



# Franchisee Opportunity

Becoming a Dumpling  
Chef Franchisee is easy...





## Introduction

Dumpling Chef first opened at Westfield Plenty Valley in 2014. The quality of our food offer and the strength of our business model enabled us to quickly establish a relationship with many Australia's major shopping centre owners, such as Scentre Group, Vicinity, QIC and GPT. As a result Dumpling Chef is now recognised as a successful food franchise with 17 outlets in major Melbourne shopping centres.....and growing!

Dumpling Chef's success is primarily based on its unique variety of Fried and steamed Dumplings, Cantonese Dim Sum, and a selection of classic Asian dishes. Continually developing our own sauces and spices for Asian and Western tastes we have become a popular destination in the Australian fast food market.

Dumpling Chef is taking advantage of evolving technology to develop its online management and in-store operational systems. As an example we are standardising product packaging, such as sauces and spices, to help streamline operations in the kitchen. An upgraded POS system is facilitating data collection for more targeted marketing to help boost sales.

Looking to expand across Australia we warmly invite new franchisees to join with us as we grow this exciting brand that is Dumpling Chef.



# About Us



Dumpling Chef is successful dumpling franchise



**16 Stores**  
Melbourne  
Major Shopping centres



**Support Center 3000 m2**  
Melbourne

Head office is the base of operations, housing a central kitchen and refrigerated storage



**1 Store**  
Darwin  
Casuarina Square Shopping Centre

**Integration of intelligent systems**

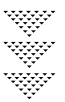
- POS – Till Payment, Abacus System
- APP – Mobile applications
- Code Ordering system
- Franchise management system

**Online Operations**

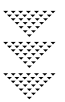
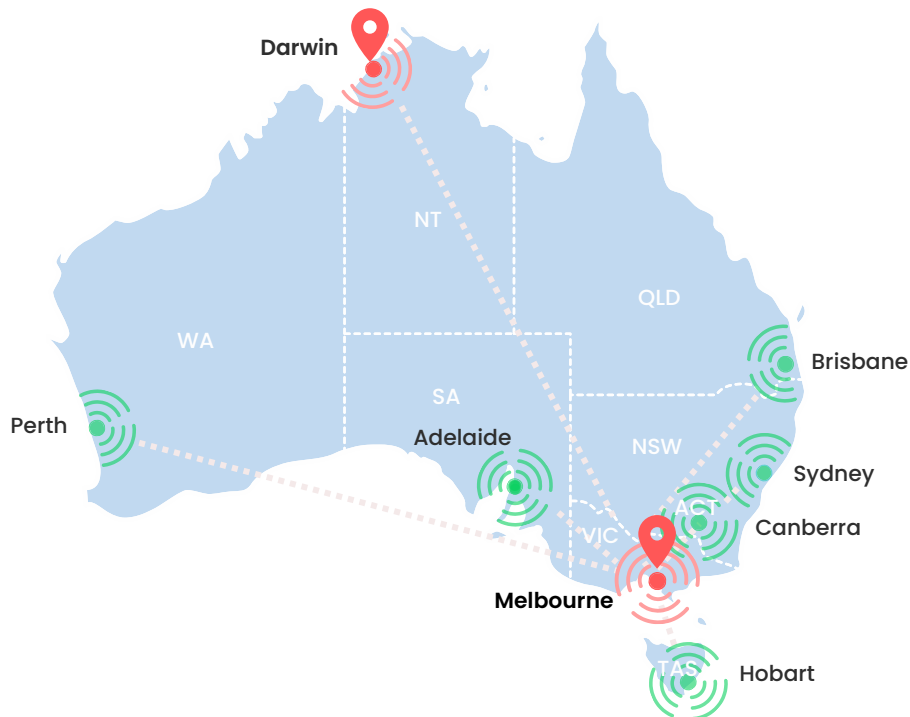
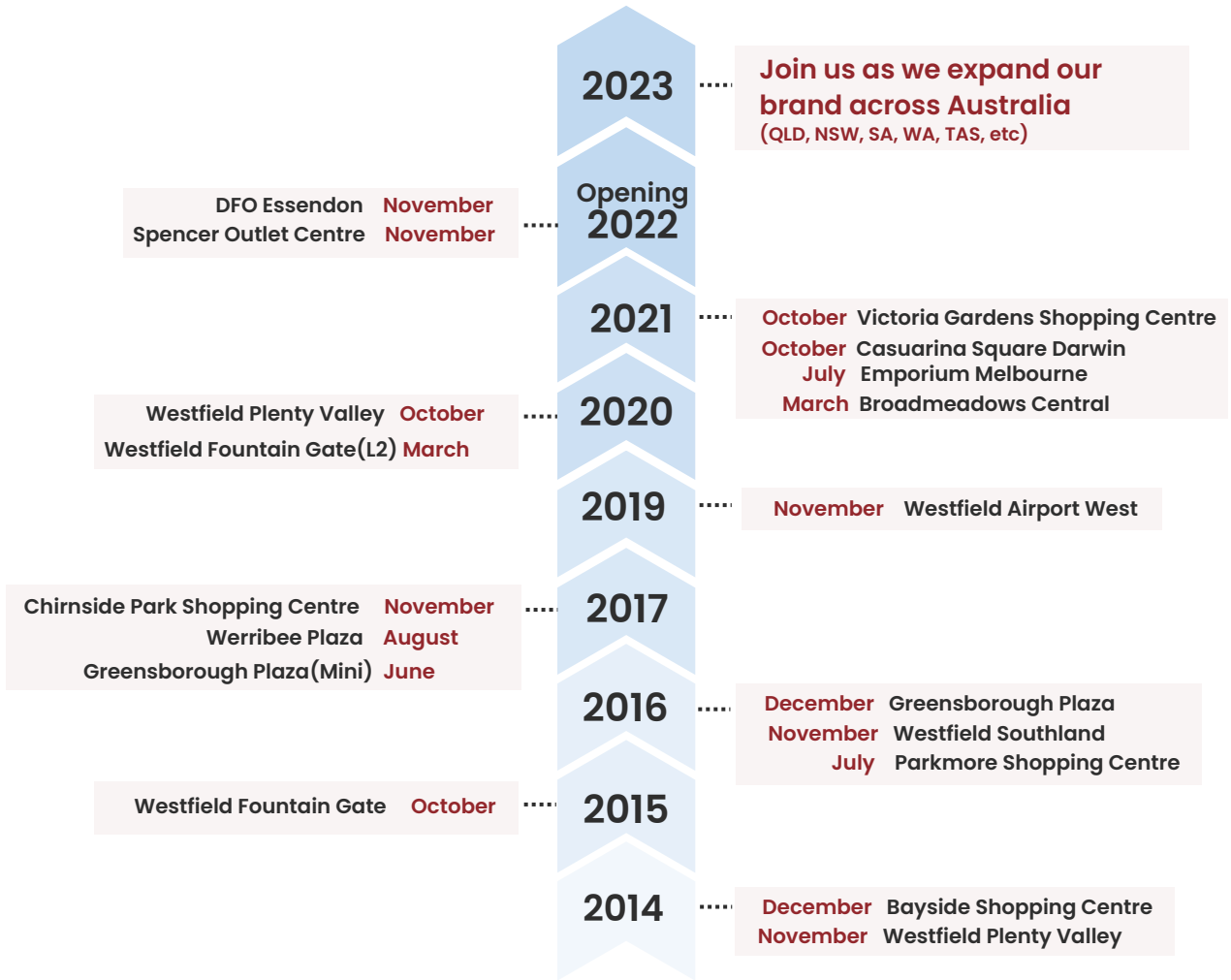
- Full delivery service
- Mr.Yum Online ordering
- Social Media: Tiktok, Face book, Instagram

**Site Operations**

- Operation Training for Direct Store
- Operation Training for franchise
- Local Store Support
- Marketing Support



# History



# DUMPLING CHEF

## Product



80+

Various products to meet needs of different stores



20+

Multiple drinks for all meals



3+

Unified special sauces pack will release in 2023



8+

Large set of meal for meetings and parties



16+

Frozen pack for dumplings and dim sim

### Menu Category

25 Types  
Hot Bar Food

40 Types  
Cook to order

17 Types  
Main Dish



# DUMPLING CHEF

## Marketing

- Fantastic products and great reputation.



TikTok



Facebook



Instagram

- Engagement with customers through social media

- Increasing brand awareness through marketing.



- Targeted marketing promotion and activities.





## Support

DUMPLING CHEF CATERING GROUP

### Marketing

- National Marketing Campaigns.
- Store Opening.
- On-going Local Store Marketing Initiatives.
- Digital and Social Media.

### Store operations

- Franchisee and Manager Training.
- Store Opening Setup and Assistance.
- On-going business, operational and compliance assistance.

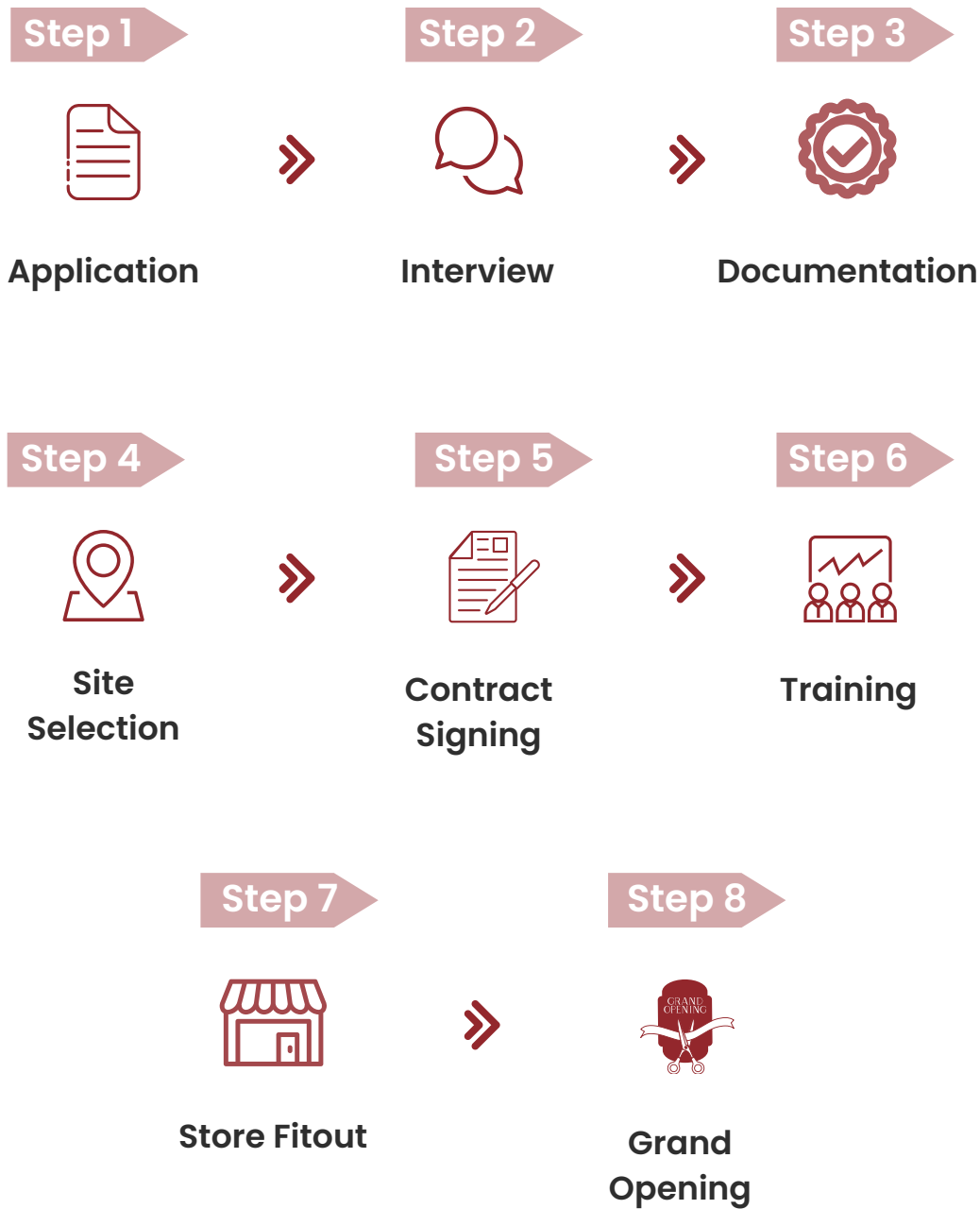
### Products and Supply

- **Product IOT:** Products from Central kitchen can be traced to the source in time in order to ensure production quality.
- Guaranteed supply of exclusive Dumpling Chef recipe dumplings.
- Accredited quality suppliers of Food, Beverage, Packaging.

### Digital management

- **Cloud back-end system:** transparent management can review the turnover, sales, orders, inventory and other data at any time.

# Recruitment & Store Opening process





## Executive Team



**James Wang**  
Director



**Manny Mallari**  
Franchising



**Michael Cooper**  
Property

## Do you have

If you have :

- Good Communication skills ✓
- Financial Ability ✓
- Passionate for Business ✓

***WE WOULD LIKE TO TALK TO YOU !***

Email: [operations@dumplingchef.com.au](mailto:operations@dumplingchef.com.au)

Specialist Wechat



We look forward to creating a better future together with our service and support!