

TEALIGHTFUL SHAIRA DIAZ

In Partnership with Resurgent
Corporation



Executive Summary



Sharia Diaz is a Filipina Actress under GMA 7 partnering with Resurgent Corporation to give you Milk Tea!

Can't get enough of that refreshing sugary drink you've been craving for since yesterday? Milk tea by Shaira Diaz guarantees to satisfy those cravings

Milk tea by Shaira Diaz is made from quality ingredients that gives it the authentic taste of Taiwan. You can choose from a variety of flavors that will surely make you come back for more.

Value proposition

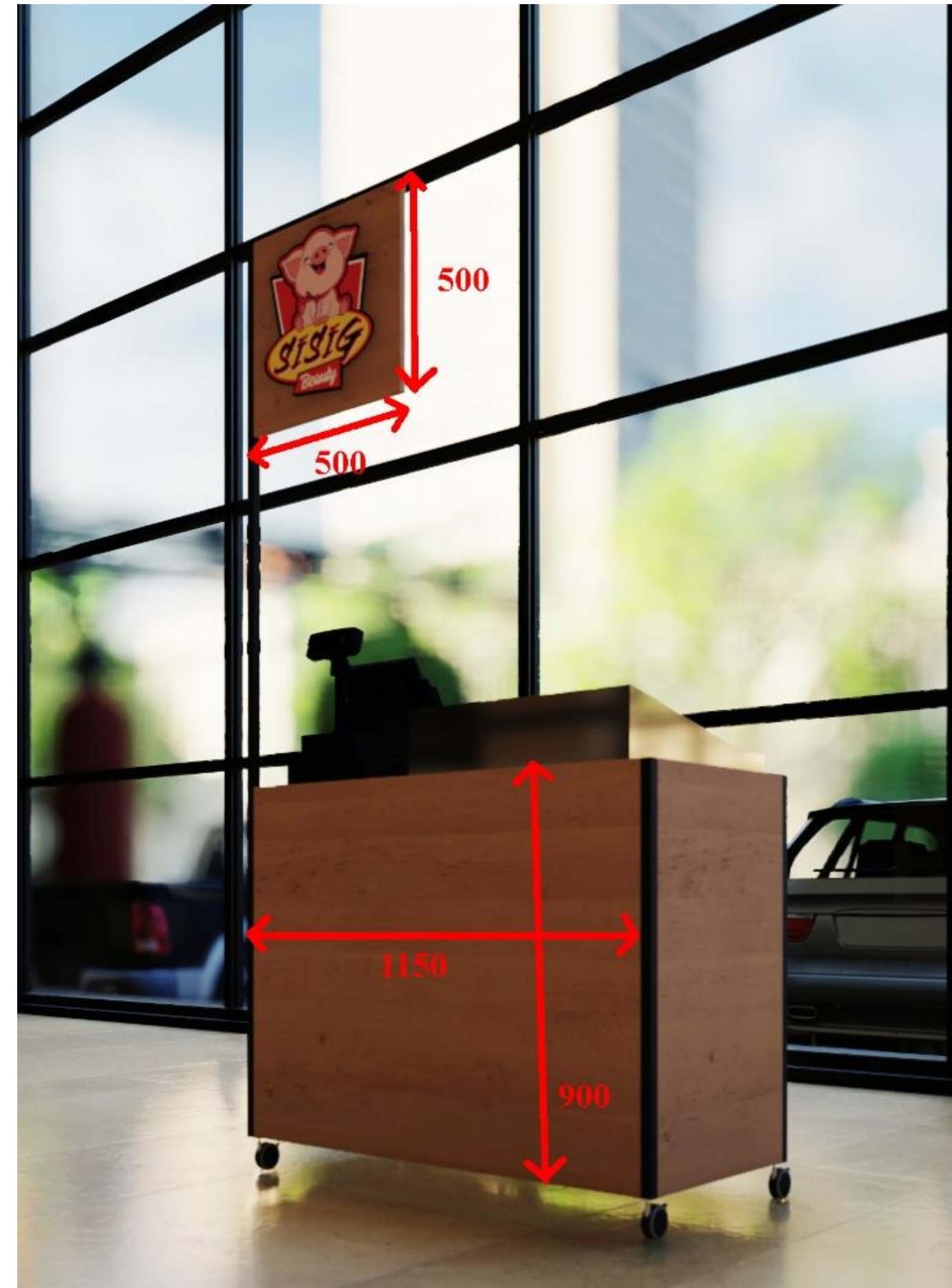
- SPECIALIZES IN MILK TEA
- PERFECT FOR SATISFYING YOUR MILK TEA CRAVINGS
- FRANCHISE CAN BE LOCATED VIRTUALLY ANYWHERE
- POPULAR PRODUCT FOR ALL MARKET SEGMENTS
- AFFORDABLE BUSINESS OWNERSHIP
- STRONG BUSINESS, PR & MARKETING SUPPORT



A photograph of four boba cups lined up on a pink surface. From left to right, the cups are light orange, peach, lime green, and bright orange. Each cup has a black straw and a layer of black boba pearls at the bottom. A dark green rectangular box with the text 'Design inspiration' is overlaid in the center of the image.

Design inspiration

CART DESIGN (1200mm x 600 mm)



License Package

- Brand Value
- Marketing and PR
- Brand License Kit
- Franchise Kit



FRANCHISE PACKAGE

₱49,999

- ✓ Use of Trade Name and Logo
- ✓ Initial Equipment
- ✓ Cart (1200mm x 600 mm)
- ✓ Initial Inventory
- ✓ Celebrity Factor
- ✓ PR & Marketing Kit
- ✓ Business & Training Kit
- ✓ Notarized Franchise Agreement
- ✓ After Sales Support



Marketing plan

Milk Tea by Shaira Diaz will be introduced using an extensive advertising with a logo to promote public identification and brand recognition. Online marketing through effective website strategy will also be used to build and promote the brand, as more and more clients are engaging online.

Additionally, Milk Tea by Shaira Diaz will send out informational newsletters to the target market and interested parties.

PUBLIC RELATIONS PLAN

To gain better reach and engagement, Milk Tea by Shaira Diaz will produce press releases for the local and international market and conduct video shoots to promote the brand. Several celebrities would also be featured to help the brand gain more followers on social media platforms.



A collection of five colorful smoothies in clear glass cups, each with a different colored straw (orange, blue, yellow). The smoothies are topped with various fruits and ingredients, including kiwi slices, blueberries, raspberries, strawberries, and chocolate pieces. The cups are arranged on a wooden surface against a dark background. A semi-transparent green banner with the word "Products" in white text is overlaid across the center of the image.

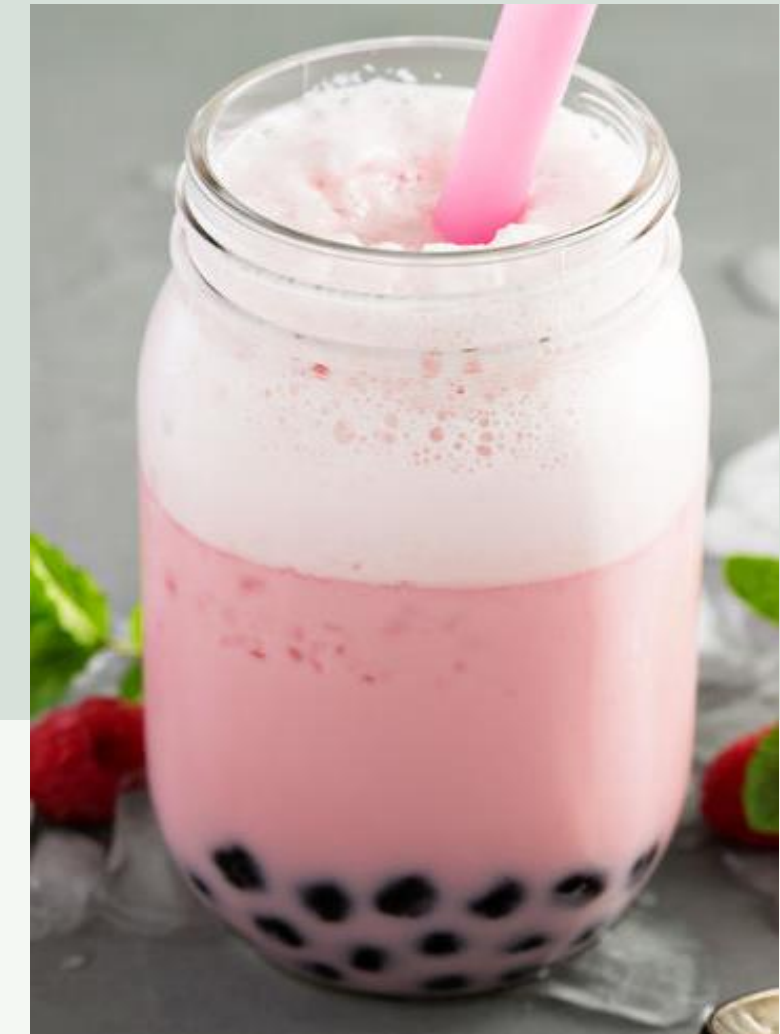
Products



Brown Sugar
Milk Tea



Matcha Milk
Tea



Strawberry Milk
Tea

CART ROI

ROI Analysis	
Revenue	225,000
Cost of Goods Sold	157,500
Gross Profit	67,500
Operating Expenses	
Manpower	30,000
Rent	12,000
Utilities	5,000
Others	10,000
Total Operating Expenses	57,000
Net Income	10,500
ROI (months)	5

LICENSING REQUIREMENTS



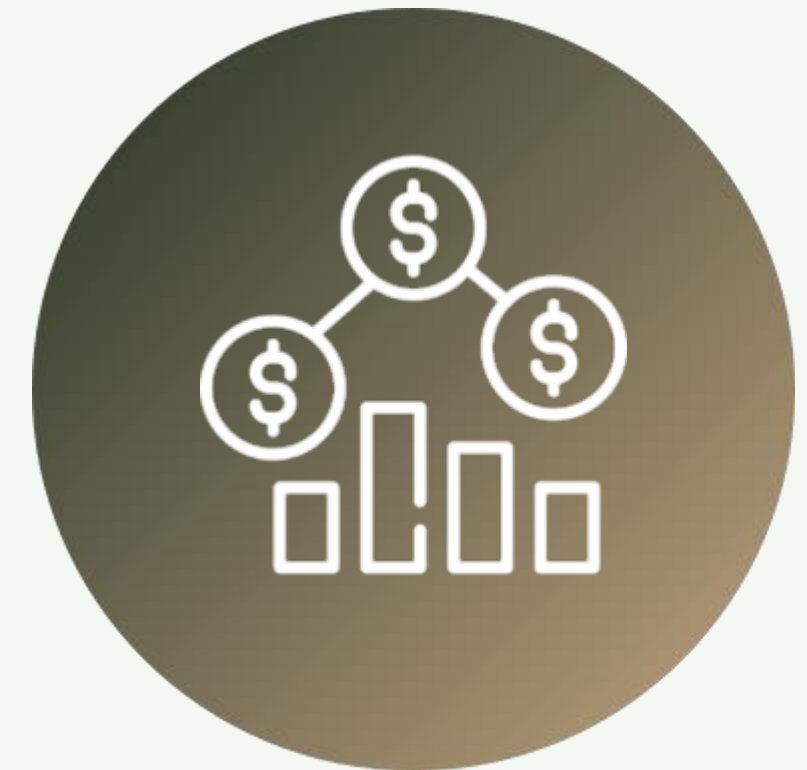
LETTER OF INTENT



RESERVATION OF
AGREEMENT



LICENSEE
INFORMATION SHEET



FINANCIAL
STATEMENTS

1

SUBMISSION OF
REQUIREMENTS

2

INFORMAL INTERVIEW WITH
REVOLUTION
MANAGEMENT AND
EVALUATION OF
REQUIREMENTS

3

SETTLEMENT OF
LICENSING
PACKAGE

4

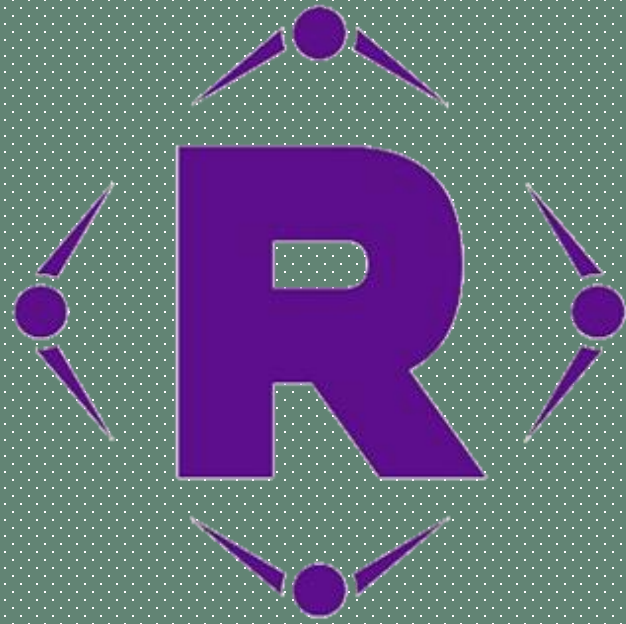
DRAFTING AND
SIGNING OF LICENSING
AGREEMENT*

5

SALES AND OPERATION
ORIENTATION AND
AFTER-SALES SUPPORT

LICENSING PROCESS FLOW

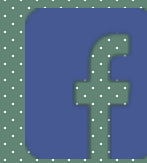
**Government-mandated requirements should be processed by the client thirty to ninety days from the signing of the Licensing Agreement*



RESURGENT
CORPORATION

THANK YOU!

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@resurgentcorporation

CONTACT US

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