

# Taiwan Franchisee Handbook

- 2023 -







「沒有規矩，不成方圓」

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# Company Profile



# Brand Profile and Vision

"Without rules, nothing is accomplished."

What seems simple on the surface contains substantial content, much like our code of conduction as a human being and as a worker.

In 2017, we chose to start out in Beitou Market, driving a minivan through local markets, working in two separate locations a day.

Turning the 180 °C hot plates, we made affordable and delicious food, insisting on good quality and constantly innovating to create new flavors that will melt your heart.

Our customers are our friends and family and the main power to drives us move on forward.





# About the Group

Dont Yell At Me Co., Ltd., established in response to the rapidly evolving trends of the times, is the only chain food-and-beverage enterprise in Taiwan that integrates design, food services, marketing and entertainment. In future, we aim to provide further upgraded capacity in vertical and horizontal integration.



2017

Dont Yell At Me Co., Ltd. officially established; The first Dont Yell At Me store in Zhongshan District opened.

2018

Dont Yell At Me expanded beyond Taiwan, entered the Asian market, opened its store No. 1 in Hong Kong.



2020

Dont Yell At Me expanded to the US and European market, opened its store NO. 1 in the US and in Canada.

2022

Dont Yell At Me Co., Ltd. expanded to include new businesses.

- Fruit Smoothies\_FRULUVR
- Wheel Cakes\_Money Cake



# Product Introduction



▲ Seasonal-Chocolate  
with Fresh Mangoes



▲ Seasonal-Custard  
with Fresh Strawberries



▲ Custard with Small  
Taro Balls

**\* Season-limited products are launched from time to time to provide consumers with more choices \***

▼ Classic flavor-Custard



▼ Classic flavor-Taro



Fresh handmade on the spot, Money Cake has a cake-like crust and fillings that take four hours to cook and prepare. This is a round full-bodied snack, affordable and beloved by all. In addition to the classic flavors of red bean, cream and taro, there are also innovative flavors such as Ferrero Rocher chocolate and cheese potato. We create exciting new flavors by combining different contrasting ingredients.



# Menu

\* Reasonable price \* Sleek setup

\* Simple preparation of ingredients



"Money Cake" is among Taiwan's very few brands that offer wheel cakes and hand-shaken drinks on the same menu. Our exclusive Ice & Fire Fillings and Pure Tea choices are a perfect match for your afternoon tea. We aim to create a wide-ranging menu with premium tea and snacks for our consumers.



一分錢 一分貨  
MONEY CAKE

### 經典招牌

			
紅豆 (餅皮有黑芝麻) Red bean	牛奶 (餅皮無記號) Custard	芋頭 (餅皮有白芝麻) Taro	起司馬鈴薯 (餅皮有海苔粉) Cheese Potato
\$30	\$30	\$30	\$30

### 冰火夾心

		
QQ小芋圓 香草牛奶 Custard with small taro balls	金沙巧克力 香草牛奶or可可 Custard or chocolate with ferrero rocher	OREO餅乾 香草牛奶or可可 Custard or chocolate with oreo
\$35	\$45	\$40

		
真的是草莓 香草牛奶or可可 Custard or chocolate with fresh strawberry	真的是芒果 香草牛奶or可可 Custard or chocolate with fresh mango	真的是限量 Limited Only
\$50	\$50	

### 純茶系列

Taiwan Tea

紅玉紅茶 RUBY Black Tea	\$45
麥香紅茶 Wheat Flavor Black Tea	\$40
四季春茶 Four Seasons Green Tea	\$40
台灣蕎麥茶 Taiwan Buckwheat Tea	\$40

### 精美禮盒

「套餐組合不得更換口味，不另附分裝紙袋」  
Flavors are fixed and we do not provide additional paper bags.

Gift Set

紅豆/牛奶分享組 (5個紅豆+5個牛奶) Red Bean and Custard 10 Pieces Combo (5 pieces of red bean cream and 5 pieces of custard)	\$300
綜合10入口味禮盒 Combo Set (內含紅豆/牛奶/芋頭/起司馬鈴薯共十顆)	\$340

# Product Packaging



Whether it's for a large corporate event, a fundraiser, a product launch, a wedding, a birthday party, a dinner soirée or other small events for a special occasion, Money Cake is your ideal partner to provide quality services according to your product launch/party theme. The brand is innovative not only in its product range but also in business strategies. We offer bespoke Wheel Cake stamping services and gift packets for you to give to your corporate clients or guests for an extra sweet touch.





## Overall Visuals



# Taipei Bade Flagship Store







# Brand Strength

# Why Us?

Why Choose 【 MONEYCAKE 】 ?

## SUPPLY CHAIN

Centralized kitchen that produces fillings to reduce our franchisees' manpower and ingredient costs  
lower ingredient cost for bulk purchases.

## OPERATIONS

Easy to make, fast to serve  
Transparent windows for the kitchen and transparent production process to earn customers' trust.

## PRODUCT

Diverse flavors, handmade ingredients, natural and reassuring.  
Constantly develop new products to attract new customers.



# Marketing Resources

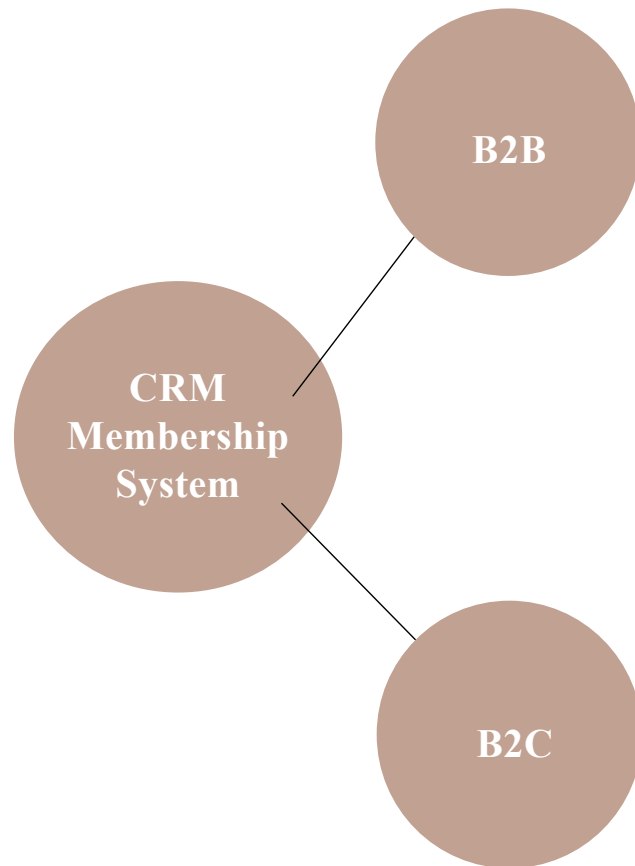
## Self-media

- Celebrity Resources
- Ad Placement
- News Media Resources
- SEO Keyword Optimization
- Support for Self-Media Management
- Support for Publicity Materials

## 3rd Party Collaboration

- Delivery Platform Packaging and Optimization
- Cross-Sector Collaboration
- Special Partner Stores

# Marketing Resources



## 【 Membership system function and use 】

- Customers can collect points for all brand product consumption within the group. This cross-brand point collection policy will attract more customers for cross-brand consumption. By becoming one brand franchisee, you will gain customers for all three brands in our group.
- Membership, points collection, marketing, and meal ordering all taken care of, with TA analysis reports and return customer consumption frequency.
- All communication done on the LINE platform.

## 【 Discounts and coupons for members 】

- Membership gift: Attract consumers to make their first purchase.
- Return Customer Coupons: Create a second purchase in a short period of time.
- Discount Coupons: Occasional release with messages delivered.
- Birthday Gift: Free meals within the group's brands.
- Collect Points and Redeem Gifts: earn one point for every NT\$30 you spend. The more you spend, the more points you collect. No limits on the points accumulation.

# Media Exposure



▲一分錢一分貨車輪餅插旗松山區。(圖/一分錢一分貨提供)

另，原本位於北投市場的超人氣車輪餅「一分錢一分貨」近日也選在松山區開出全新門市了，主打每日手工現作，從餅皮到餡料都需耗時4小時以上製程，且每一顆都能吃到爆漿口感，累積不小人氣。這次宣布和手搖飲「不要對我尖叫」母公司「合食餐飲集團」合夥經營，於捷運台北小巨蛋站附近開出全新門市，一共提供8口味，包括基本的奶油、紅豆、芋頭、起司馬鈴薯等，還有放了整顆金莎巧克力、OREO餅乾的口味選擇，車輪餅控趕緊衝吃。

3:12 12 marieclaire.com.tw

## 車輪餅「一分錢一分貨」菜單口味推薦！日賣千顆，爆漿內餡超療癒

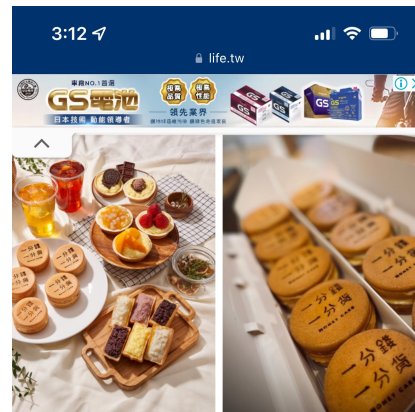
北投市場人氣車輪餅「一分錢一分貨」菜單口味推薦！全新店面祭出免費送100顆優惠活動，要快要快！

by Bu - 2022/07/13更新



## 「一分錢一分貨」車輪餅新店面祭出免費送活動

原先位在北投市場超夯的銅板美食「一分錢一分貨」車輪餅將與「不要對我尖叫」母公司「合食餐飲集團」共同經營，新店面將在開幕當天祭出限時限量免費贈送100顆車輪餅（紅豆口味）活動，此外，還有限時3天第二顆半價優惠，老饕們要下手腳要快啊！



## 中崙市場排隊車輪餅「一分錢一分貨」開賣首3日「狂賣千顆」

LIFE生活網小編 2022-07-20 23:26

開幕當天人氣絲毫不減依舊超搶手！還沒開攤就已經有人在排隊，在疫情期間，創造出首日開賣連三天賣千顆傳奇！「一分錢一分貨」從餅皮到餡料，每日手工現做，每顆車輪餅都須要歷經4小時以上的備料跟熬煮，餡料皆是時刻攪拌顧火，由時間加火侯控制，才能堆疊出來好味道

62 0

3:11 12 udn.com

即時 熱門 要聞 選舉 娛樂 運動

## 日售千顆！北投人氣車輪餅「一分錢一分貨」插旗松山開幕日100顆經典口味免費送

2022-07-15 10:29  
聯合新聞網／旅遊美食特約作者皓小月



圖／一分錢一分貨提供、IG

47 分享

北投車輪餅名店「一分錢一分貨」開新店鋪啦！與「不要對我尖叫」母公司聯手，展店到松山區中崙市場旁，不只7/16～7/18試營運期間有第二顆半價優惠，7/19正式開幕當天還有多重優惠。





# Franchisee Information

# Franchisee Management

## Strict Control

- Ingredients procurement → • Handled by HQ
- Price control → • Evaluated by HQ
- Ingredients distribution & delivery → • HQ's 3PL collaborators

## HQ provides

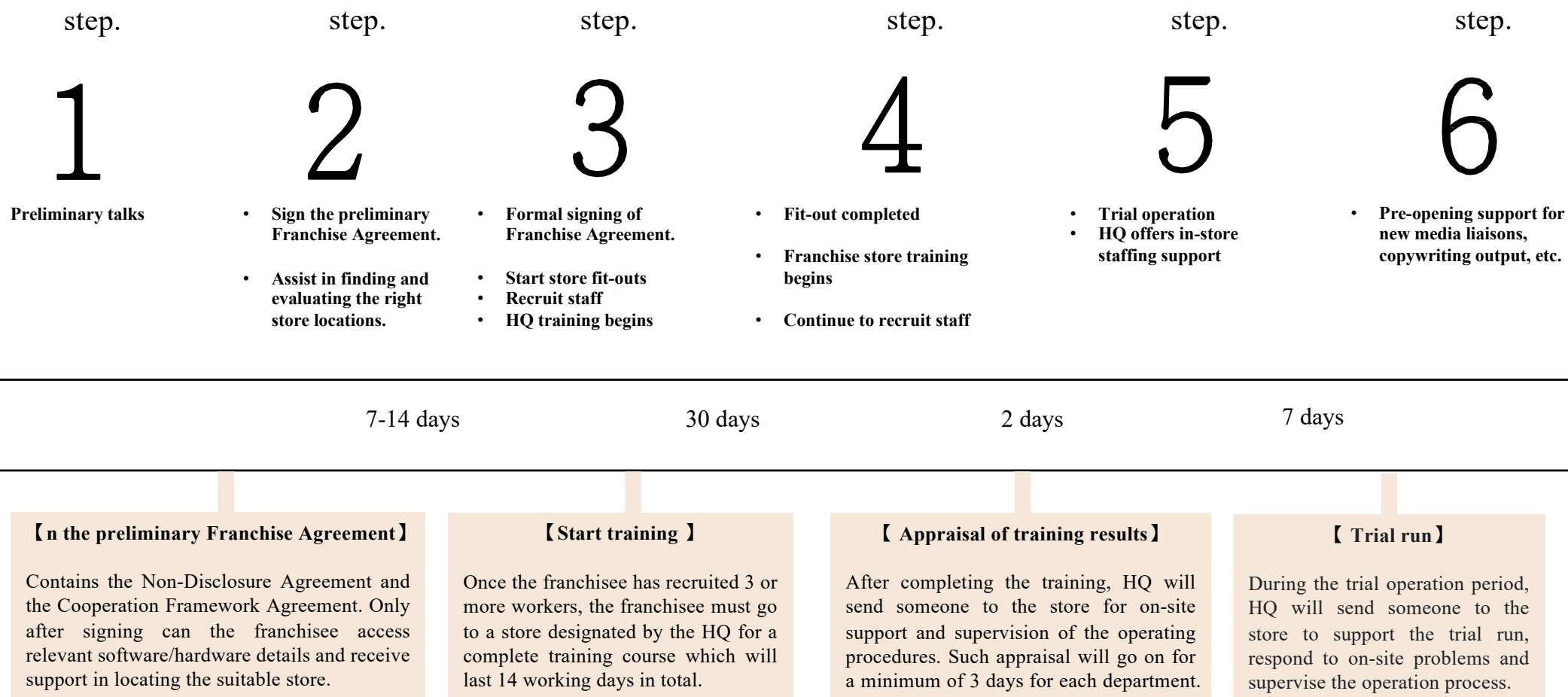
- Regular monthly supervision
- Regular monthly mystery customer visit
- Regular quarterly consolidation training
- Follow-up instruction for new-product launches
- Annual conference: to review, share and discuss
- Reward franchisees with supervisory bonuses

## Achievement

- Store control capability
- Product quality control capability
- Strengthening of operation and coordination capabilities

# Franchisee Process

\* The actual date will be adjusted according to the actual situation on-site.





# Education and Training System

## 【 Education & Training and Support 】

- Store apprenticeship course 14 days / 120 hours
- Support with one senior staff in store for 3 days during trial operation period.
- Assist in store preparation before opening for 1 day.

## 【 Course Content 】

- Corporate Culture and Employee Code of Conduct
- Introduction and Storage of Raw Materials
- Description and Preparation of Beverages
- Store Opening and Closing Procedures
- Equipment Introduction and Use Instructions
- Introduction and Operation of Each Workstation
- Instructions on Ordering System
- Store Management Concept Sharing
- Store Operation Management and Report Preparation
- Operations Practice

# Machines and Equipment

Item	Quantity
■ POS computer ordering system	1
■ Ice making machine	1
■ Double-door glass display refrigerator	1
■ Double-door glass insulated cabinet	1
■ Commercial induction cooker	2
■ Sealing machine	1
■ Chest refrigerator	2
■ Chest freezer	1
■ 10 gallon water boiler	1
■ Customized electric wheel pizza machine	3
■ Branding Rod	2

## Store Information

### # Moneycake

No.78, Section 3, Bade Rd., Songshan District, Taipei City.

02-2570-0080

### # Chiayi Wenhua Store

No. 294, Wenhua Rd., Beimen Village, East District, Chiayi City.

### # Taipei Zhongxiao Fuxing Store

No. 20, Lane 17, Section 4, Zhongxiao East Road, Daan District, Taipei City



## 【Overseas Business Contact】

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