



**Noodle Star**  
Korean Noodle House

# FRANCHISE BUSINESS PLAN 2026

*Authentic Korean Noodle Specialty Restaurant  
Since 2020*



## **Tanjong Pagar Outlet**

58 Tanjong Pagar Road  
Singapore 088479

6224 6061

## **Funan Outlet**

107 North Bridge Road  
B02-22A/23, Singapore 179105

6320 3813

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## Get to Know Noodle Star K

At Noodle Star K, we take pride in offering authentic Korean cuisine, specialising in handmade noodles and our signature dish, Naengmyeon (cold noodles).

Our commitment to quality is reflected in our careful selection of ingredients, ensuring exceptional taste and authenticity. We uphold the highest culinary standards by following a meticulous cooking process that preserves the rich tradition of Korean flavours.

To continuously enhance our offerings, we conduct ongoing research and innovation, ensuring that our customers enjoy only the finest dining experience.



## ABOUT US

Authentic Korean Noodle Restaurant

## JUNG CHUNG YONG 정청용

*Executive Chef & CEO*

Noodle Star K is led by an executive chef with over 30 years of expertise in the food and beverage industry. He previously honed his craft at Okryu Kwan, a renowned Korean cold noodle restaurant, where he worked for more than a decade.

Driven by a passion for sharing traditional Korean cuisine with Singapore, he embarked on an extensive journey before relocating in 2003. His mission was to introduce authentic Korean cold noodles, starting from a humble stall on Scotts Road.

As the business grew, he expanded operations to establish two specialty restaurants:



*Korean Noodle Specialty Restaurant (Tanjong Pagar & Funan)*



*Korean BBQ Specialty Restaurant (Tanjong Pagar)*

Both establishments continue to celebrate and preserve the rich culinary heritage of Korea, made possible by the unwavering support of our valued customers.



## THE ORGANISATION

Our Founding Stories

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## Our Taste



### Cold Noodles

Our cold noodles are crafted with Korean potato starch or arrowroot, served in a refreshing beef broth. Available in both spicy and non-spicy options, they offer a perfect balance of texture and flavour.



### Jajangmyeon

Our Jjajangmyeon features handmade noodles coated in a rich, savoury black bean sauce, stir-fried with tender pork and vegetables. This classic Korean-Chinese dish offers a deep, umami flavour with a smooth, hearty texture, perfect for a comforting meal.



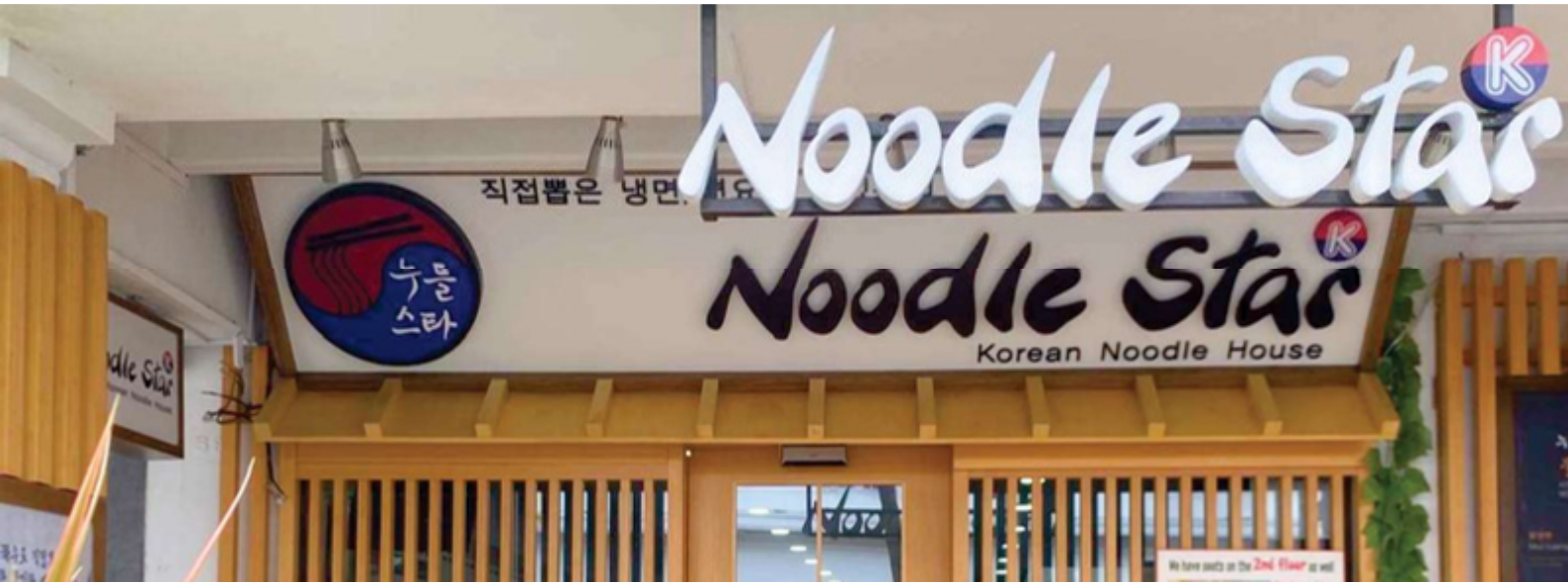
### Kal-guksu

Our Kal-guksu is a comforting Korean handmade noodle soup, featuring thick, chewy wheat noodles served in a rich, savoury broth. Slow-simmered with carefully selected ingredients, this dish offers a warm, hearty flavour, perfect for a satisfying meal.



### Mandu

Our Mandu are handcrafted Korean dumplings, available with two delicious fillings: savory pork or spicy kimchi. Wrapped in a delicate, thin dough, they are expertly steamed for a perfect balance of texture and flavour.



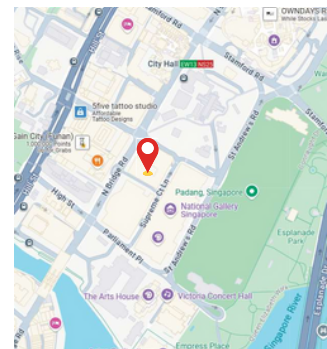
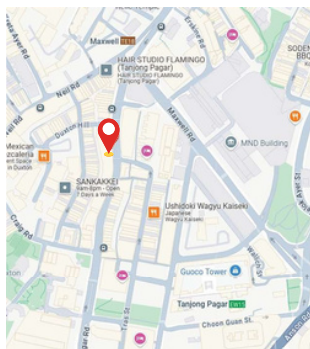
## Our Locations

### Tanjong Pagar (Opened 2020)

58 Tanjong Pagar Road, Singapore  
088479

### Funan (Opened April 2024)

107 North Bridge Road, #B1-32, Funan  
Mall, Singapore



## Plans to Open Noodle Star K's Third Branch

Noodle Star K is expanding, thanks to the incredible support of our customers who appreciate the craftsmanship behind our handmade traditional Korean noodles. Building on the success of our first two locations, we are now preparing to open our third branch.

### Why a Third Branch?

- Growing Demand – Strong customer loyalty and increasing popularity drive our expansion.
- Wider Reach – A new location allows more people to enjoy our authentic Korean flavours.
- Stronger Brand Presence – Further establishing Noodle Star K as a go-to destination for quality, authentic Korean noodles.

We remain committed to serving every bowl with the same warmth and dedication, and we invite you to be part of our expansion journey.

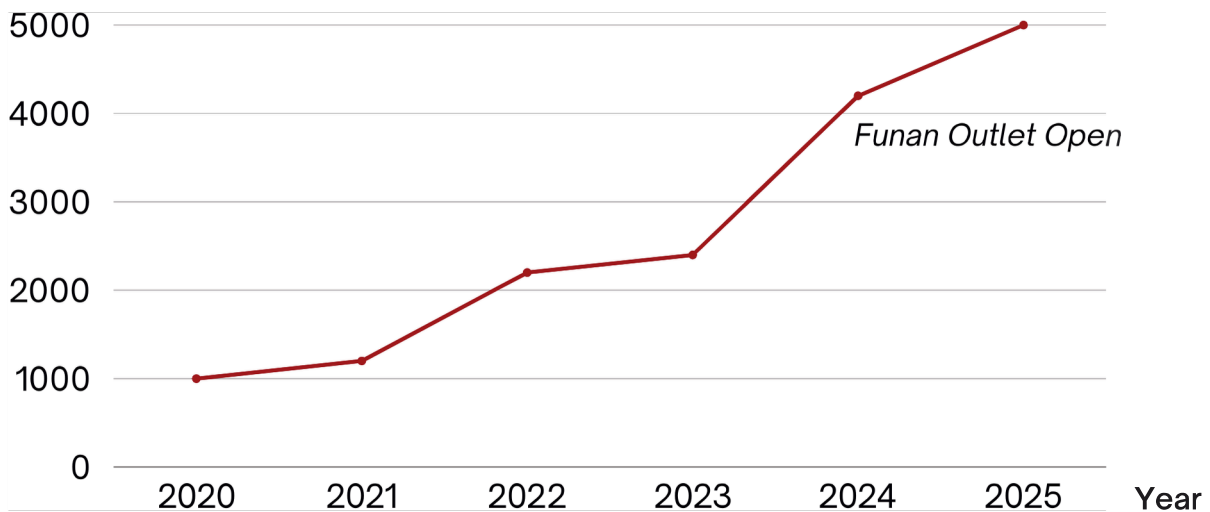


# EXPANSION PLANS

Our Dreams

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Average Gross Sales Per Year For  
Tanjong Pagar & Funan Outlets (SGD '000s)



## Our Sales Trends

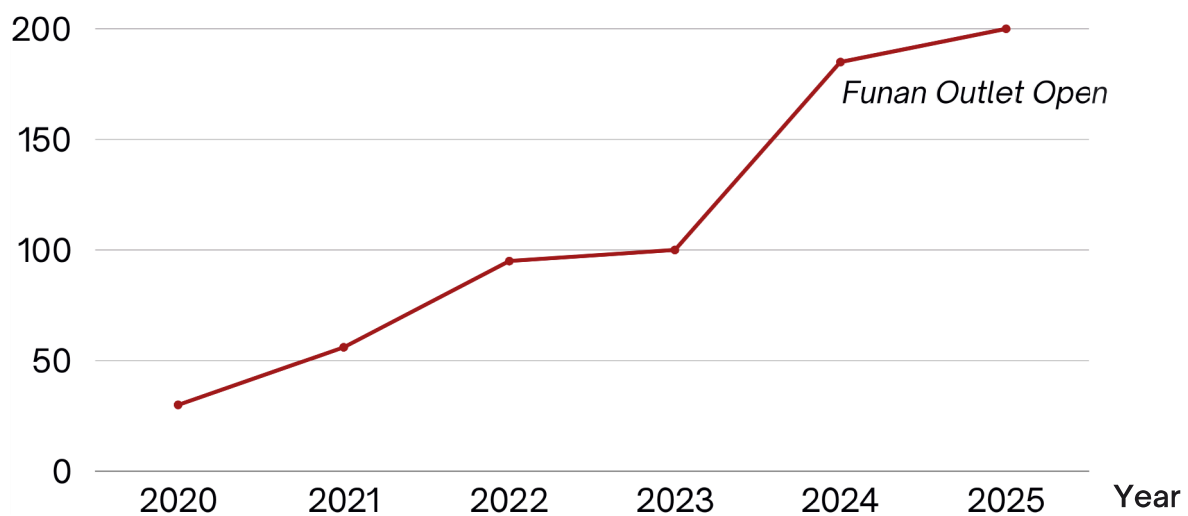
With the opening of our Funan outlet in April 2024, our sales have increased. Expanding into high-traffic locations will further drive sales growth and strengthen our market presence.







No. of Customers ('000s) For  
Tanjong Pagar & Funan Outlets



## Noodle Star K's Commitment to Sustainability

At Noodle Star K, we believe that sustainability is not just a responsibility but an integral part of our business. While delivering high-quality food and service, we are committed to minimising our environmental footprint and promoting sustainable practices that align with social and environmental well-being.

### Our Key efforts:

- Eco-Operations: Implementation of biodegradable packaging and waste reduction protocols.
- Local Sourcing: Prioritizing local suppliers to minimize carbon footprint and ensure ingredient freshness.
- Efficiency: Deployment of energy-saving equipment and sustainable lighting across all outlets.

Through these efforts, Noodle Star K strives to create a more sustainable dining experience while contributing positively to the environment and the communities we serve.



## Sustainable Business Model Strategy

- Financial Resilience: High 77% GP margins provide a robust buffer against market volatility and rising costs.
- Strategic Growth: The "Zero-Risk" structure aligns interests, ensuring expansion is driven by stable, high-performing units.
- Brand Preservation: Active owner-operators maintain artisan quality, securing long-term customer loyalty and revenue.
- Investment Security: Capital guarantees and clear exit strategies protect partners while incentivizing operational excellence.





# MARKETING EFFORTS

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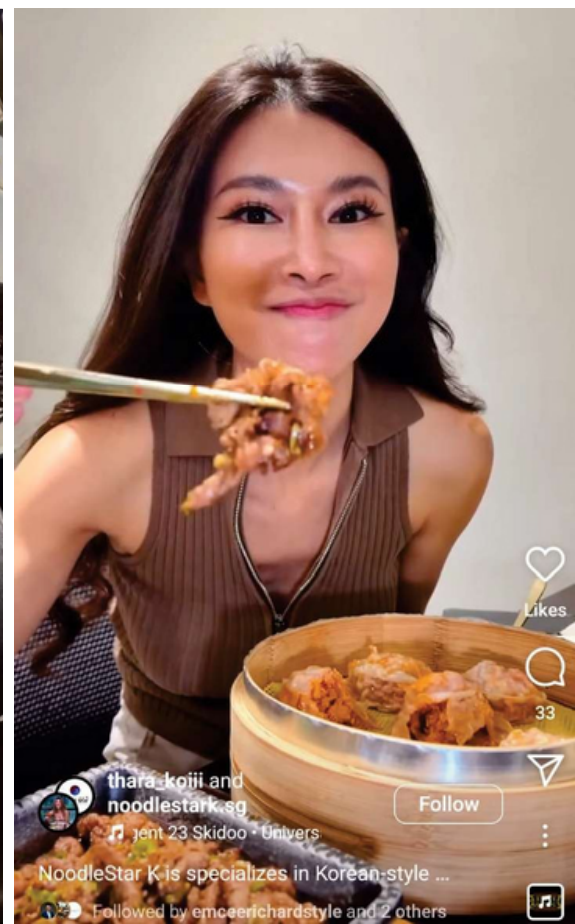
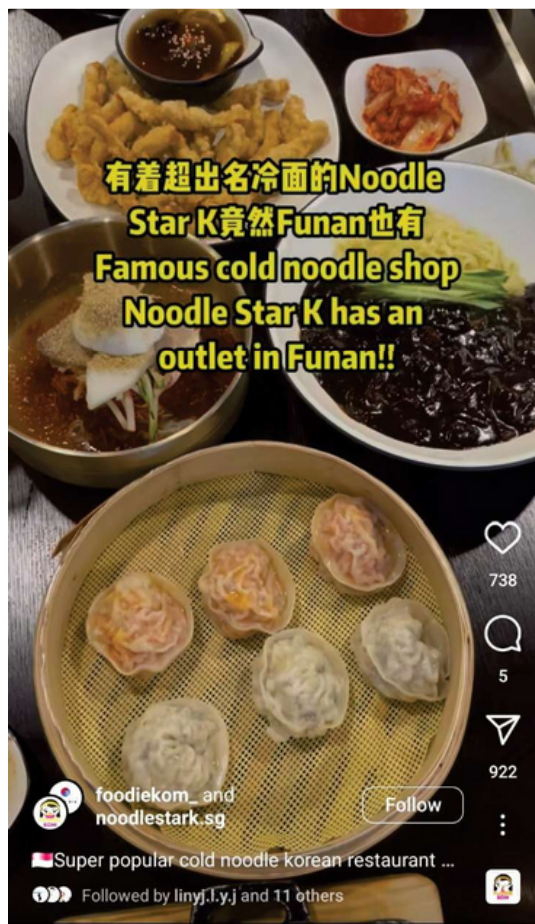
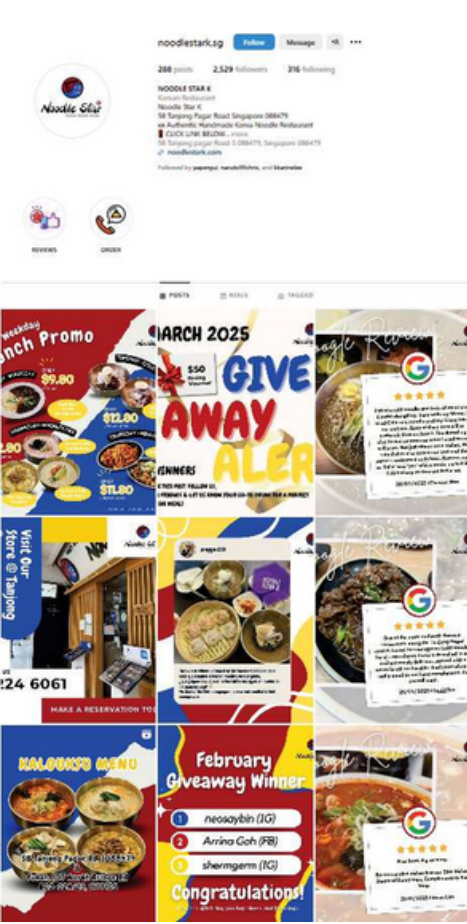
Our Presence

## Digital Marketing

Noodle Star K utilises a comprehensive marketing strategy that includes robust social media marketing, digital marketing, and influencer marketing.

Through our presence on platforms like Instagram, Facebook, TikTok, and Xiao Hong Shu, we engage with a broad audience, sharing visually appealing content and running targeted advertising campaigns.

Additionally, we collaborate with influencers to further expand our reach, creating authentic, relatable content that drives brand awareness and foot traffic. These efforts ensure a strong online presence and enhanced visibility, making Noodle Star K top of mind for our customers.







# CONTACT US

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For further information including  
complete Franchise Brochure



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