

니롱니롱
FUSION JJAMPONG & PIZZA

BUSINESS GUIDE BOOK

니롱니롱
FUSION JJAMPONG & PIZZA

JTABLE FRANCHISE CORPORATION
Global Business Division

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+82-070-4436-3546





• NOODLE LAB •
The
PONG
• NIPONG NAE PONG •

01 Brand info

02 Exterior

03 Interior

04 Menu

05 Global Business

INTRO



world wide | 97

South Korea | 94

US. LA | 1

singapore | 2

NOODLE LAB | THE | PPONG | NIPONG NAEPONG

“ NIPONG NAEPONG ”

is a Korean noodle and pizza restaurant chain.
nipong naepong's unique menu features unique noodle dishes loved
by countries all over the world.

nipong naepong is operating 97 outlets.
And we are doing business in the USA and
singapore as an overseas master franchise.

니뽕내뽕
FUSION JJAMPONG & PIZZA



MISSION

great Food,
great service
and
great Atmosphere.

Brand Identity

Original ver



M ver



USA ver

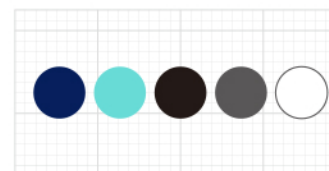


Color | Font



main color

sub color



한글 폰트

반갑습니다. 우리는 니뽕내뽕입니다.
반갑습니다. 우리는 니뽕내뽕입니다.

Yoon 별카페 | Yoon 머리정체2S

영문 폰트

NICE TO MEET YOU. WE ARE NIPONGNAEPONG
NICE TO MEET YOU. WE ARE NIPONGNAEPONG

Academic M54 | Gobold

Business card | Uniform



FOR CHEF



FOR SERVER



CAP



APRON



Package

STICKER



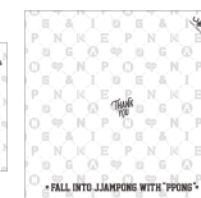
CHOPSTICKS



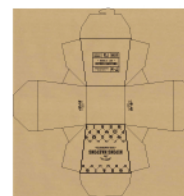
OILPAPER [S]



OILPAPER [L]



RICE BOX



SHOPPING BAG



PIZZA BAG



PIZZA BOX



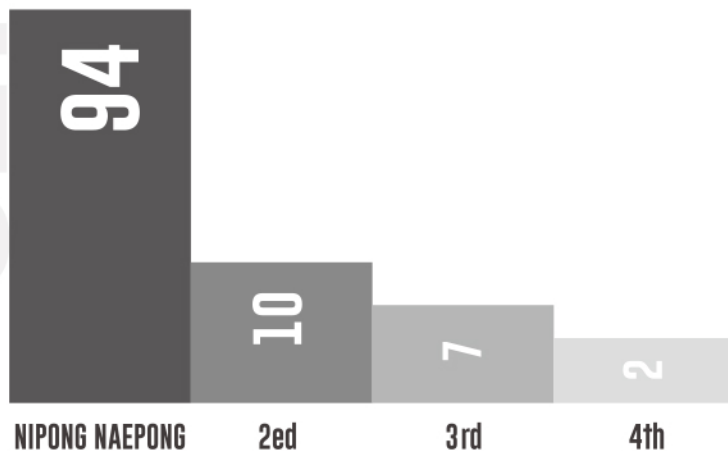
2017 Annual revenue ₩/\$/¥/元

₩ 39,517,000,000
 \$ 35,226,421 | ¥ 3,947,279,047
 元 230,608,076

Average age at JTABLE

29.8세 We're YOUNG!!

Competitor Status



Franchisee's ROI

100 100 of 100, Perfect
 The startup & business journal

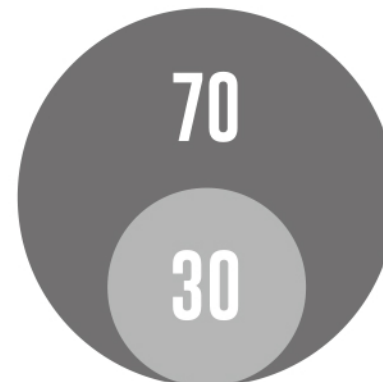
2017 Franchise Ranking of Chinese restaurant

9.2 Point

Franchisee's satisfaction 9.2 of 10

29%

Multiple store owner 29%



customer gender ratio
 male : female = 3 : 7



Cumulative sales number of Ppong

= 4,457 km

This height is the same as 8,030 Lotte World Tower in Seoul.

Length of noodle sold for 1 year

121,485 km =

The distance of the earth "3 wheels"

Number of SNS Hashtag



#니봉내봉 71,500

#크봉 15,304

#차봉 9,299

#로봉 7,404

#태봉 4,747



#내피자 3,792

#니피자 3,591

#니내피자 1,223

#코코피자 548

니봉내봉
71,500

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니피자
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니내피자
1,223

코코피자
548

SNS



#nipongnaepong #봉블리 #비주얼강매 #광봉 #일상 #불금 #피드 #첫줄 #첫줄안녕 #먹방 #먹스타그램 #맛집 #맛스타그램 #소통 #선팔 #선팔하면맛팔 #선팔맛팔 #푸드스타그램 #좋아요반사 #언팔싫어요

@ 비주얼 강매 니봉내봉



#nipongnaepong #니봉내봉 #퓨전광봉 #소통 #인생광봉 #jjamppong #noodlelab #봉블리 #봉차가 #1일1봉 #혼밥 #데이트맛집 #봉피클 #맛스타그램 #먹스타그램 #언팔싫어요 #좋아요반사 #준맛탱

@ 가을소풍



#니봉내봉 #봉차가 #봉블리 #여름 #비오는날 #장마 #직장인 #퇴근 #첫줄 #첫줄안녕 #피드 #불금 #소통 #먹방 #먹스타그램 #맛집 #맛스타그램 #푸드스타그램 #맛팔 #선팔 #선팔맛팔 #좋아요반사 #food #4f #fff #like4like #follow4follow

@ 봉차가 퇴근 후 일상



#봉블리 #캐럿 #퓨전광봉 #남남 #맛집 #소통 #준맛탱 #먹부림 #먹스타그램 #일상 #좋아요 #언팔싫어요 #중튀 #좋아요테러 #좋아요반사 #ifl #nipongnaepong #jjamppong #칭찬해 #SEVENTEEN #조슈아 #홍지수

@ 세븐틴 조공 이벤트



#퓨전광봉 #니봉내봉 #봉블리 #빛깔놀이 #빛깔축제 #빛깔 #봄봄봄 #남남 #맛집 #소통 #준맛탱 #먹부림 #먹스타그램 #일상 #좋아요 #언팔싫어요 #좋아요반사 #nipongnaepong #jjamppong

@ 빛깔시즌



#nipongnaepong #jjamppong #summit #ifl #북미정상회담 #singapore #special #event #남남 #맛집 #준맛탱 #먹부림 #먹스타그램 #일상 #소통 #좋아요반사 #좋아요테러 #중튀 #좋아요

@ 스페셜 북미정상회담

EXTERIOR

2012 ~ 2018

NO.1 NOODLES LAB



FUSION JJAMPONG & PIZZA X FUSION JJAMPONG & PIZZA X FUSION JJAMPONG & PIZZA



INTERIOR

2012 ~ 2018

NO.1 NOODLES LAB



FUSION JJAMPPONG & PIZZA X FUSION JJAMPPONG & PIZZA X FUSION JJAMPPONG & PIZZA



R&D ACADEMY

RESEARCH AND DEVELOPMENT



FUSION JJAMPPONG & PIZZA X FUSION JJAMPPONG & PIZZA X FUSION JJAMPPONG & PIZZA



FUSION JJAMPPONG



KEU PPONG-CREAM



TO PPONG-TOMATO



SALAD PPONG



TAE PPONG



RO PPONG-ROJE



VONGOLE PPONG



CHA PPONG

A WIDE RANGE OF DELICIOUS MENUS

ADE PIZZA RISOTTO



GLOBAL BUSINESS

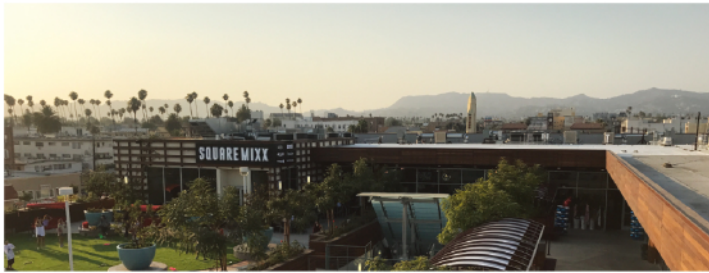
LOS ANGELES 1ST SHOP GRAND OPEN

NIPONG NAEPONG



Friday, 7th July 2017

SQUARE MIXX



나뽕나뽕
FUSION JAPANESE & PIZZA



GLOBAL BUSINESS

SINGAPORE 1ST SHOP GRAND OPEN

NIPONG NAEPONG



Friday, 30th March 2018

Jem



나뽕나뽕
NIPONG NAEPONG & PIZZA

