





DAL.KOMM
C O F F E E

LET'S SEE THE MUSIC

Dear prospective
global partners,
dal.komm COFFEE
would like to say

d a l . k o m m C O F F E E

Everyone dreams of starting a business.
However, not everyone will succeed in this venture.
This is because people's fear of failure
causes them to be wary of challenges.

In order to attain a head-on victory,
the courage to face challenges is required
and in order to maneuver a flank attack,
a challenge that generates transformation is essential.
And finally for a winning rear attack,
an innovative challenge is needed.

As a music cafe suited for everyday life,
dal.komm COFFEE supports your confident choice
and promises to be your exceptional partner and
friend in the ultimate goal towards a successful
franchise, a journey full of challenges.





Franchise Opening Guidebook

Guide to Opening a dal.komm COFFEE Store

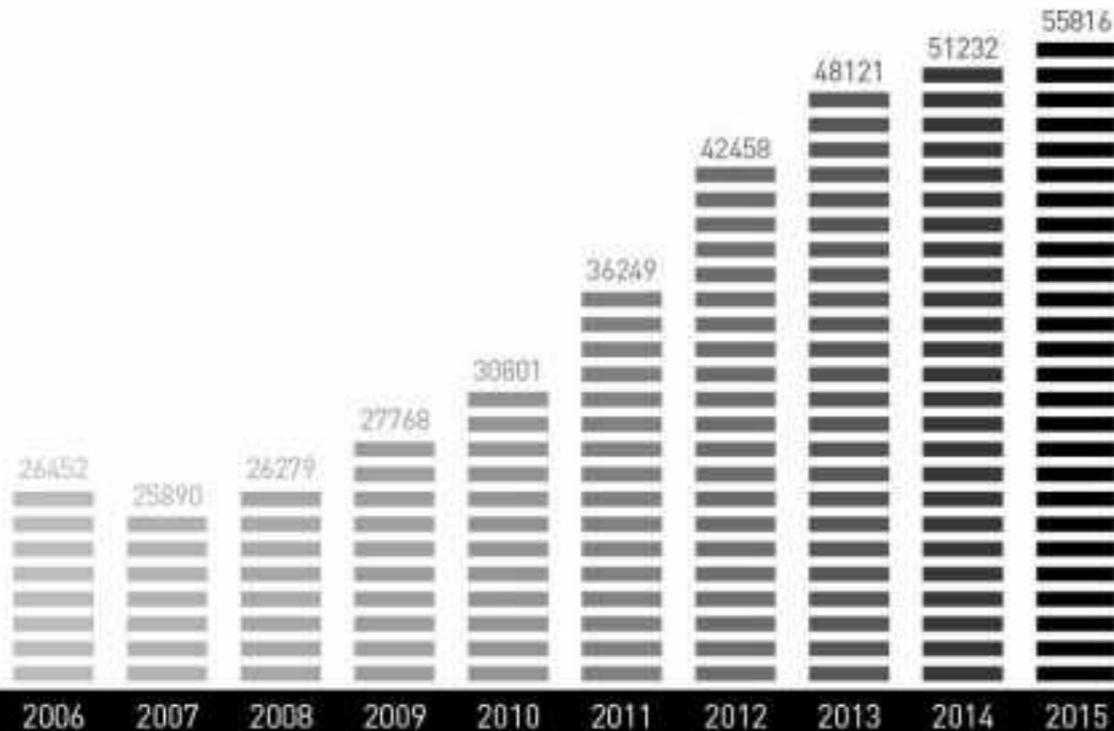
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BUSINESS OVERVIEW

Korean Coffee Industry Is Completed Market

The Strategy of Completed Market Is Differentiation & Pioneering New Trend!

Trendy item can be successful at the first time, but it is hard to be consistent.
Korean Coffee Industry Is Settled With Continuously Growing.



Total number of Korean Caffe
* Korean Statistical Office

Why People Prefer Coffee Franchise?



- 01 Stable & High Profit**
 - Low rate of cost
 - Low rate of loss
 - Low labor cost
- 02 Broad Range of Customer**
 - Various range of age, class, and gender
- 03 Easy Recruitment**
 - Ranked 1st for female preference for part time job
 - Ranked 1st for start-up preference in age of 20-30's
- 04 Efficient Management**
 - System menu
 - Automatic system

BRAND HISTORY

The Reason for dal.komm COFFEE's Thriving Franchise

Having expanded as Korea's first mobile payment services as well as an entertainment content business, Danal Co., Ltd. created the "dal.komm COFFEE" brand in order to generate a synergy effect of these two businesses. In 2011 amidst excitement and expectations, the first dal.komm COFFEE store opened and became a hit. This gave Danal Co., Ltd. the confidence that it can expand dal.komm COFFEE into a popular brand by making it into a franchise business.

For several years, dal.komm COFFEE and the founding company worked together to create a partnership structure as well as research and develop together. With the capital strength of Danal Co., Ltd., a company listed on the KOSDAQ, a remarkable system was established and dal.komm COFFEE became a well-known brand within Korea by making use of the extensive content for marketing. And with the birth of dal.komm Co., Ltd. in February of 2013, a whole new paradigm was created in the franchise industry.

Now, we are venturing on a new third generation in the coffee franchise! Catering to diverse lifestyles and tastes with the fusion of music and cultural contents, dal.komm COFFEE provides a relaxing atmosphere to all customers as the trendiest cafe.



BRAND CONCEPT & SLOGAN



SoundBlending

dal.komm COFFEE

[SoundBlending] is the melodic combination found in the myriad of sounds within the cafe. It is the music pulsating from every corner, the churning of the finest brew drawn from the espresso machine, the delicate chinking of cups, the swirling of poured drinks and the vibrant laughter reverberating from people enjoying the cafe. All these sundry sounds delightfully intermingled into each lush cup of coffee at dal.komm COFFEE encapsulate our Sound Blending philosophy.

Let's See the Music

dal.komm COFFEE, where **Music** is Seen

dal.komm COFFEE is Korea's first cafe to be integrated with online music content, a multi-purpose cafe where music is brought to life through striking **interior design**, **Music Cards**, **Veranda Live** and much more. A whole new cultural venue is designed for customers to **LISTEN, SEE** and **ENJOY** music through this new paradigm in innovative coffee franchise.

MENU COFFEE

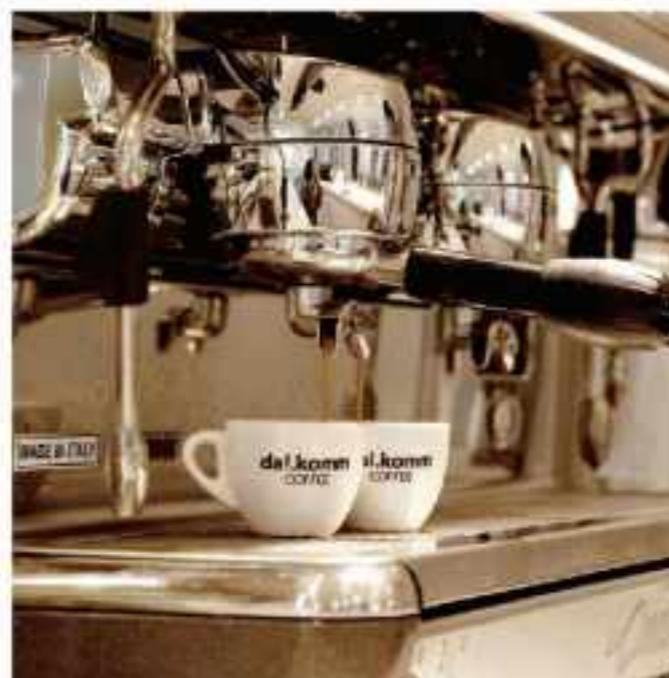


More Than Just Coffee !

Coffee of exceptional value is presented to you by dal.komm COFFEE

Using Arabica coffee beans, renowned as the best in the world, dal.komm COFFEE produces premium-blend coffee to perfection with a silky-smooth taste and delightful aroma.

- K1 | MILD** Well Balanced & Sweet Nutty
Smooth with a clean, well-balanced flavor
[Brazil 80%, Costa Rica 20%]
- K2 | RICH** Sweet, Citrus & Creamy Body
A fusion of sweet and soft citrus with creamy body
[Brazil 20%, Costa Rica 20%, Colombia 30%, Ethiopia 30%]
- K3 | DEEP** Flowery, Fruity & Strong Body
Full-bodied blend with a lingering aftertaste
[Brazil 20%, Costa Rica 30%, Colombia 30%, Tanzania 20%]
- K4 | DUTCH** Sprout Blending
Smoother DUTCH coffee extracted from sprout beans
[Kenya AA]



dal.komm COFFEE's espresso machine

LA CIMBALI M 39

La Cimbali is the leading espresso machine that has more than 90% of the market share in Milano, Italy.

La Cimbali's Special Features

- 01 Equipped with a patented Smart Boiler technology, it provides consistency in taste and temperature
- 02 Superior technology increases efficiency by more than 30% during rush hour

CUBE series

How do beverages from
dal.komm COFFEE
make so many people happy?



MENU SPECIAL BEVERAGES

One of a kind specialty drinks
uniquely made by dal.komm COFFEE

Ingenuity, continual research, development and customer trust were the key ingredients in making these ultimate beverages.

dal.komm COFFEE constantly invents new beverages that not only taste sublime, but also provide satisfaction to all customers. Created with healthy ingredients and artistic presentation, these beverages are a delightful experience.



CUBE

dal.komm's flagship beverage that espresso ice cube melts into milk slowly



HONEY GRAPEFRUIT

Honey is added to fresh grapefruit, which creates a richer and sweeter flavor as well as aroma to this grapefruit health drink



CHOCOLA'DE SHAKE

Soft ice cream with deep chocolate flavor from 100% Dutch cocoa powder

MENU

BAKERY & BRUNCH

The Best Bakery You've Tasted

The Best Bakery You've Tasted is at dal.komm COFFEE

dal.komm COFFEE's bakery has undergone a strict testing process where the ingredients have been exclusively selected and delicately handled to produce the finest taste.

Even the smallest of bread has been created with dedication and sincerity so that from the person making it to selling it as well as the customers are all satisfied with these heavenly bakeries from dal.komm COFFEE.



HONEY DONUTS

Crispy donut with caramel and honey dressing

HONEY BREAD

One of TOP dal.komm COFFEE's menus, the soft and sweet milk bread with whipping cream and almond toppings

CROQUE-MONSIEUR

Honey-drizzled Ham-Cheese sandwich with full of sweetness and flavor



dal.komm COFFEE's bakery are made with carefully selected ingredients in order to create its rich, luscious flavor.

STORE DETAILS INTERIOR

Spatial Arrangement with Music & Fun

A modern, pop atmosphere is brought to life at dal.komm COFFEE stores with speakers, gallery frames, and other novel, musically themed decorations.

With space artfully maximized for fun and enjoyment, all dal.komm COFFEE customers are ushered into a delightfully stylish environment.



STORE DETAILS EXTERIOR



A Unique Identity

Singularly space embodied
by dal.komm COFFEE



Through dal.komm COFFEE's modern, contemporary setting and specialized SoundBlending typography, Pop-music is clearly conveyed to consumers, proving just how dal.komm COFFEE is a different kind of cafe from the rest.

Architectural Culture Award

dal.komm COFFEE Pohang Songdo Beach Store



SPECIAL MARKETING DIGITALIZED SERVICE



Build-up Platform for 'Digitalized'

- MOU signed with SK Telecom to bring digital signage for all stores to build IT platform
- Direct live control from HQ for new contents
- Enhance Brand Concept, PR New Recipe, Use it as Advertising Channel

SPECIAL MARKETING MOBILE APPLICATION



Enhance mobile service by dal.komm Application

- Establish dal.komm Membership Service through dal.komm's own mobile application
- Provide various contents as Prepaid Card, Ultra Sound Order System, Mobile Payment System
- Apply to promotions such as attending to VERANDA LIVE, any Giveaway event, Free coupons, etc.

SPECIAL MARKETING

MUSIC MARKETING



Get In Touch With Your Inner Music

Through partnership with globally renowned pop record labels, dal.komm COFFEE provides full music services at all its stores. And through Music Cards, artists of the month provides new music and performances. In addition, live performances by artists at Veranda Live allows them to connect with customers through music, thereby making dal.komm COFFEE the leading franchise in originality and creativity.



Music Card [A cup of music]

The Music Cards at dal.komm COFFEE are stamp coupon service with the new concept and provide contents for music and augmented reality experience. People can participate in various events through the music cards as well as its basic use like coupons, also it can be useful to create a loyal customer.



Veranda Live

Veranda Live is a monthly live performance by specially selected 'Artist of the Month' and one of the representative events of dal.komm COFFEE. Also this is a highly effective marketing strategy that generates publicity while attracting more customers.

SPECIAL MARKETING MUSIC MARKETING

Marketing Strategies Systematic Marketing Strategies

dal.komm COFFEE employs product placement marketing in television dramas and various partnership marketing with major companies both inside and outside of Korea. Also, based on the store conditions and the trading area analysis, Local Store Marketing is adopted in order to strengthen connection with customers. Thus, the dal.komm COFFEE brand is actively being communicated as a popular brand.

Star Marketing

From the first exclusive model 'Shin Se-Kyung', secondly 'Daniel Henney' to 'Lee Gwang-Soo', keep strengthening brand perception through famous Stars.



Drama Product Placement

Through the product placement marketing strategy of sponsoring major television dramas, dal.komm COFFEE's brand, menu and stores have become a well-recognized and highly publicized franchise in and out of Korea as a result of the global popularity of Korean dramas.



SPECIAL MARKETING BRAND AWARENESS & MARKETING

EXISTING
COFFEE
BREWING
MUSIC
For Dal.komm

Business Tie-up Marketing

Operating various tie-up marketing with foreign and domestic major companies by seasons or issues so that dal.komm COFFEE can provide many reward program such as musicals, exhibitions.

Minami X dal.komm COFFEE Christmas Note Set



Collaboration With Musical 'Chicago' In Korea



Collaboration Menu With Snoop Dog



Alliance With Mobile Game 'Tap Tap Disco'

SUMMER EVENT

20% Discount

Local Marketing

The connection with customers are increased through Local Store Marketing that is based on store conditions and trading area analysis.



NAVER blog

twitter

facebook

Instagram

Social Marketing

For real-time communication with customers, dal.komm COFFEE manages various forms of social media such as Naver Blog, Facebook, Twitter, Instagram, etc.

2016 KOREA TOP BRAND AWARDS

2016 Brand of Customer Satisfaction

Selected 2016 Brand of Customer Satisfaction Award by Association of Korean Journalists and Association of Service and Marketing

FRANCHISE INFORMATION OPENING PROCESS

dal.komm COFFEE's golden rule for franchise stores are the protection of its interests and follow-up service.



1

Inquiry

Introduction of dal.komm COFFEE business, investment plan and consultation



2

Negotiation

Negotiate international terms, conditions, business license and etc.



3

Master Franchise Contract

Master Franchise Contract signed



4

Setup

Business license, registration, etc.



5

Training

Staff training, Technical training, etc.



6

Preparation

Store equipment, supplies, ingredients, etc.



7

Open

Master Franchisee opens Direct-Stores.



8

Local Franchise Open

Master Franchisee makes Local Franchise Contract and open franchise stores.

For master franchise inquiries in your country

Email

overseas_sales
@dalkomm.com

Call : +82-31-697-1319



dal.komm COFFEE

A new rising star of Global Coffee Franchise,
dal.komm COFFEE

Let's see the music, dal.komm COFFEE

Franchise Opening Guidebook
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