



The best coffee  
For the best **YOU!**

Esteemed **Vietnamese** Coffee Brand



ORDER  
INFORMATION



FRANCHISE  
INFORMATION



See more information here!

# DISTRIBUTION MAP

- › Creating employment opportunities for over **10,000** workers across our country.
- › Including **271** branches in Ho Chi Minh City.
- › **56** branches in different provinces and cities across the country.
- › **02** international branches: Cambodia - China.
- › More than **7,000** distribution points nationwide.

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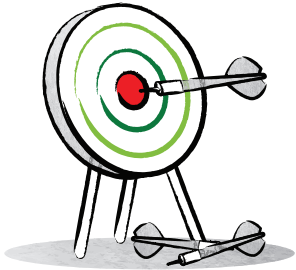


# INTRODUCTION

- **A COFFEE WORLD** begins with young people, aiming to bring the true essence of **COFFEE** closer to discerning **COFFEE ENTHUSIASTS**.
- **A CONTINUOUSLY EVOLVING** F&B and retail chain presents career and **BUSINESS OPPORTUNITIES**, increasing **REVENUE** and **PROFITS** to foster **PROSPERITY**.
- An environment that **ACCOMPANIES**, multiplies **POSITIVE VALUES** to create a **SUSTAINABLE** ecosystem, together **CONTRIBUTE** and **SERVE SOCIETY**.



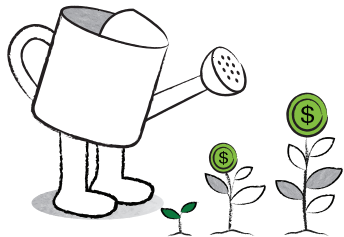
# 6 / SIX BEST FEATURES OF VIVA COFFEE



## LONG-STANDING FRANCHISE

With nearly 20 years of experience in the market, Viva is a pioneering franchise brand that has achieved success both in Vietnam and internationally.

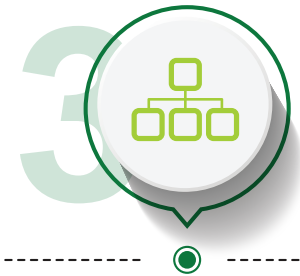
Viva continually strives to build a strong organization and become a community-focused enterprise. We take pride in being a Vietnamese coffee brand and consistently work harder to foster robust growth, elevate our brand's presence, and establish a firm position in both the domestic and global markets.



## EXTENSIVE CUSTOMER DATABASE

With the mission of democratizing coffee, Viva brings coffee closer to everyone, everywhere, and has achieved significant milestones.

With over 330 stores spanning across the country and expanding globally, Viva continues to affirm its position in Vietnam and on the international market.



## DIVERSIFIED FRANCHISE MODELS

- **VIVA STAR COFFEE Franchise Model**
- **VIVA RESERVE Franchise Model**
- **VIVA STAR TOGO Franchise Model**

Depending on the business purpose of the franchise partner, the business models meet many different criteria in terms of investment costs, premises, customer segments ...





## MARKETING COMMUNICATIONS

- Viva provides business strategy consulting and marketing communication advice tailored to the specific business areas of each store.
- Viva supports creative marketing throughout the franchise process.
- Viva consistently collaborates and assists in product design, banners, and other promotional materials to boost the business activities of the store.
- Franchise branches have access to the system's resources, including the website, blog, and social media platforms.



## OUTSTANDING BENEFITS

- Partners will receive support in site consulting, evaluation, and assessment.
- Viva is committed to assisting with all aspects, from the setup to the professional operation of the store.
- Viva provides training for employees in all positions with specialized knowledge.
- We offer a diverse and abundant supply of raw materials, as well as the highest quality tools, equipment, and beverage-making machines.
- Guidance in beverage preparation and the transfer of exclusive recipes, along with Viva's extensive drink menu.
- Viva always has solutions to address any issues that arise in business operations promptly, offering advice on store upgrades and maintenance.



## COMMUNITY-CENTRIC BUSINESS

- Viva gradually asserts its commitment to contributing to the community by helping farmers improve their livelihoods and recognizing their labor achievements through enhancing the value of Vietnamese coffee on the international market.
- Additionally, Viva consistently engages in programs that demonstrate its social responsibility to the community, making contributions and dedicating itself to building a cultured and prosperous society.

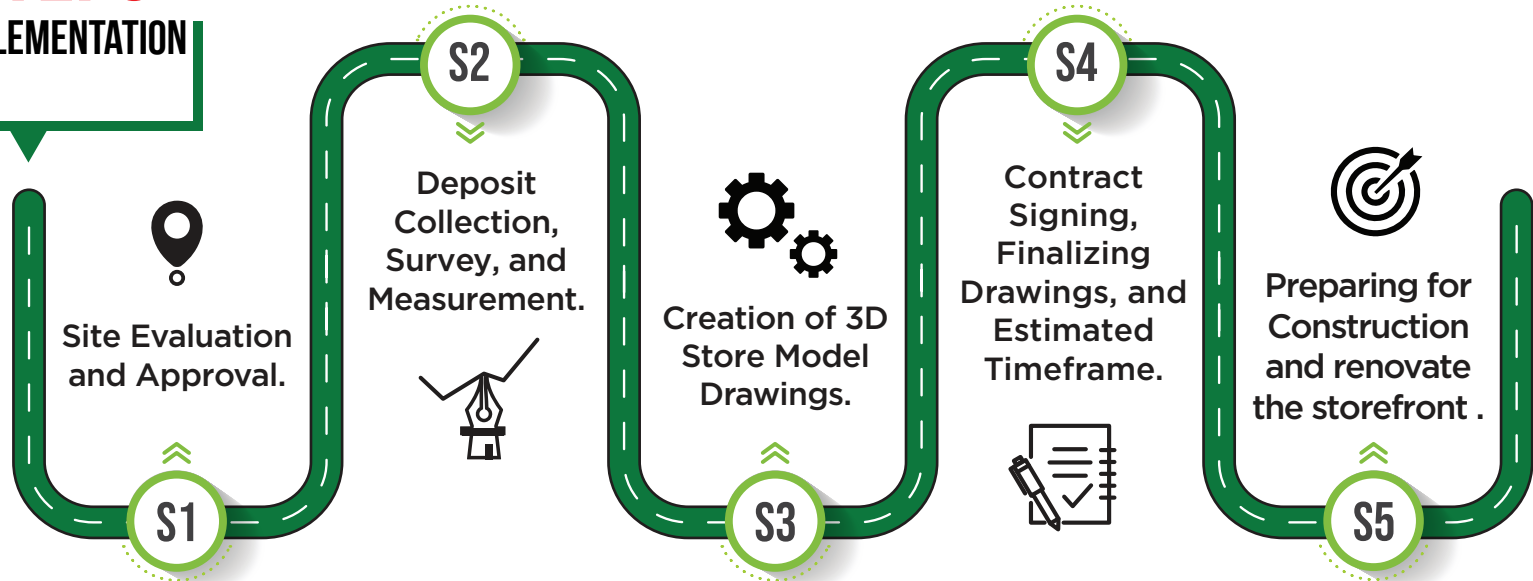


# THE FRANCHISE PROCESS

**Advanced Professionalism  
Sets Our Differences.**



## 5 STEPS PRE-IMPLEMENTATION



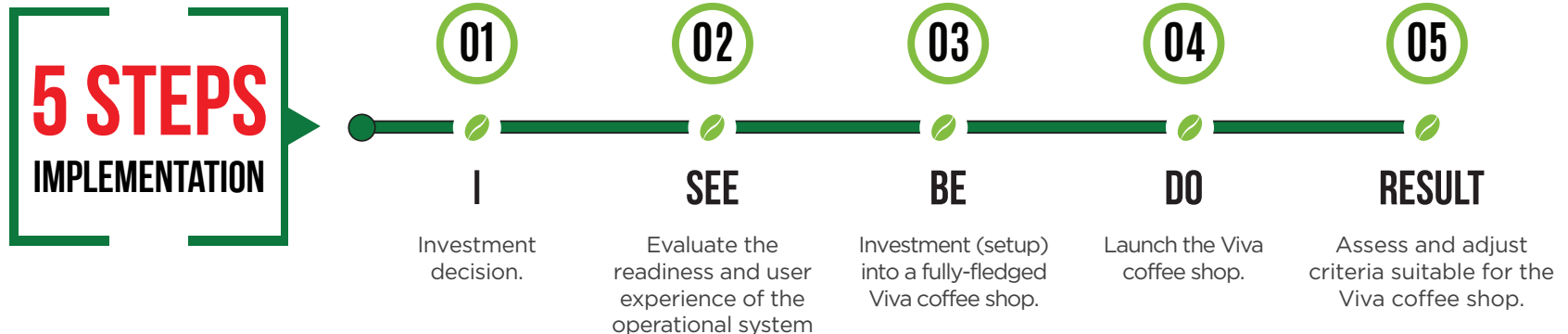




# THE FRANCHISE PROCESS

**Advanced Professionalism  
Sets Our Differences.**

► TO ACHIEVE SUCCESSFUL AND EFFECTIVE BUSINESS OPERATIONS,  
VIVA ALWAYS APPLIES ITS UNIQUE FORMULA WITH THE FOLLOWING STRUCTURE:



☛ Through the 5-step implementation structure, Viva assesses the success of each franchise branch as an experiential point unit.

☛ We take pride in accumulating over **330** successful experiential points, increasing revenue and profit for prosperity.







## Franchise Model

# VIVA STAR COFFEE

***Viva Star Coffee - Stand Out with the Slogan  
“The Best Coffee - For The Best **You!**”***

*Viva Star Coffee is not just a coffee shop with familiar beverages; it is a blend of modern and traditional beauty, offering a welcoming, refreshing, and elegant atmosphere.*

*Viva Star Coffee provides customers with a standard of service, along with a diverse range of beverage choices.*

*From various types of coffee (Vietnamese and European traditions) to standout iced coffee options like cappuccinos, tea, Italian-style sodas, and more, we cater to all customer preferences.*

- ✓ Area: 100 - 150 m<sup>2</sup>
- ✓ Franchise fee: 286.000.000 VNĐ  
(Including of VAT)
- ✓ Time span: 5 years

**Total investment cost :**

**≈ 1.200.000.000 VNĐ**

\* Price includes Franchise Fee.



## 3D STORE MODEL



## PHOTO REALISTIC





# Consulting MENU

## ĐẶC TRƯNG VIVA

VIVA FAVORITES

<b>CÀ PHÊ ĐEN</b> (ĐÁ/ NÓNG) _____	30
› Iced/ Hot Black Coffee	
<b>CÀ PHÊ SỮA</b> (ĐÁ/ NÓNG)  _____	34
› Iced/ Hot Milk Coffee	
<b>BẠC XỈU</b> (ĐÁ/ NÓNG) _____	34
› Iced/ Hot White Coffee	
<b>CÀ PHÊ MUỐI</b> ★ _____	38
› Salted Coffee	
<b>BẠC XỈU KHOAI TÍM</b> ★ _____	38
› Purple Sweet Potato Coffee	

## CÀ PHÊ NÓNG

HOT COFFEE

<b>ESPRESSO</b> _____	30
<b>AMERICANO</b> _____	34
<b>CAPPUCCINO</b> _____	45
<b>MOCHA</b> _____	47
<b>LATTE</b> _____	47



LATTE



CAPPUCCINO



MOCHA

## ĐÁ XAY

ICE BLENDED

<b>CÀ PHÊ ĐÁ XAY</b>  _____	47
› Coffee Ice Blended	
<b>TRÀ XANH Cà PHÊ XAY</b> _____	47
› Green Tea Coffee Ice Blended	
<b>CÀ PHÊ DỪA VIỆT QUẤT</b>  _____	47
› Coconut Blueberry Coffee Ice Blended	
<b>CAM CHANH TUYẾT</b> ★ _____	47
› Orange Lemonade Ice Blended	
<b>SOCOLA ĐÁ XAY</b> _____	47
› Chocolate Ice Blended	
<b>CÀ PHÊ KHOAI DỪA</b> _____	47
› Coconut Sweet Potato Coffee	

## SINH TỐ - NƯỚC ÉP

SMOOTHIES - JUICES

<b>CAM VẮT</b> _____	42
› Orange Juice	
<b>TÁO ÉP</b> _____	45
› Apple Juice	
<b>LÊ ÉP</b> _____	45
› Pear Juice	
<b>SINH TỐ BƠ</b> _____	47
› Avocado Smoothie	
<b>SINH TỐ DỪA</b> _____	47
› Strawberry Smoothie	

## TRÀ ĐẶC BIỆT

SIGNATURE TEA

 _____	47
<b>TRÀ CÚC THẢO MỘC</b> (ĐÁ/ NÓNG) _____	47
› Iced/ Hot Herbal Chrysanthemum Tea	
<b>TRÀ GẠO KEM PHÔ MAI</b> _____	47
› Cheese Cream Rice Tea	
<b>TRÀ CAM VÀNG HIBISCUS</b> ★ _____	47
› Hibiscus Tea With Orange	
<b>TRÀ CHANH HIBISCUS</b> ★ _____	47
› Hibiscus Tea With Lemon	
<b>TRÀ SỮA CHANH DÂY</b> _____	47
› Passion Fruit Milk Tea	
<b>TRÀ GẠO NHẪN NGỌC</b> _____	47
› Rice Tea With Longan	

## THỨC UỐNG KHÁC

OTHER DRINKS

<b>NƯỚC SUỐI</b> _____	25
› Bottled Water	
<b>TRÀ LIPTON</b> (ĐÁ/ NÓNG) _____	38
› Iced/ Hot Lipton Tea	
<b>CHANH</b> (ĐÁ/ NÓNG) _____	35
› Iced/ Hot Lemonade	
<b>PEPSI/STING/REDBULL</b> _____	32
› Pepsi/ Sting/ Redbull	
<b>DỪA TƯƠI</b> _____	37
› Coconut	

The best coffee  
For the best YOU!

★ Món Nên Thử/ Must Try  Món Bán Chạy/ Best Seller

# THE VARIETY OF MENUS

*Combining traditional and modern aesthetics, staying updated with new beverage trends, all while maintaining product quality and ensuring a professional training process.*

**TRÀ ĐÀO CHANH SẢ**  
› Perfect Peach Tea



**TRÀ CÚC THẢO MỘC ĐÁ**  
› Iced Herbal Chrysanthemum Tea



**TRÀ CAM VÀNG HIBISCUS**  
› Hibiscus Tea With Orange

**TRÀ GẠO NHẼN NGỌC**  
› Rice Tea With Longan

## Franchise Model

# VIVA RESERVE

### ***Viva Reserve - Sophistication And Excellence Distinguished By 6 Renowned Global Coffee Brewing Techniques.***

*The difference creates a unique identity. Viva Reserve stands out with 6 renowned global coffee brewing techniques and a Co-working Space. These 6 coffee brewing methods are executed by Viva's staff on-site so that customers can experience them with all their senses. When you visit Viva Reserve, you'll gain a deeper understanding of coffee stories along with the diversity and uniqueness of Vietnamese coffee.*

- ✓ Area: >150 m<sup>2</sup>
- ✓ Franchise fee: 789.000.000 VNĐ  
(Including of VAT)
- ✓ Time span: 5 years

**Total investment cost :**

**≈ 2.200.000.000 VNĐ**

\* Price includes Franchise Fee.





## 3D STORE MODEL



## PHOTO REALISTIC



# Consulting MENU

## ĐẶC TRƯNG VIVA

### Viva Favorites

Cà Phê (Đá/ Nóng)

Iced/ Hot Coffee

Cà Phê Sữa (Đá/ Nóng) 🍷

Iced/ Hot Milk Coffee

Cà Phê Muối ★

Salted Coffee

Cold Brew

Cold Brew

M | L

37 41

41 45

- 49

- 41

## CÀ PHÊ NÓNG

### Hot Coffee

Espresso

37 -

Americano

41 -

Cappuccino

54 -

Latte

54 -

## THỨC UỐNG KHÁC

### Other Drinks

Sinh Tố Bơ

Avocado Smoothie

54

Cam Vắt

Orange Juice

54

Pepsi

32

Sinh Tố Dâu

Strawberry Smoothie

54

Nước Suối

Bottled Water

28

## ĐÁ XAY

### Ice Blended

M | L

Cà Phê Đá Xay **BEST**

Coffee Ice Blended

54 59

Trà Xanh Cà Phê Xay

Green Tea Coffee Ice Blended

54 59

Socola Snicker Đá Xay ★

Chocolate Snicker Ice Blended

54 59

Cà Phê Dừa Việt Quất

Coconut Blueberry Coffee Ice Blended

54 59

Cam Vàng Mâm Xôi Đá Xay ★

Tropical Fruits Ice Blended

54 59

Xoài Hibiscus Đá Xay ★

Mango Hibiscus Ice Blended

54 59

## TRÀ ĐẶC BIỆT

### Tea Signature

Trà Đào Chanh Sả 🍷

Perfect Peach Tea

52 57

Trà Dâu Kim Quất

Strawberry Kumquat Tea

52 57

Trà Lựu Hồng Đài

Pomegranate Tea

52 57

Trà Cam Lê Ô Mai **BEST**

Perfect Orange Tea

52 57

Trà xoài Hibiscus

Hibiscus Mango Tea

52 57

Trà Cúc Thảo Mộc (Đá/ Nóng) **BEST**

Iced/ Hot Herbal Chrysanthemum Tea

- 57

\* Đơn vị tính/Unit: 1.000 VNĐ

★ Món Nên Thử/ Must Try



Món Bán Chạy/ Best Seller



# SPACE

## LUXURIOUS ENJOYMENT

Carrying the mission of preserving coffee culture by conveying upscale experiences in a luxurious space, becoming the 'third destination' after home and the workplace.



# 6 World-Famous Coffee Brewing Formulas

## INSTRUCTIONS

**01**

### PHIN FILTER COFFEE

Ground coffee (Viva Coffee)

Boiled water

Coffee Phin Filter

#### Step-by-step instructions:

##### Large phin filter:

- Step 1: Use 200gr ground coffee (Viva Coffee).
- Step 2: Add 200ml of boiling water and allow to brew for 10 minutes.
- Step 3: Add 200ml of boiling water and allow to brew for 10 minutes.
- Step 4: Add 300ml of boiling water and allow to brew for 15 minutes.

→ **Total of extraction time is 45min/phin filter.**

⇒ **The Amount Of Coffee Can Be Extracted Is 360ml/phin (Equivalent To 8 Cups, 45ml/cup).**

**01kg Phin Filter Coffee Can Be Extracted Up To 36 Cups.**

##### Small phin filter:

- Step 1: Use 25gr ground coffee (Viva Coffee).
- Step 2: Add 30ml of boiling water and allow to brew for 01 minute.
- Step 3: Add 50ml of boiling water and allow to brew for 14 minutes.

→ **Total of extraction time is 15min/phin filter.**

⇒ **The Amount Of Coffee Can Be Extracted Is 40 - 45ml/phin. 01kg Phin Filter Coffee Can Be Extracted Up To 36 Cups**



## INSTRUCTIONS

02

# POUR OVER

20gr Ground Coffee

300ml (95°C) Boiled Water

145gr Ice (For drinking cold)

### Step-by-step instructions:

- Step 1: Weigh and grind ground coffee according to standards.
- Step 2: Place the filter paper on the funnel and place the funnel on the coffee container.
- Step 3: Pour boiling water to blot the filter paper and to heat the coffee container.
- Step 4: First pour: 30ml of boiled water (48gr) is poured clockwise, allowing coffee to bloom for 45 seconds.
- Step 5: After 45 seconds blooming the coffee, start the second pour with 270ml (310gr) boiled water. When the pour is completed, wait until the coffee is fully extracted on the filter paper and it is ready to serve customers.

⇒ **The Amount Of Coffee Can Be Extracted Is 250ml.  
One Set Will Serve 4 Customers.**

**\*\* CAUTION:** If the customer needs to use ice, put ice directly into the coffee pot and then pour it into a cup for the customer.





03

## INSTRUCTIONS

## SYPHON

44gr Ground Coffee

400ml (95°C) Boiled Water

Alcohol (for Alcohol Burner)

## Step-by-step instructions:

- Step 1: Weigh and grind ground coffee according to standards.
- Step 2: Put the ground coffee into the coffee pot (glass coffee pot), using the spoon to flatten the ground coffee's surface.
- Step 3: Add 400ml of boiling water into the vacuum pot.
- Step 4: Tighten the lid of the vacuum pot tightly and check the thread of the water pipe from the vacuum flask to the glass coffee pot.
- Step 5: Check the alcohol burner, must make sure the amount of alcohol is enough to use.
- Step 6: Burn the alcohol burner, after 6 minutes the water will push itself through the glass coffee pot, the light will turn off by itself
- Step 7: Give the grounds a gentle stir for the coffee to penetrate evenly.
- Step 8: Coffee is penetrated for 1 minute and is sucked back into the vacuum pot.
- Step 9: Gently open the lid of the vacuum pot, pour the coffee into cups for serving.

⇒ **THE AMOUNT OF COFFEE CAN BE EXTRACTED IS 300ML.**  
**One set will serve 4 customers.**

**\*\* CAUTION:** If the customer needs to use ice, put ice directly into the coffee pot and then pour it into a cup for the customer.



04

## INSTRUCTIONS

# CHEMEX 1

50gr Ground Coffee

500ml Boiled Water

Chemex Coffee Maker

### Step-by-step instructions:

- Step 1: Weigh and grind ground coffee according to standards.
- Step 2: Boil water (95°C).
- Step 3: Unfold the Chemex filter and insert in the top of the brewer.
- Step 4: Pour hot water around the inside of the filter.
- Step 5: Pour your ground coffee into the filter and gently shake the brewer back and forth to settle the grounds.
- Step 6: First pour: 100ml boiled water (139gr).
- Step 7: After 45 seconds, start the second pour with 300ml (507gr) boiled water. When the second pour is completed, wait until the coffee is fully extracted on the filter paper and it is ready to serve customers.

⇒ **The Amount Of Coffee Can Be Extracted Is 300ml.**  
**One Set Will Serve 4 Customers.**

**\*\* CAUTION:** If the customer needs to use ice, put ice directly into the coffee pot and then pour it into a cup for the customer.



05

## INSTRUCTIONS

**PRESS**

4gr Ground Coffee

400ml Boiled Water

French Press Coffee Maker

**Step-by-step instructions:**

- Step 1: Clean the toolkit.
  - Step 2: Boil water (95°C).
  - Step 3: Weigh the right amount of coffee (44gr).
  - Step 4: Pour 200ml boiled water (234gr).
  - Step 5: Give the grounds a gentle stir and wait the coffee to brew for about 30 seconds.
  - Step 6: After brewing for 30 seconds, start the second pour with 200ml boiled water (422gr).
  - Step 7: Close the lid and wait 5 minutes for the coffee to penetrate.
  - Step 8: Plunge the press until the screen rests on top of the liquid.
- Caution: Do not press hard and fast because it will cause the grounds to overflow.**
- Step 9: Pour the coffee into cups for serving.

⇒ **The Amount Of Coffee Can Be Extracted Is 250ml.  
One Set Will Serve 4 Customers.**

**\*\* CAUTION: If the customer needs to use ice, put ice directly into the coffee pot and then pour it into a cup for the customer.**



## INSTRUCTIONS

06

# ESPRESSO

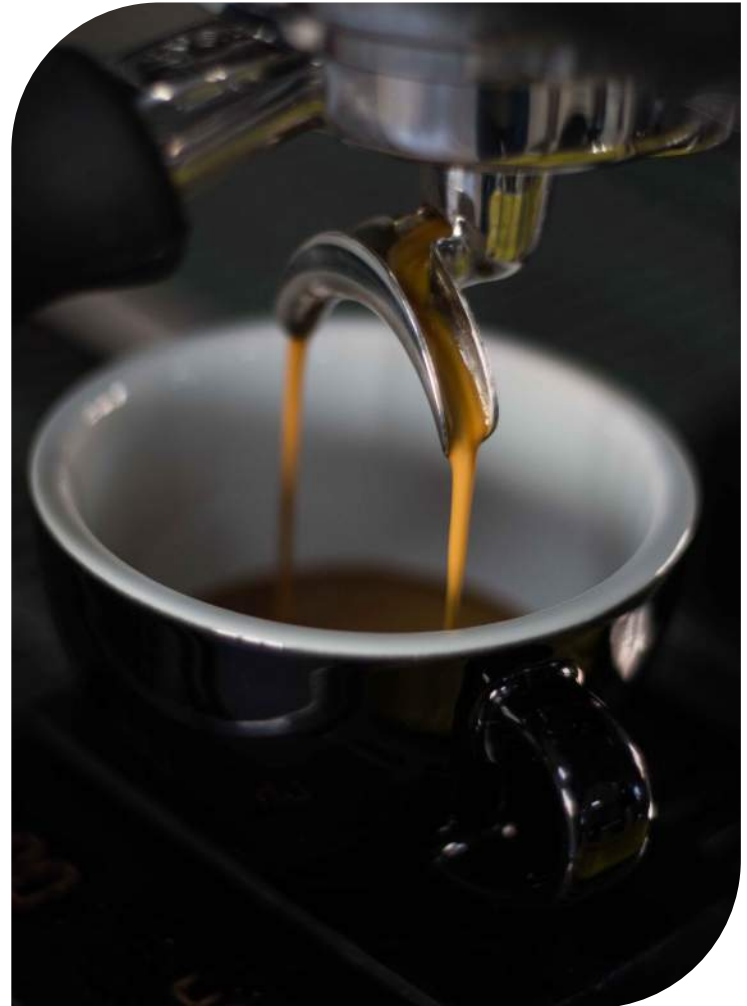
9gr - 12gr Ground Coffee

Espresso Machine

### Step-by-step instructions:

- Step 1: Grind coffee to the correct size, to ensure a shot of espresso extracts correctly in the period time of 25 to 30 seconds.
- Step 2: Use 8gr ground coffee for single portafilter and 16gr for double portafilters.
- Step 3: Compress coffee properly with tamper, straight arm set perpendicular, compress and rotate. Compression force is about 15kg to 20kg. Then use hand to brush off the coffee powder still clinging to the lips of the handle.
- Step 4: Press the hot water discharge button through the mouth of the machine for 3 seconds, to stabilize the pressure and flow of the hot water and clean the throat before coffee extraction.
- Step 5: Clicks the portafilter into place, in the right joint, pull firmly from left to right until it tightens into the throat of the machine.
- Step 6: Extract coffee from 25 to 30 seconds.
- Step 7: Enjoy a perfect cup of Espresso, fragrant, rich in taste, sweet aftertaste without burning, and with a smooth yellow cream layer.

⇒ **The Amount Of Coffee Can Be Extracted From 09-12gr Ground Coffee Is 30ml.**





## Franchise Model

# VIVA STAR TOGO

### VIVA STAR TOGO - OUR NAME Speaks OUR Brand

*This is a modern business model, specializing in serving take-away customers at reasonable costs, allowing everyone to fully enjoy the delicious coffee flavor while saving time and generating energy for a productive day. Furthermore, VIVA STAR TOGO also serves a social purpose by building public restrooms and providing free 24/7 access.*

- ✓ Area: <50 m<sup>2</sup>
- ✓ Franchise fee: 55.000.000 VNĐ  
(Including of VAT)
- ✓ Time span: 3 năm

#### Total investment cost:

≈ **450.000.000 VNĐ**

*\* Including Franchise Fee and Maintenance Fee.*





## 3D STORE MODEL



## PHOTO REALISTIC



# Consulting MENU

## ĐẶC TRƯNG VIVA *Viva Favorites*

Cà Phê Đá/Nóng	22
<i>Iced/ Hot Black Coffee</i>	
Cà Phê Sữa Đá/Nóng	26
<i>Iced/ Hot Milk Coffee</i>	
Bạc Xiu Đá/Nóng	26
<i>Iced/ Hot White Coffee</i>	
Cà Phê Muối	29
<i>Salted Coffee</i>	

## CÀ PHÊ NÓNG *Hot Coffee*

Espresso	22
Americano	26
Cappuccino	37
Latte	39

\* Đơn vị tính/Unit: 1.000 VNĐ

## TRÀ ĐẶC BIỆT *Tea Signature*

Trà Sữa Chanh Dây	42
<i>Passion Fruit Milk Tea</i>	
Trà Đào Chanh Sả	42
<i>Perfect Peach Tea</i>	
Trà Cam Vàng Hibiscus	42
<i>Hibiscus Tea With Orange</i>	
Trà Chanh Hibiscus	42
<i>Hibiscus Tea With Lemon</i>	

## ĐÁ XAY *Ice Blended*

Cà Phê Đá Xay	42
<i>Coffee Ice Blended</i>	
Cam Chanh Tuyệt	42
<i>Orange Lemonade Ice Blended</i>	
Chanh Tuyệt Đá Xay	42
<i>Snow Lemonade Ice Blended</i>	
Cà Phê Dừa Việt Quất	42
<i>Coconut Blueberry Coffee Ice Blended</i>	

## THỨC UỐNG KHÁC *Other Drinks*

Ép Cam	39
<i>Orange Juice</i>	
Lipton Đá/ Nóng	32
<i>Iced/ Hot Lipton</i>	
Chanh Tươi Đá/ Nóng	30
<i>Iced/ Hot Lemonade</i>	
Pepsi/ Sting/ Redbull	30
<i>Pepsi/ Sting/ Redbull</i>	
Nước Suối	22
<i>Bottled Water</i>	
Sinh Tố Bơ	39
<i>Avocado Smoothie</i>	
Cacao Sữa Đá/ Nóng	35
<i>Iced/ Hot Cocoa Milk</i>	
Dừa Tươi	30
<i>Coconut</i>	

**VIVA STAR®**  
**T●GO**

# THE MOST CONVENIENT ENJOYMENT EXPERIENCE

*Specializing in fast take-away service at a reasonable cost, Viva Star Togo helps you stay energized and refreshed for a busy workday.*

Chanh Tuyết Đá Xay  
*Snow Lemonade Ice Blended*



Trà Đào Chanh Sả  
*Perfect Peach Tea*



Trà Chanh Hibiscus  
*Hibiscus Tea With Lemon*



Cà Phê Đá Xay  
*Coffee Ice Blended*





# PRODUCTS AND SERVICES

## COFFEE BEANS - ESPRESSO MACHINE

- ☐ Roasted Ground Coffee
- ☐ Original Coffee
- ☐ Premium Coffee
- ☐ Espresso Coffee Beans



## INSTANT COFFEE

- ☐ Black Iced Instant Coffee Coffee 1in1
- ☐ Iced Milk Instant Coffee 3in1
  - › Strong Condensed Flavor
  - › Harmonious Condensed Flavor
- ☐ Coconut Instant Coffee 4in1
- ☐ Durian Instant Coffee 4in1

## DRIP COFFEE

- ☐ Energy Coffee
- ☐ Drip Classic Coffee
- ☐ Drip - Bean



### EVENTS - GIFTS

● In addition, Viva also provides other product lines that receive great attention such as: high-end coffee filters, thermos bottles, and special gift sets for occasions of the year.



### BREWING EQUIPMENT

● Viva brings customers the most reliable and comprehensive coffee solutions. From supply, installation to maintenance of modern coffee machines originating from Italy such as:

- › Coffee Maker Nouva Simoneli Appia II 2 Group
- › Coffee Maker Undici A1 TI Ce 50/60 m Basic
- › Coffee Maker Delonghi



### EXTENSIVE MENU - NEW DRINKS

● Viva stands out with a wide range of drinks, from coffee (Vietnamese and European traditions), to ground ice coffee (frappuccino), tea, soda, etc.





# TESTIMONIALS FROM FRANCHISE PARTNER



**Ms. Nhan - Owner of Viva Reserve Store**

"Being a first-time coffee shop owner, I had a lot of uncertainties and lacked experience. However, thanks to the enthusiastic support from the consulting team and the extensive years of coffee business experience from Viva, I have gained much more confidence.

In particular, not only during the initial days of opening the store, but also up until now, Viva has provided me with great support in operations, maintenance of equipment, and business activities, as well as promoting the image of the store, resulting in increasing daily revenue.

Viva is like a friend, a trusted companion who has been with me and supported me throughout the business journey. In the future, I plan to open additional branches."



**Mr. Linh - Owner of VIVA STAR STAR Store**

"I have known Viva coffee for quite a while and have enjoyed it many times before having the opportunity to collaborate. Before starting, I had some concerns because Viva operates primarily in Ho Chi Minh City, and my branch is located in Thanh Hoa, so I thought there might be some shortcomings in operational support. However, in reality, right from the beginning, Viva has provided enthusiastic support in operations, training, and business activities, and the staff are as friendly as family.

Collaborating with Viva has been quite convenient. I only needed to invest capital for the initial setup, and the long-lasting equipment saved me from additional expenses in the future.

Currently, my plan is to focus on developing the existing store, and in the future, I will continue to accompany Viva in opening more new stores."





**Ms. My - Owner of 3 VIVA STAR COFFEE Stores**

"I have known and been partnering with Viva since 2019, it has been 4 years now. The first branch I opened was in Tan Da, District 5, followed by the branch at 83 Cuu Long, and the newest branch at 52 Cuu Long.

Besides Viva being a reputable and distinctive coffee brand, one of the reasons that has satisfied me and led me to collaborate with Viva for many years is the positive cooperation between both parties. Starting from the first branch to the latest one, all were during sensitive periods. However, I received a lot of support from Viva, from design and construction to the setup process, and the consultants were enthusiastic and lovely.

I have been collaborating with Viva for quite a long time, and fortunately, all of my branches have achieved stable and popular customer traffic.

Currently, I am still perfecting and focusing on developing those branches, and if destiny permits, I will continue to accompany Viva in the future."



**Mr. Quang - Owner of VIVA TOGO Store**

"I have been running my Viva Togo store for almost a year now, and it was by chance that I came across Viva. I have a passion for coffee and wanted to have my own coffee shop, so after thorough research and consideration, I chose the Viva coffee brand to accompany me on this journey.

One of the reasons I chose Viva Togo is because its business model aligns well with my desired direction. Additionally, Viva Togo is quite unique as it combines coffee business with social service, which is commendable and meaningful.

I often introduce Viva coffee to everyone to enjoy, and almost everyone praises its delicious taste, which suits the Vietnamese palate. Besides that, I also recommend the franchise model to my friends who want to venture into the coffee business because the Viva team provides excellent and enthusiastic support, always proposing the most beneficial solutions for investing partners."

# ORDER INFORMATION

For more Order information,  
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**HOTLINE**

**0966 077 088**

**0906 700 388**

# FRANCHISE INFORMATION

For more Franchise Information,  
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FRANCHISE MODEL  
**VIVA RESERVE**



SCAN QR CODE



FRANCHISE MODEL  
**VIVA STAR TOGO**



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**0966 077 088**

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# THANK YOU!



## PARTNERSHIP CONTACT:



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