



# KOUFIT

## BY KOUFU



**“Better Food, Better People, Better Life”**



# KOUFU HAS GROWN AS A BRAND

## FOOD HALLS



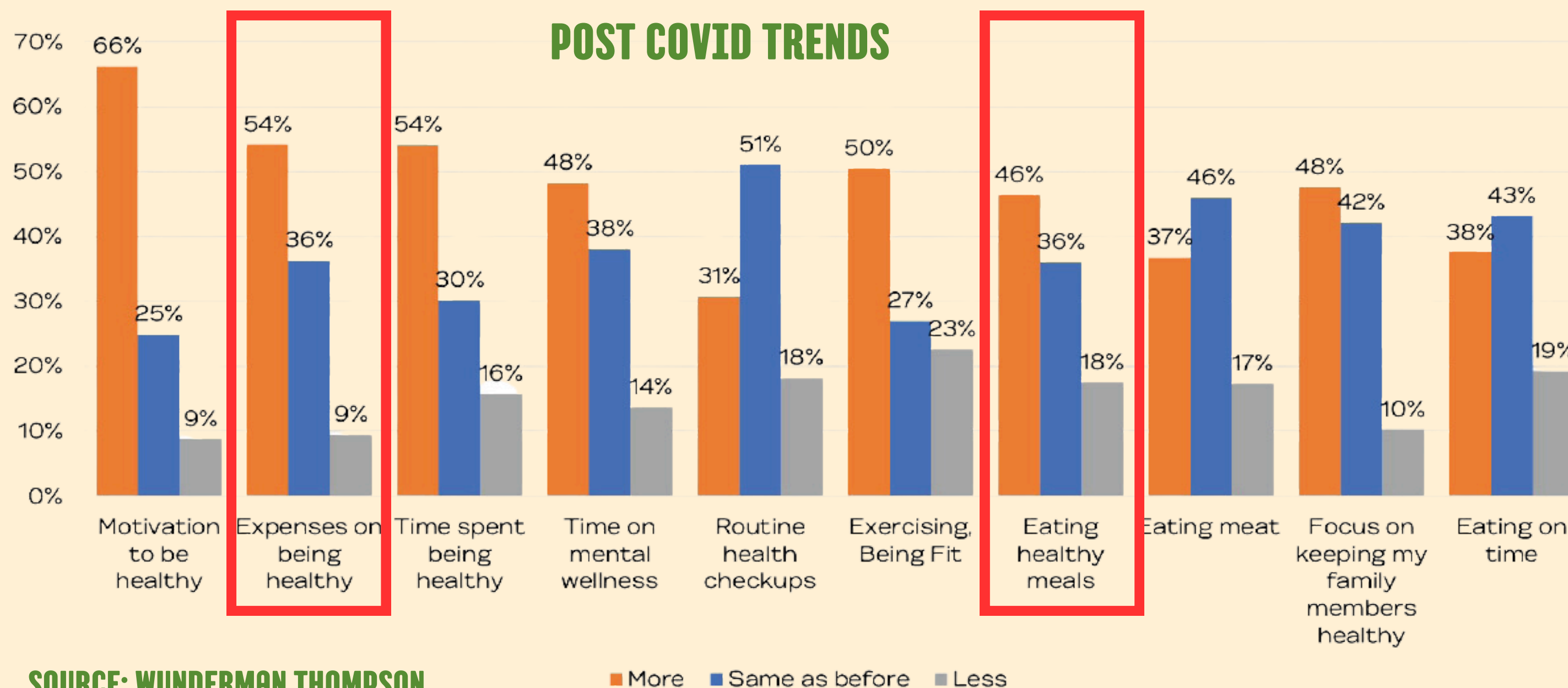
## CONCEPT STORES



## RESTAURANTS



# BUT WE HAVE NOT EXPANDED INTO HEALTHY FOODS YET, WHICH IS A GROWING TREND



**SOURCE: WUNDERMAN THOMPSON**



**WE COULD EXPLORE THIS, GIVEN THAT  
HEALTHY FOODS IS ALSO IN LINE WITH OUR  
FOUNDING PRINCIPLES**



## **OUR MISSION**

“Better Food, Better People, Better Life”



## **OUR AMBITION**

Share the positive spirit of the Singaporean coffee shop tradition with people around the world



## **OUR PROPOSITION**

Provide convenience to enjoy the best variety of tasty, authentically prepared meals



## **OUR VALUES**

Aim to enhance the well-being of all people involved







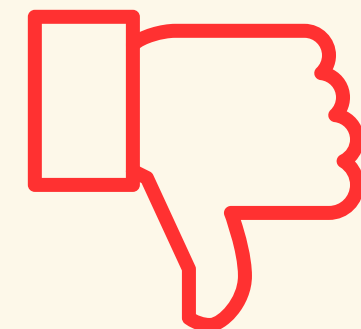
**WE THINK THAT THERE IS SCOPE TO GROW A NEW BRAND AS  
WE EXPAND INTO THE HEALTHY FOODS SPACE**



**EASIER THAN SHIFTING PERCEPTION  
THAT EXISTING KOUFU BRAND IS  
HEALTHY**



**ALLOWS MORE FLEXIBILTIIY IN  
EXPANSION AND TARGETING OF  
DESIRED SEGMENTS**



**ADDED FIXED AND  
MARKETING  
COSTS**



**WE CAN START WITH SMU, WHERE THERE IS A REASONABLY-SIZED MARKET BASED ON CONSERVATIVE ASSUMPTIONS**

Segment	Visitors Per Week	Number of Healthy Meals Each Week	Average Age	Average Expenditure Per Meal	Potential Conversion Rate	Potential Revenue Per Week
Undergraduates	10,000	5	22	\$8	1.00%	\$4,000.00
Postgraduates	3,000	5	29	\$10	1.50%	\$2,250.00
Faculty	400	5	43	\$12	1.50%	\$360.00
Passerbys	28,000	5	43	\$15	0.20%	\$4,200.00
Tourists	21,000	5	34	\$15	0.20%	\$3,150.00
Expected Revenue Per Week:						\$13,960.00



# THIS IS ESPECIALLY GIVEN THE LACK OF COMPETITION IN THE HEALTHY EATING SPACE AT SMU

## INTERNATIONAL CUISINE



## LOCAL CUISINE



## FOOD ESTABLISHMENTS



## BREAD, COFFEE AND SNACKS





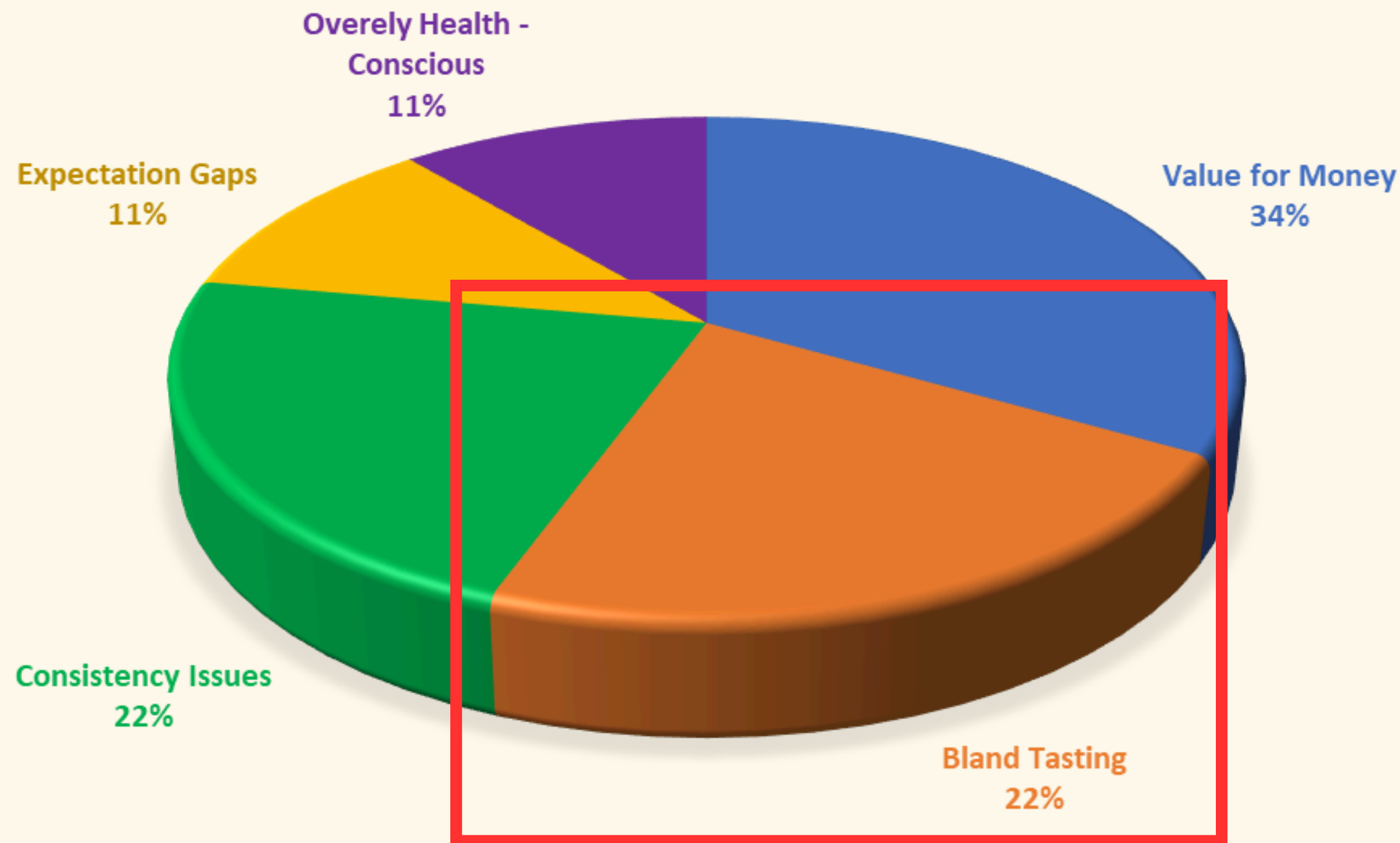
**AMONG THE FEW HEALTHY FOOD OPTIONS, WE CAN POSITION  
AT THE MID RANGE OF TASTE, CONVENIENCE AND PRICE**

**THIS IS ALSO IN LINE WITH OUR FOUNDING PRINCIPLES**





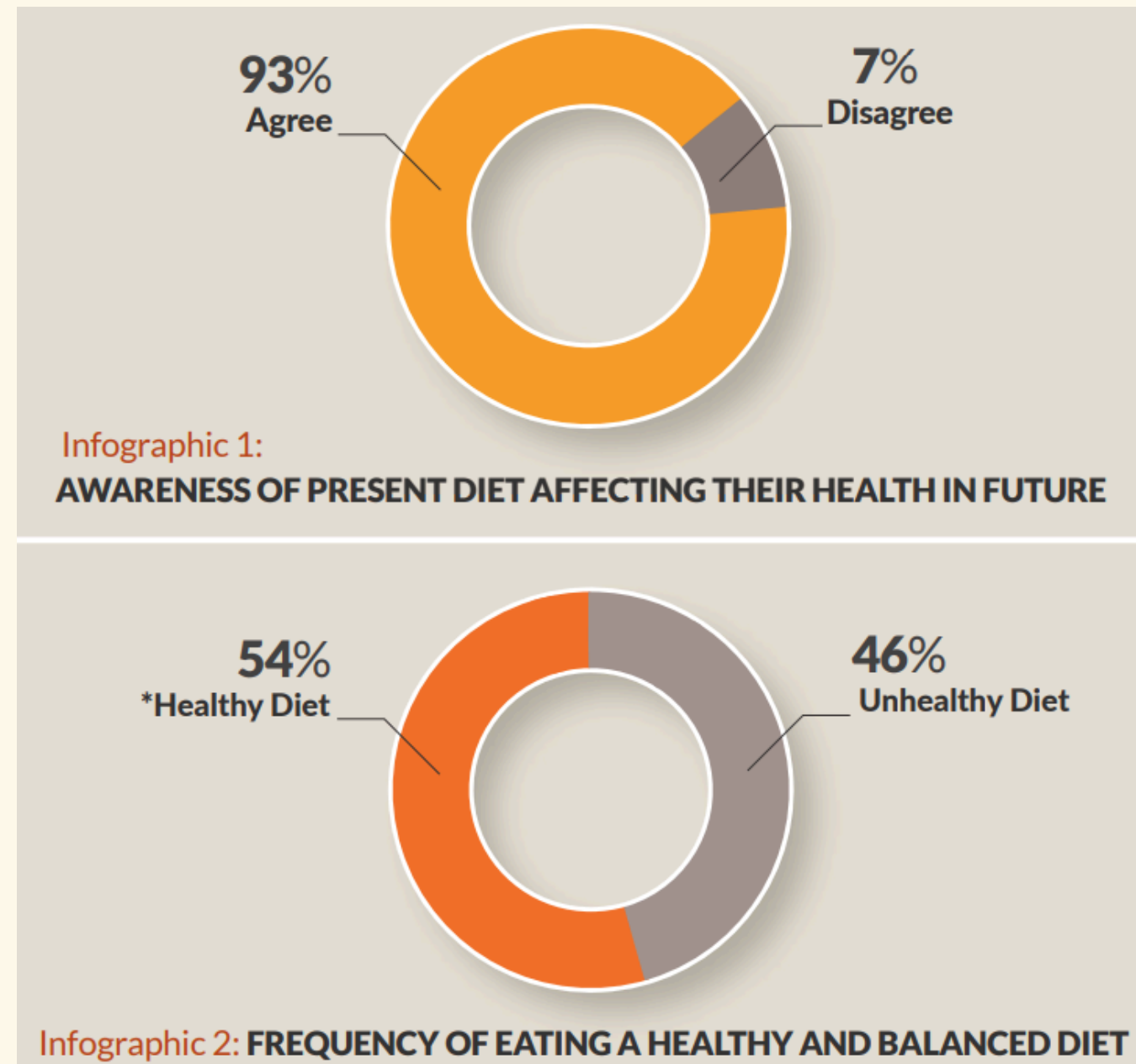
# TASTE IS ONE OF THE BIGGEST SOURCES OF NEGATIVE REVIEWS FOR HEALTHY FOOD OPTIONS IN SINGAPORE



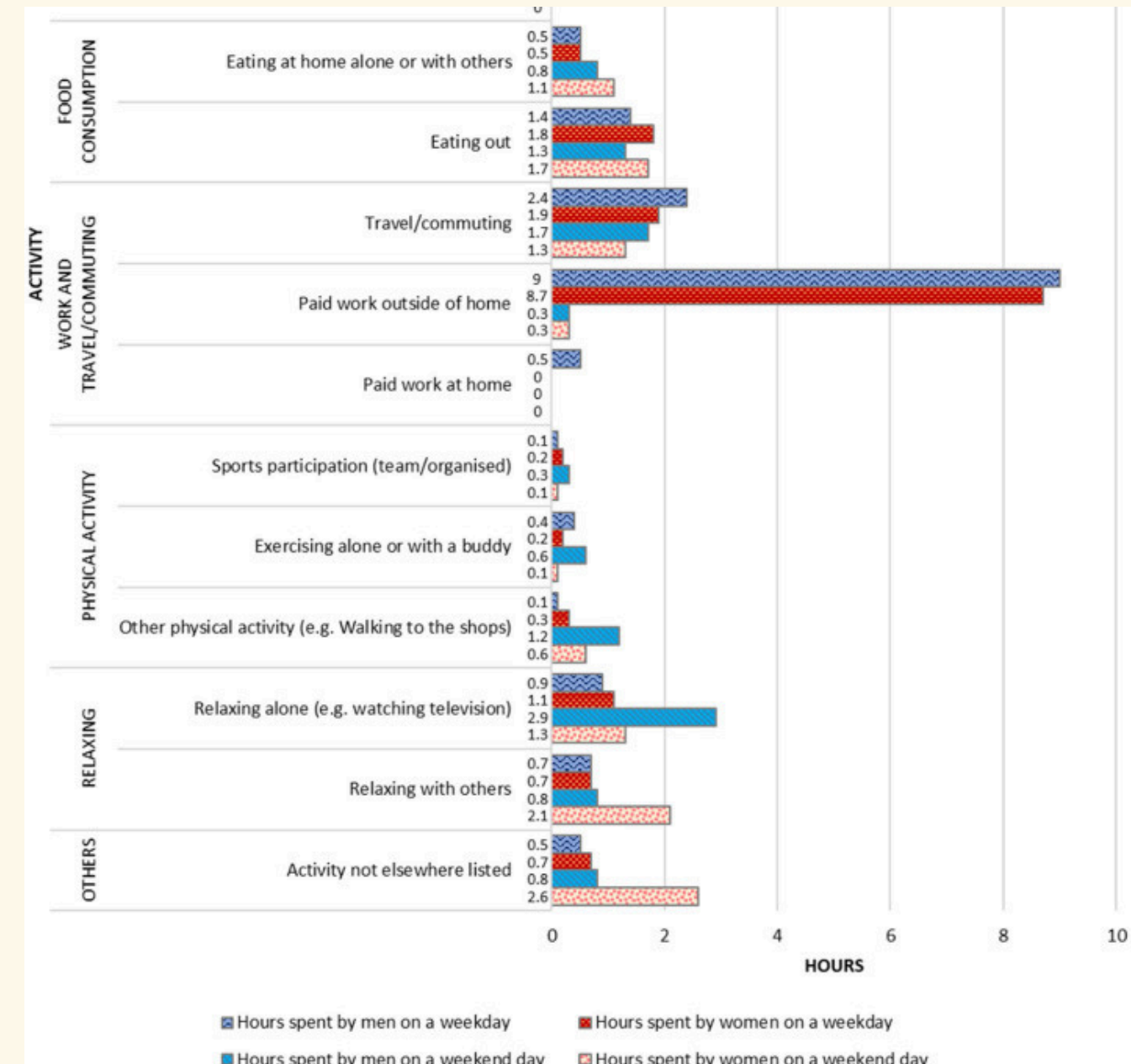
Source: Tripadvisor, Burpple, Time out Worldwide, SETHLUI, Hungry Go Where & Sassy Mama



# CONVENIENCE WILL INCREASE FREQUENCY OF HEALTHY MEALS AMONG HEALTH CONSCIOUS CUSTOMERS



SOURCE: ETIQA



SOURCE: NCBI

# MID-TIER PRICING IS IN LINE WITH THE AVERAGE EXPENDITURE PER MEAL AMONG OUR TARGET SEGMENTS

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# KOUFU AND KOUFIT'S LONGSTANDING STRATEGY



## Koufu's Longstanding Strategy.

## Application to Koufit



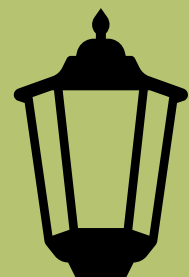
**Quality**

**Making high quality, healthy,  
and delicious food**



**Service**

**Ensuring high service  
quality**



**Environment**

**Minimising costs of  
experience**

# KOUFIT BENTO BOX – A MODERN AND HEALTHY TAKE ON SINGAPOREAN CLASSICS



## Balanced Nutrition

Meals will incorporate whole grains (e.g., brown rice, quinoa), lean proteins (grilled chicken, tofu), and will be lower in sugar, sodium, and fat.



## Convenience

We plan on using natural flavours from herbs and spices, as well as alternative ingredients like konjac noodles and reduced-fat coconut milk to maintain flavor without compromising taste.



# WE WILL FEATURE ONE BENTO BOX PER DAY, PROVIDING A ROTATING DAILY SPECIAL

**Char Kway  
Teow**



**Nasi Lemak  
Bento**



**Laksa  
Bento**



**Mee Rebus  
Bento**



**Beef Noodle  
Bento**



**Chicken Rice  
Bento**



**Tandoori  
Chicken**



**Satay  
Bento**





# **FOCUSING ON ONE BENTO A DAY OFFERS CONVENIENCE, WHILE CREATING EXCITEMENT**

**EFFICIENCY AND  
CONVENIENCE**

**EXCITEMENT &  
EXCLUSIVITY**



**OUR SERVICE WILL BE ANCHORED ON LOWER WAITING TIMES, WHICH APPEALS TO POSTGRADS AND PASSERBYS**



**ARTIST'S IMPRESSION ONLY**

# WE PLAN ON DEVELOPING AND IMPLEMENTING ADDITIONAL MEASURES TO ENSURE SERVICE QUALITY

## RELIABILITY

- ✓ SOPs for Food Handling
- ✓ Batch Testing

## ASSURANCE

- ✓ Certifications
- ✓ Staff Training
- ✓ Spot Audits / Internal Checks

## TANGIBLES

- ✓ Eco-Friendly Packaging
- ✓ Regular, Anonymous Inspections for Stall Cleanliness

## EMPATHY

- ✓ Simple Customization Options
- ✓ Customer Feedback Collection

## RESPONSIVENESS

- ✓ Pre-Order and Quick-Pickup Systems
- ✓ Efficient Reheating and Serving Equipment
- ✓ Lean Staffing and Task Allocation



# WE WILL BE CONVENIENTLY LOCATED TO MINIMISE COSTS OF EXPERIENCE



## CLOSE PROXIMITY TO TARGET SEGMENTS

- ✓ Near SMU Gym
- ✓ Near multiple MRTs
- ✓ Near National Museum

## SYNERGY WITH EXISTING OPERATIONS

- ✓ Near Koufu and 1983



# ADDITIONAL STEPS TO IMPROVE OVERALL CUSTOMER EXPERIENCE

## NUTRITIONAL TRANSPARENCY

Clear, easy-to-  
understand nutritional  
information for each  
bento box on the app

## ORDERING

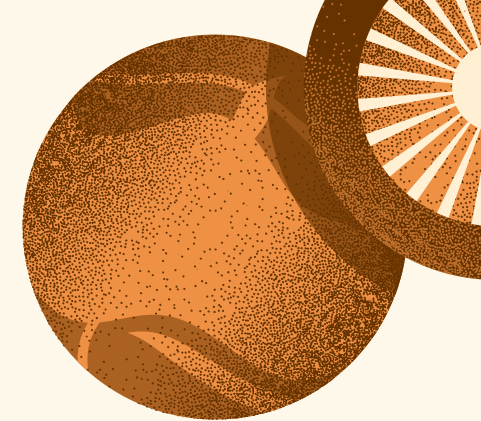
Streamlined  
Preordering &  
Pick-Up  
Experience

## USE

Consumption  
in Koufu  
Foodcourt

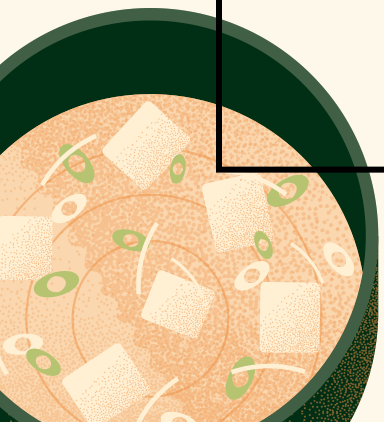


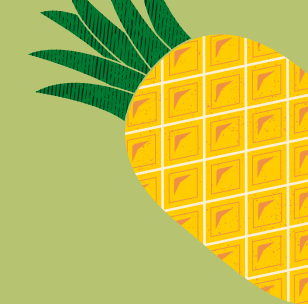




**IN LINE WITH OUR TARGET SEGMENTS, BRAND POSITIONING, PRICING OBJECTIVE, ALL BENTOS WILL BE PRICED FROM \$8 TO \$12**

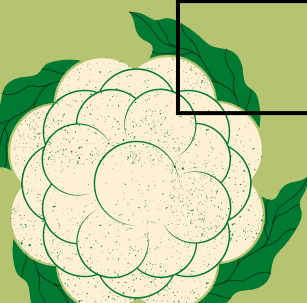
Brand	Base Price	Offerings
Subway	6.9 ~ 10.7	Build your own bowl
Koufit	8~12	Singaporean style of bento box
SuperGreen	12.3 ~ 15.3	Build your own bowl
Braek	12.9	Acai bowl



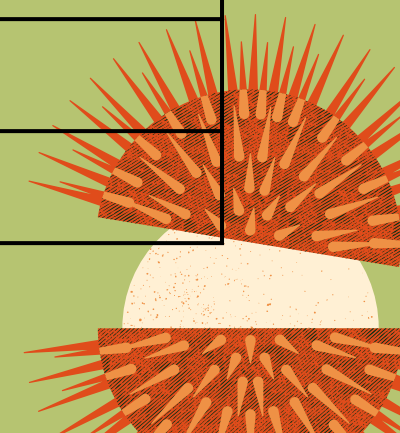


# OUR STRATEGY IS EXPECTED TO BE PROFITABLE, WITH NET MARGIN OF 28%, SLIGHTLY HIGHER THAN KOUFU

Item	Amount	Remarks
Sales	\$520,000	Average of \$10 Per Box with 1,000 Sold Per Week
Cost of Goods Sold	\$208,000	\$4 Per Box – Raw Materials*, Cooking, Packaging, Logistics
<u>Gross Profit:</u>	\$312,000	
<u>Gross Margin:</u>	60%	
Costs of Rent	\$84,000	\$7,000 Per Month – Based on \$3 PSF for 350 Sqft
Costs of Labour	\$62,400	\$10 Per Hour for 3 Workers working 40 Hours a Week
Costs of Sales, General and Administration	\$20,000	Leverage Koufu's Marketing Channels
<u>Income from Operations:</u>	\$145,600	
<u>Profit Before Tax Margin:</u>	28%	Compared to 5-Yr Moving Average of 14% for Koufu
Costs of Interest and Taxes	\$24,752	Based on 17% Corporate Income Tax Rate
<u>Net income:</u>	\$120,848	



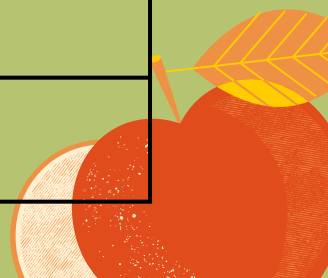
**\*Used costs of raw materials from Koufu multiplied by two to account for higher costs of healthy food**





# WITH NET INCOME OF \$10,000 PER MONTH, WE CAN EXPECT TO RECOUP FIXED STARTUP COSTS IN ~12 MONTHS

Item	Amount	Remarks
Renovation Costs	\$50,000	Based on a 350 Sqft Area
Appliances Costs	\$20,000	Appliances for Heating and Storage
Point of Sale Setup Costs	\$5,000	Based on Qashier Costs
Application and Website Setup Costs	\$6,000	Update Existing Koufu App
Rental Costs	\$7,000	\$7,000 Per Month – Based on \$3 PSF for 350 Sqft
Recruitment and Onboarding Costs	\$2,000	Uniform, Insurance
Licenses and Permits Costs	\$5,000	Food Setup
Legal Fees Costs	\$5,000	
Launch Vouchers Costs	\$15,000	1,000 vouchers of \$15
Total Costs:	\$115,000	





# THERE ALSO REMAINS SCOPE TO EXPAND BEYOND BENTO BOXES



**HEALTHY BEVERAGE**



**CATERING SERVICE**



**COOKING CLASS**





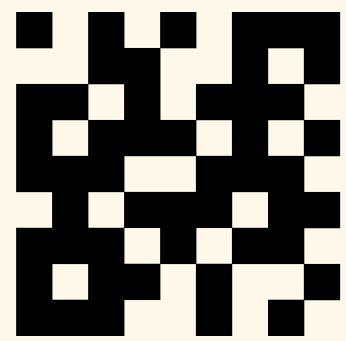
# MORE THAN THAT, WE COULD EXPAND BEYOND KOUFIT AT SMU, INTO HEALTHY FOODS IN GENERAL

Year	2025	2026	2027	2028	Remarks
<b><u>Projected Total Revenue</u></b>	<b>\$ 520,000</b>	<b>\$ 621,400</b>	<b>\$ 693,740</b>	<b>\$ 763,114</b>	
<b>Healthy Meal Sales</b>	<b>\$ 520,000</b>	<b>\$ 572,000</b>	<b>\$ 629,00</b>	<b>\$ 692,120</b>	
<b>Beverage Sales</b>	–	<b>\$ 23,400</b>	<b>\$ 25,740</b>	<b>\$ 28,314</b>	<b>\$4.50 Per Beverage, with 100 Customers Per Week</b>
<b>Catering Services</b>	–	<b>\$ 26,000</b>	<b>\$ 28,600</b>	<b>\$ 31,460</b>	<b>\$10 Per Pax, with 50 Customers Per Week</b>
<b>Cooking Classes</b>	–	–	<b>\$ 10,400</b>	<b>\$ 11,440</b>	<b>\$20 Per Pax, with 10 Students Per Week</b>

Based on 10% Revenue Growth Rate Year On Year

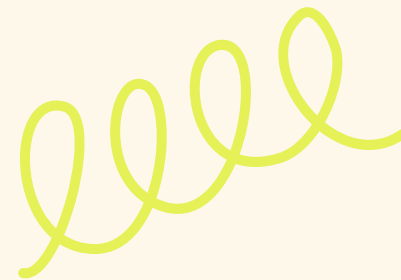


# WE WILL LEVERAGE BOTH SOCIAL AND PHYSICAL MEDIA TO LAUNCH KOUFIT



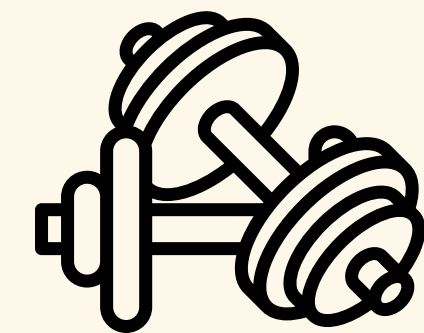
## Q R Fit Campaign

- Place QR Codes around SMU Campus
- Students can scan the QR Code to learn more about Koufit and receive \$15 vouchers for purchases
- End off with a mass campus run



## #FitisthenewFresh Campaign

- Engage influencers to advertise Koufit's taste, convenience & health benefits as opposed to customised sandwiches
- All posts will be done as a collaboration post with Koufit



## KouFitBodyFit Campaign

- Organise Fitness challenges at Koufit with protein shakes, tumblers and vouchers as prizes





# CUSTOMER LIFETIME VALUE IN ALL SEGMENTS WILL STILL BE POSITIVE WITH \$15 DISCOUNT VOUCHERS

**IN PARTICULAR, WITH UP TO 1,000 VOUCHERS OF \$15 TO BE HANDED OUT**

Segment	Expected Revenue	Gross Margin	Retention Rate	Discount Rate	Percentage of Vouchers	Customer Acquisition Costs	Customer Lifetime Value
Undergraduates	\$148,997	\$41,719	20%	12%	40%	\$6,000	\$54,632
Postgraduates	\$83,810	\$23,467	20%	12%	30%	\$4,500	\$29,605
Faculty	\$13,410	\$3,755	20%	12%	10%	\$1,500	\$3,957
Passerbys	\$156,447	\$43,805	15%	12%	10%	\$1,500	\$58,210
Tourists	\$117,335	\$32,854	10%	12%	10%	\$1,500	\$40,559

**\*Assumes customers are retained for three years – average length of degree or job rotation**



# WE WILL SUSTAIN INTEREST IN KOUFIT THROUGH LEVERAGING SOCIAL CHANNELS AND GAMIFICATION



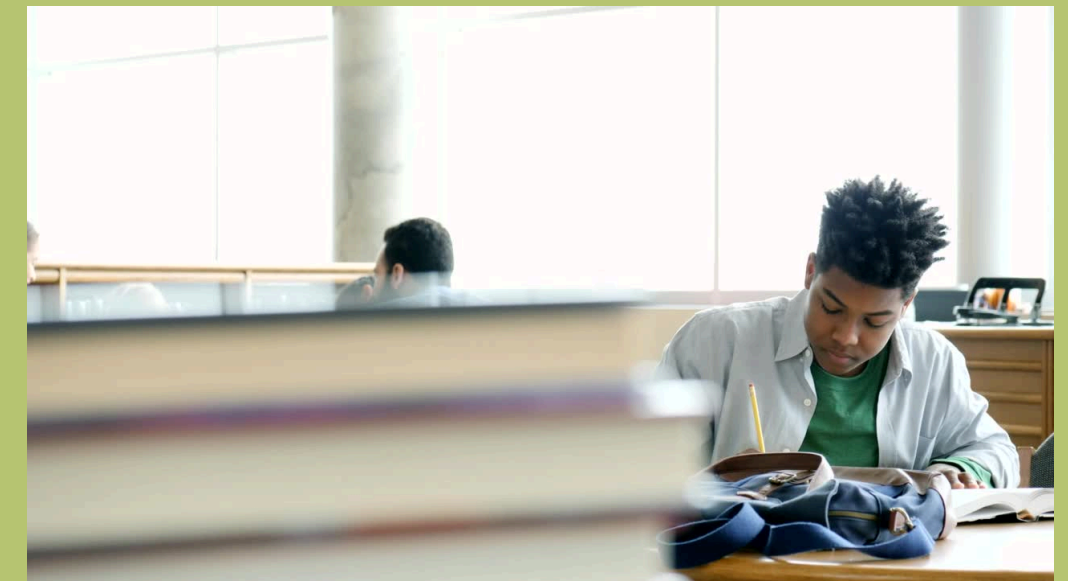
## Daily

- **TEAM UP** to unlock special discounts
- **KOUFIT Streaks**



## Weekly

- **"Choose Your Meal Day"** – Vote via socials
- **"Surprise Meal Days"**



## Quarterly

- **KouFIT Xperience Events**
- **Pop Quizzes and Fitness Challenges by KOUFIT Ambassadors with special giveaways**





# WE WILL SEEK TO BUILD THE BRAND IDENTITY OVER TIME FOR FURTHER EXPANSION EMPHASISING HEALTH, FITNESS AND CONVENIENCE

## Word of Mouth

Fitness Influencers



Brand Ambassadors



## Partnerships

Build Awareness



Build Reputation



## Endorsements

Health Promotion Board



SMU Lecturers





**A BENTO A DAY**



**KEEPS THE DOCTOR AWAY**

**THANK YOU**

