

**bo  
the  
avocado**



# **brand profile**

*FY2024*





## our story

started back in november year twenty-twenty, in the midst of the pandemic by a husband & wife couple which left their corporate careers to pursue their dream of introducing avocado as a main source of healthier indulgence & at the same time expanding the food culinary scene.

to date, bo the avocado has emerged as one of the new food industry market player in Malaysia & a pioneer of curating everything that is avocado based.

bo the avocado currently has three outlets operating across Klang Valley, namely in Setia Alam, The Exchange & One Utama Shopping Centre & its central kitchen in Pj.

the brand was also involved actively with corporate events & activities namely the participation in RIUH events, Coldplay concert, HoHo Land & Braun Buffel season launch event to name a few.



## vision & mission

"our mission is to introduce avocado eating habit as the way to go in boosting your health & lifestyle, sustenance via maximising the potential of the fruit & practising ethical values with diversity & inclusion of culture & heritage."

"to be the major force of a brand that encapsulates healthy, quality & value assured superfood consumption in a vastly saturated commercial valued market."

"constantly evolving & pivoting with ideas to ensure brand growth & sustaining market recognition"

# timeline

huey ping



Kah wai



journeyed to vietnam & got the inspiration of utilising avocado as the base for food & desserts.

created



bo the avocado

brand name that pays homage to the avocado industry in vietnam with "bo" quite simply stands for avocado & a symbol of characterization coming alive in the service industry.



launched the opening in the exchange & setia eco park, both with different consumer target demographics (corporates & community).



brand logo rebranded to portray & signify maturity with bolder & cleaner cut of word font for better visibility.



the brand expanded beyond & was introduced to wider consumer base at mid valley, petaling jaya & bukit jalil subsequently, however was shortlived as the space offered could not accommodate to the fully curated menu range & justifiable to the fixed cost.



brand got further recognition with the contribution to the vaccination encouragement initiative that drew widespread media attention.



curated & launch the first ever avocado mooncake that hit the market.



launched the first expanded kiosk in shopping centre with seating arrangement at one utama.



the avocado smoothie beverages took off despite being in the midst of the pandemic lockdown.



started off with a quaint little kiosk situated right at the heart of city of Kuala Lumpur.



set up a new office & central kitchen for in house production & inventory management at petaling jaya.



## outlets



the exchange



one utama



setia eco park



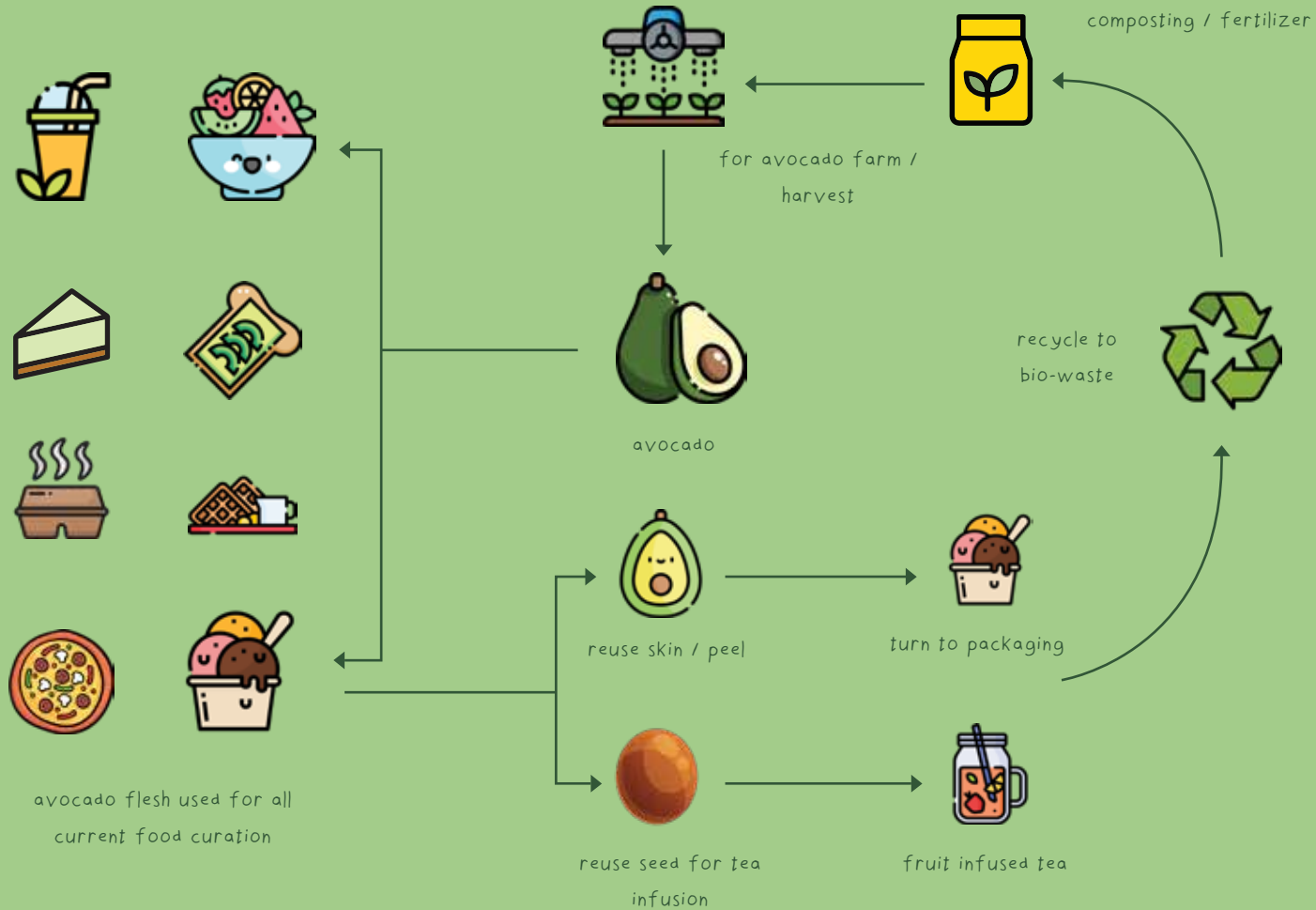


**creating a sustainable future together**





# what do we do with an avocado?





Avocado base



hot food, cakes & snacks



smoothies



gelato



bowls

optional add ons

Single bar concept

savoury add ons  
4 items

real fruits  
4-5 items

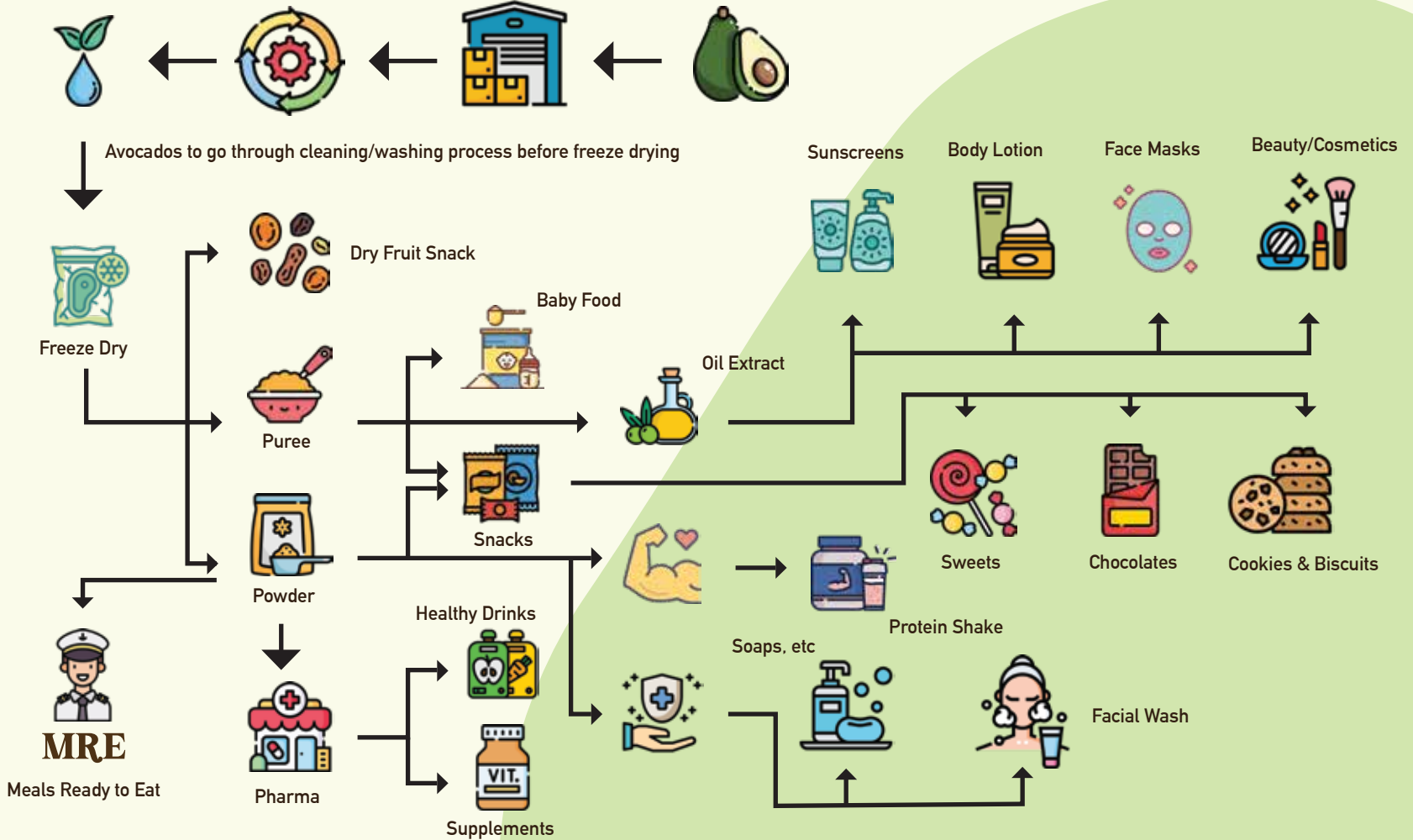
dried sweet treats  
4 items

Toppings (seeds, nuts, oats)  
4 - 5 items

drizzles & sauces  
4 items



Avocados directly supplied to warehouse



# product range



**the original & best selling  
avocado lime cheesecake**



high in demand  
**guacamole spread**  
200ml per jar



**when in doubt,  
just lick that “hass”**



pastries

avocado & banana

# muffin' good time

cranberry

choc chip

double choc

original





**the guacamole is the highest usage item in food served at all outlets.**

**the avocado lime cheesecake is the most sought after cake across all outlets since 2021.**

**both products ranked in the top 5 of all products sold category.**

*data from StoreHub POS*

**first ever introduced  
annual jade marble  
avocado mooncake**

sold out over 1,500 pieces within 25 days before the Mid Autumn Festival in its first year of introduction.



**since the launch, the avocado ice cream has witnessed an increasing demand which contributed to a 20%–30% growth in revenue for all bo the avocado outlets.**

nothing  
beats  
feeling  
incredi-bo



## brands that we have worked with



BRAUN BÜFFEL



**SUNWAY**  
PROPERTY

WE *Care*, WE *Stay*  
WITH YOU FOR GENERATIONS

**TOMEI** **GAMUDA LAND** **r!uh**



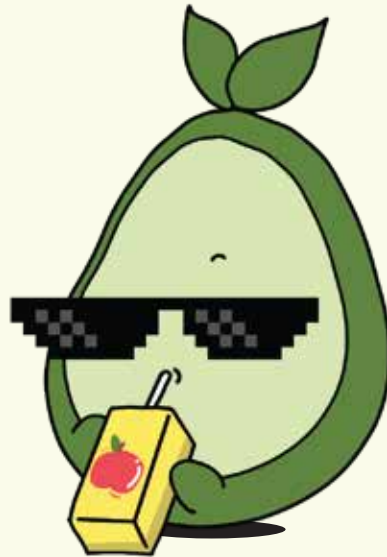
watsons



LOOP







“when life gets tough, juice suck it up”

featured in



SAYS



WORLD OF BUZZ



88RAZZI



KL FOODIE



# The Ho Ho Land

## highlights



**the people have spoken..**

**“i LOOOVE this ice cream,  
@botheavocado will  
have my heart always”**

-suri @mystickitten-

**“og is yums! only wished  
for the scoop to be bigger”**

-jillian-

**“my colleague saw my  
story & went to try. the avo  
taste is rich from mouth &  
tongue to throat”**

-azlina-

**“sedap sangatsss”**

-nuraini-

**“the highest form of compliment  
is when your parents approved  
it, its crazy good!”**

-@dadeft-



**cross collaboration with  
Phil's Pizza & as featured  
on Tatler.**

# JOIN THE BO-FAM & BEGIN YOUR JOURNEY AS AN AVO-PRENEUR

join us as partners  
& take a step towards  
the 'ripe' direction



# the avocado & its uprising trend

Take China as a sample, one of the largest business growing nation, with the increase in growth for avocado importation from a meagre 1.9 tonnes in 2010 to 32 tonnes in 2022, with the most recent initiative of setting up its own plantation by 2023. Initially a fruit that is unfamiliar with, however the growth in the variety of restaurants/cafes/cuisines available especially in tier one cities have led to the astonishing growth in demand. In 2015, KFC China launched the Avocado Zinger Burger headlined by singer Joker Xue as well as Pizza Hut China launching Seafood Avocado Pizza in 2016, this only goes to prove that the market globally is leaning towards “green eating” but done commercially with health benefits such as good fat becoming a pulling factor post pandemic era.

## why the major scale

With the market reaching its peak for bubble milk teas, tea & coffee variations that is saturated in a vastly competitive F&B market. More brands specifically from China is dominating the market with its avocado based beverages like More Yogurt, ShuYi, just to name a few. Our objective is to leverage on the rapidly increasing market demand & position our Malaysian brand on the map as well as pioneering the avocado market at the same time championing the cause for healthier consumption in the commercial market.



# how are we who we are today

What makes Bo The Avocado different.

Unique  
Selling Point

Our beverages are made from freshly sourced ingredients.

fresh from farm to cup concept.

perfect ripening procedure to ensure every products are made from the best avocados.

open bar & kitchen concept for consumer visibility.

Operations

Servicing

every product is originally curated & carefully tested to ensure quality.

building relationships & maintaining strong online presence.

More Than  
Just A  
Business

muslim friendly with target for obtaining Halal certification.

practice a diversified culture in servicing & consumer base.

HQ is proactive & attentive to all outlets.

constantly improving based on consumer feedbacks.

championing sustainability with avocados.

we got the range & limitless creativity on new curations to update the menu.

proper SOP & guidelines for staff trainings..

pioneering healthy consumption but make it tasteful & fun.

HQ is participative with all outlet's performance & engage actively with rentention consumers.

creating a community of network between all licensed partners to share views, experiences & advices.

inventory system in place.

# how do we operate as partners

Create chemistry as business partners

Understand & be align with the vision

Providing assistance to outlet's needs

Attention to detail & trust in the products

Work together in synergy & always open for discussion

achieving economies of scale together

Embrace diversity & support sustainability



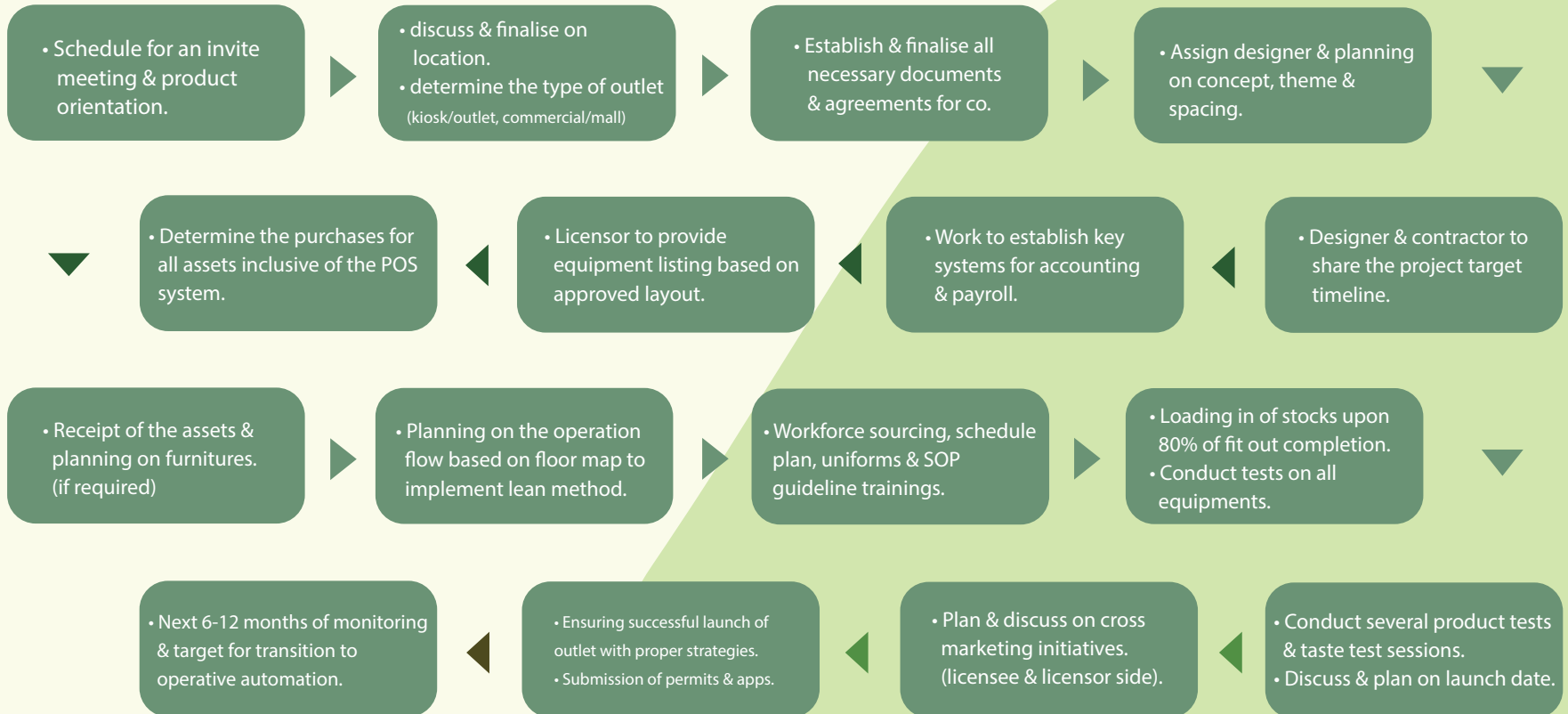
**“we are more than just mere licensor/licensee, we aspire to be long term partners built on a platform of trust & integrity above all successes in business.”**

Kah Wai, Managing Director



# target timeline & framework

Types of outlet (Kiosk or Outlet, Commercial Lease or Mall Lease, With Seating or No Seating Arrangements).



# financial projection

## Start Up Cost

License Fee (One Off)	MYR 15,000
Renovation*	MYR 80,000
Equipments*	MYR 25,000
<b>TOTAL</b>	<b>MYR 120,000</b>

\*renovation cost is an estimation budget & is dependent on partner's chosen size & design.  
\*equipment could vary & inclusive of other assets such as POS, wifi, etc.

## Fixed Expenses

Rental*	MYR 5,000
Utilities*	MYR 1,000
Salaries & Wages*	MYR 10,000
Maintenance/Reserve	MYR 3,000
<b>TOTAL</b>	<b>MYR 19,000</b>

Per Month.

\*rental & utilities is an average estimation.

\*salaries are based on max 4 FT & 1 PT estimation.

\*maintenance is for equipment servicing IF needed.

## Financial Projection

	RM
<b>Average Bill Size (RM)</b>	<b>25</b>
<b>Average Volume per Day</b>	<b>65</b>
Gross Sales	585,000
<b>Gross Profit</b>	<b>380,250</b>
Gross Profit %	65%
Fixed Expenses	228,000
Royalty (5% on Sales)	29,250
<b>Total Fixed Expenses</b>	<b>257,250</b>
<b>Total Net Profit</b>	<b>123,000</b>
<b>Net Profit / month</b>	<b>10,250</b>
<b>Total Investment</b>	<b>120,000</b>
<b>ROI (months)</b>	<b>12</b>

\*Bill size & volume is an estimated average, fully dependent on the location selected.

\*ROI is forecasted to be between 10 - 13 months at worst.

*\*A full & detailed projection will be presented & discussed upon the first meeting.*

All projected figures are based on estimation value & cannot be represented as factual.  
Every business investment regardless of amount is considered a risk, hence invest carefully & well.  
All business decision & profitability is fully dependent on the location & will be advised accordingly.



“ **Bo The Avocado** is probably peak millennial culture, specialising in avocado smoothies. Incorporated in the middle of the COVID-19 pandemic back in November 2020, the team has had a wild ride through several MCOs yet emerged with a significant fanbase. ”

SAYS MEDIA

bo  
the  
avocado 

# ola! us

we would love to hear from you



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*Drop us a message to inquire for more details such as full financial projection or sample sales data, etc.*

We prioritise in successful & effective partnerships, hence all successful applicants will be required for an appointment as well as product tasting session.

Bo The Avocado is also selective & cautious with every proposed location, this is to ensure we can uphold the brand's image, product success & avoidance of saturation in the market, thus the brand reserves the rights to reject any proposed location.



Bo The Avocado



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[www.botheavocado.com](http://www.botheavocado.com)