Party or other events (Bulk order).





b) Café concept:

This kind of store are mainly operate in shopping malls or shop lots. Café can sell Mini cakes, Cookies, Brownies, Cheesecakes and drinks. Available for dine in and take away.

Minimum store size requirement is 20 feet x 25 feet = 500 sqft.

Total start-up capital (include franchise fee) is around RM199,398 / RM252,398 depending on shoptlot or individual mall requirements.

There are 4 ways franchisee will receive an order from customers:

- 1) Mall customers / Surrounding neighbourhood for shoptlot
- 2) Orders from HQ website or other digital media platforms.
- 3) Orders from GrabFood/FoodPanda or other delivery platforms
- 4) Corporate, Party or other events (Bulk order).



Start-up Summary (Kiosk concept)

It is estimated that the start-up capital will be around RM156,768 (including Franchise fees, renovation, equipment and other related expenses).

Total Investment for Kiosk (150 sqft)	Price Per Unit (RM)	Unit	Total (RM)
*Digital Electric Oven	2300	2	4600
*7L flour Mixer	2100	1	2100
*Table top Display Chiller (4 feet)	5900	2	11800
*1800C3 6ft Chiller	4100	1	4100
*1800F3 6ft Freezer	4700	1	4700
*Single Bowl Sink	450	1	450
*Black tray for 6 pcs mini cake	10	33	330
*Mini golden tray for each mini cake (1 packet)	30	2	60
*Product tag display	3	40	120
*Franchise fee	30000	1	30000
*Security Deposit (Refundable)	5000	1	5000
*3D signage	2500	1	2500
*3D design detail drawing (150 sqft)	7500	1	7500
*Kryptopos POS system (Hardware & Software)	3300	1	3300
*Starter Kit Accessories & Ingredients	1730	1	1730
*Starter Kit Cookies (12 flavours)	17.40	120	2088
*Apron	30	5	150
Garbage bin	90	1	90
Rental + deposit	5000	3	15000
Single Electric stove	150	1	150
40 inch TV + bracket	1000	1	1000



Kiosk set up <ul style="list-style-type: none"> - Display cabinet shelves - Reception counter & decorative display glass box - Decorative display wall cladding finishing c/with finishes finishing colour - Hanging cabinet shelves, shelf board - Base cabinet unit c/with laminate table top finishes finishing - Cable wiring LED track lighting c/with wiring switch control - Metal roofs wall fencing - Platform for plumbing waterproof works - Stainless steel sink & water tap - Mean pipe water drain trap and inlet, outlet - Invisible support, welding hanging support roofs spray c/with colour - Foreign holding & 3 mm plywood cover floor tiles 	60000	1	60000
GRAND TOTAL			156,768

*Must buy items from Licensor

All prices exclusive of SST and may vary from time to time.



Start-up Summary (Cafe concept for shop lot)

It is estimated that the start-up capital will be around RM199,398 (including Franchise fees, renovation, equipment and other related expenses).

Total Investment for Café (1000 sqft)	Price Per Unit (RM)	Unit	Total (RM)
*Digital Electric Oven	2300	2	4600
*7L flour Mixer	2100	2	4200
*Table top Display Chiller (4 feet)	5900	3	17700
*1800C3 6ft Chiller	4100	2	8200
*1800F3 6ft Freezer	4700	1	4700
*Single Bowl Sink	450	2	900
*Black tray for 6 pcs mini cake	10	33	330
*Mini golden tray for each mini cake (1 packet)	30	2	60
*Product tag display	3	50	150
*Franchise fee	50000	1	50000
*Security Deposit (Refundable)	5000	1	5000
*3D signage	6000	1	6000
*Sticker Advertisement	3000	1	3000
*Kryptopos POS system (Hardware & Software)	3300	1	3300
*Starter Kit Accessories & Ingredients	2500	1	2500
*Starter Kit Cookies (12 flavours)	17.40	120	2088
*Apron	30	10	300
Garbage bin	90	3	270
Rental + Deposit for shop	6000	3	18000
Water Boiler	300	2	600
Non-Stick Pan	100	2	200
Air-cond (2hp)	3500	4	14000



Start-up Summary (Cafe concept for shop lot)

Dining ware (Plastic spoon, teaspoon, tissues)	1000	1	1000
Dining furnitures (Tables & Chairs)	500	10	5000
Single Electric stove	150	2	300
40 inch TV + bracket	1000	2	2000
Kiosk in cafe set up <ul style="list-style-type: none"> - Display cabinet shelves - Reception counter & decorative display glass box - Decorative display wall cladding finishing c/with finishes finishing colour - Hanging cabinet shelves, shelf board - Base cabinet unit c/with laminate table top finishes finishing - Cable wiring LED track lighting c/with wiring switch control - Metal roofs wall fencing - Platform for plumbing waterproof works - Stainless steel sink & water tap - Mean pipe water drain trap and inlet, outlet - Invisible support, welding hanging support roofs spray c/with colour - Foreign holding & 3 mm plywood cover floor tiles 	45000	1	45000
GRAND TOTAL			199,398

*Must buy items from Licensor

All prices exclusive of SST and may vary from time to time.

Please take note that we offer 12 months Easy Instalment plan with 0% interest rate (Only applicable for AmBank VISA/MASTER credit card holders).



Start-up Summary (Cafe concept for mall)

It is estimated that the start-up capital will be around RM252,398 (including Franchise fees, renovation, equipment and other related expenses).

Total Investment for Café (500 sqft)	Price Per Unit (RM)	Unit	Total (RM)
*Digital Electric Oven	2300	2	4600
*7L flour Mixer	2100	2	4200
*Table top Display Chiller (4 feet)	5900	3	17700
*1800C3 6ft Chiller	4100	2	8200
*1800F3 6ft Freezer	4700	1	4700
*Single Bowl Sink	450	2	900
*Black tray for 6 pcs mini cake	10	33	330
*Mini golden tray for each mini cake (1 packet)	30	2	60
*Product tag display	3	50	150
*Franchise fee	50000	1	50000
*Security Deposit (Refundable)	5000	1	5000
*3D signage	6000	1	6000
*3D design detail drawing (500 sqft)	18000	1	18000
*Sticker Advertisement	3000	1	3000
*Kryptopos POS system (Hardware & Software)	3300	1	3300
*Starter Kit Accessories & Ingredients	2500	1	2500
*Starter Kit Cookies (12 flavours)	17.40	120	2088
*Apron	30	10	300
Garbage bin	90	3	270
Rental + Deposit for shop	6000	3	18000
Water Boiler	300	2	600
Non-Stick Pan	100	2	200
Air-cond (2hp)	3500	4	14000



Start-up Summary (Cafe concept for mall)

Dining ware (Plastic spoon, teaspoon, tissues)	1000	1	1000
Dining furnitures (Tables & Chairs)	500	10	5000
Single Electric stove	150	2	300
40 inch TV + bracket	1000	2	2000
Kiosk in cafe set up (for mall) <ul style="list-style-type: none"> - Display cabinet shelves - Reception counter & decorative display glass box - Decorative display wall cladding finishing c/with finishes finishing colour - Hanging cabinet shelves, shelf board - Base cabinet unit c/with laminate table top finishes finishing - Cable wiring LED track lighting c/with wiring switch control - Metal roofs wall fencing - Platform for plumbing waterproof works - Stainless steel sink & water tap - Mean pipe water drain trap and inlet, outlet - Invisible support, welding hanging support roofs spray c/with colour - Foreign holding & 3 mm plywood cover floor tiles 	80000	1	80000
GRAND TOTAL			252,398

*Must buy items from Licensor

All prices exclusive of SST and may vary from time to time.

Please take note that we offer 12 months Easy Instalment plan with 0% interest rate (Only applicable for AmBank VISA/MASTER credit card holders).





Profit Margin for Kiosk

Sales:

A) Minicakes

- | | | |
|------------|-------------------------------------|------------|
| 1) RM58 | x 5 large boxes per day x 30 days | = RM 8,700 |
| 2) RM34.60 | x 10 medium boxes per day x 30 days | = RM10,380 |
| 3) RM11.60 | x 20 small boxes per day x 30 days | = RM 6,960 |

B) Cookies

- | | | |
|---------|-----------------------------|----------|
| 4) RM29 | x 10 tins per day x 30 days | = RM8700 |
|---------|-----------------------------|----------|

TOTAL SALES PER MONTH = RM34,740

Expenses:

- | | |
|--|------------|
| 1) Rental (Kiosk) | = RM 5,000 |
| 2) Utilities | = RM 1,000 |
| 3) Staff pay RM2000 x 2 | = RM 4000 |
| 4) Monthly Royalty (To HQ) | = RM 1,200 |
| 5) Cost of minicake sold for large boxes (RM8,700 x 30%) | = RM 2,610 |
| 6) Cost of minicake sold for medium boxes (RM10,300 x 30%) | = RM 3,090 |
| 7) Cost of minicake sold for small boxes (RM6,960 x 30%) | = RM 2,088 |
| 8) Cost of cookies (to HQ) sold (RM8700 x 60%) | = RM 5,220 |

TOTAL EXPENSES PER MONTH = RM24,208

MONTHLY NETT PROFIT = RM34,740 – RM24,208 = **RM10,532**





Profit Margin for Cafe

Sales:

A) Minicakes

- | | | |
|------------|-------------------------------------|------------|
| 1) RM58 | x 5 large boxes per day x 30 days | = RM 8,700 |
| 2) RM34.60 | x 10 medium boxes per day x 30 days | = RM10,380 |
| 3) RM11.60 | x 20 small boxes per day x 30 days | = RM 6,960 |

B) Brownies

- | | | |
|---------------------|----------------------------|------------|
| 4) RM6.90 (2 inch) | x 20 pcs per day x 30 days | = RM 4,140 |
| 5) RM22.90 (4 inch) | x 10 pcs per day x 30 days | = RM 6,870 |
| 6) RM83 (8 inch) | x 2 pcs per day x 30 days | = RM 4,980 |

C) Cheese cake

- | | | |
|---------------------|----------------------------|------------|
| 7) RM7.90 (2 inch) | x 20 pcs per day x 30 days | = RM 4,740 |
| 8) RM26.90 (4 inch) | x 10 pcs per day x 30 days | = RM 8,070 |
| 9) RM95 (8 inch) | x 2 pcs per day x 30 days | = RM 5,700 |

D) Cookies

- | | | |
|----------|-----------------------------|------------|
| 10) RM29 | x 10 tins per day x 30 days | = RM 8,700 |
|----------|-----------------------------|------------|

E) Drinks

- | | | |
|-------------------------------|-----------------------------|------------|
| 11) RM5.90 (Nescafe/Teh/Milk) | x 40 cups per day x 30 days | = RM 7,080 |
| 12) RM3.90 (Soda drinks) | x 10 cups per day x 30 days | = RM 1,170 |

TOTAL SALES PER MONTH = RM77,490



Expenses:

1) Rental	= RM12,000
2) Utilities	= RM 2,000
3) Staff pay RM2000 x 4	= RM 8,000
4) Monthly Royalty (To HQ)	= RM 2,500
5) Cost of minicake sold for large boxes (RM8,700 x 30%)	= RM 2,610
6) Cost of minicake sold for medium boxes (RM10,300 x 30%)	= RM 3,090
7) Cost of minicake sold for small boxes (RM6,960 x 30%)	= RM 2,088
8) Cost of Brownies sold for 2 inch (RM4,140 x 30%)	= RM 1,242
9) Cost of Brownies sold for 4 inch (RM6,870 x 30%)	= RM 2,061
10) Cost of Brownies sold for 8 inch (RM4,980 x 30%)	= RM 1,494
11) Cost of Cheese cake sold for 2 inch (RM4,140 x 30%)	= RM 1,419
12) Cost of Cheese cake sold for 4 inch (RM6,870 x 30%)	= RM 2,421
13) Cost of Cheese cake sold for 8 inch (RM4,980 x 30%)	= RM 1,710
14) Cost of cookies (to HQ) sold (RM8700 x 60%)	= RM 5,220
15) Cost of Nescafe/Teh/Milk sold (RM7,080 x 30%)	= RM 2,124
16) Cost of Soda Drink sold (RM1,170 x 30%)	= RM 351

TOTAL EXPENSES PER MONTH = RM50,330

MONTHLY NETT PROFIT = RM77,490 – RM50,330 = **RM27,160**



Steps to open up new store

The whole process will take about 2 to 3 months.

STEP 1: Attend the interview and pass the interview process.

STEP 2: To confirm you have enough working capital on hand.

STEP 3: Pay a commitment fee of RM5000 once you had confirmed to take up Aibake licensing program.

STEP 4: Identify location to open new Aibake store.

STEP 5: Market survey. The location for setting up Aibake store can be proposed by either party. HQ office or the applicant. However, the final location must be agreed to by both parties.

STEP 6: Pay Rental & deposit for the place and sign the tenancy agreement.

STEP 7: First payment which is 50% of the Licensing fee to be paid upon signing licensing agreement. The commitment of RM5000 will automatically turned into security deposit.

STEP 8: Register your company in SSM.

STEP 9: Apply business license from Bandaraya.

STEP 10: Attend one day kursus pengendalian makanan and typhoid injection.

STEP 11: Start renovation.

STEP 12: Pay balance payment of licensing fee.

STEP 13: Attend training course organized by HQ.

STEP 14: Interview and recruit staff.

STEP 15: Register your company in KWSP and PERKESO.

STEP 16: Open a company account in any bank and apply for cheque book.

STEP 17: Start advertising and arrange for open day.

STEP 18: Apply for HALAL certification once received business license.





Special review of minicake video:
https://youtu.be/gQK3d1iP_pE



Special review of premium cookies video:
<https://youtu.be/nljQR8W6Fe4>



Special review of minicake and brownies video:
<https://youtu.be/i2U2dcJWIkE>

