

Investment Opportunity in a leading Thai Grilled Skewer Franchise

Business Introduction

MooPingInter (“the business”) is a leading Thai grilled skewer franchise established around six years ago. The brand has grown into the country’s largest elevated grilled skewer chain, offering high-quality flavors at an affordable price. Today, MooPingInter operates 9 company-owned stores and ~20 franchised outlets nationwide.

The brand’s signature recipe traces its roots to a legendary grilled pork vendor with over 35 years of history. The company’s founder acquired this original recipe and refined it to appeal to a wider audience while preserving its authentic, time-honored flavor. The brand also developed its own *Naam Jim Jaew* (Thai tamarind hot sauce) and established an efficient supply chain management system to further enhance product quality. In 2024, MooPingInter recorded approximately THB 28 million in revenue, representing a 16% CAGR from 2022 to 2024.

The company has experienced steady growth and has recently been approached by leading players in Thailand’s wholesale and convenience store sectors to bring its products to the mass market. The owner, originally from the design industry, identified a strategic market opportunity to modernize Thai street food during a period of shifting consumer habits during the COVID-19 slowdown. As the core design business has since rebounded, he is now seeking a capable successor to continue and scale MooPingInter’s success. Currently, the business has been structured to run independently through existing teams, systems, and standardized processes, without any keyman risk. Additionally, the owner is prepared to support a reasonable handover period to ensure seamless continuity.

Transaction Overview

- Asking price: THB 25 Million (Enterprise Value)
- Includes:
 - 9 high-performing company-owned stores in Thailand's busiest spots
 - 20-30 franchise locations with long-term agreements
 - Exclusive IP-protected recipe and supplier contracts
 - Franchise system with built-in recurring revenue
 - OEM production ensuring asset-light operations
- The owner is open to a structured transition period

Key Highlights

Highly Regarded, IP-protected Brand

MooPingInter boasts the highest brand awareness, driven by word-of-mouth, prime locations, and a strong digital presence. Operating 24/7, it attracts a diverse customer base, whether for a quick snack between meals, a post-gym protein fix, a bite during a Netflix binge, a late-night craving, or a stop after clubbing before heading home.

Additionally, MooPingInter is a popular choice for corporate events and weddings, driven entirely by organic word-of-mouth, further solidifying its brand image. Its positioning as an elevated take on a Thai street food classic, combined with a robust online presence, enhances brand recognition, making it a top choice for both tourists and locals.

Robust Proprietary Technologies

Beyond its signature grilled skewers, MooPingInter has also developed a proprietary grill to optimize flavor, along with exclusive *Naam Jim Jaew* (Thai tamarind hot sauce) recipes. This ensures that the dining experience at MooPingInter is uniquely its own and cannot be easily replicated elsewhere.

Strong Long-Term Growth Prospects

MooPingInter was built with scalability in mind. Its suppliers are all high-quality, ISO-certified players with significant headroom for expansion. Combined with untapped opportunities in supermarket retail and frozen food distribution, this positions MooPingInter for substantial growth.

The brand has yet to explore major retail chains such as Makro, Lotus's, Tops, and Villa Market. Discussions are underway with CP All (7-Eleven) to introduce MooPingInter into Thailand's largest convenience store network, further strengthening accessibility and brand presence.

Beyond domestic growth, multiple international investors from Los Angeles and Tokyo have expressed strong interest in bringing MooPingInter to global markets, signaling its potential for worldwide expansion. The franchise has already attracted investment from foreign expats living in Thailand, a testament to its recipe's broad appeal.

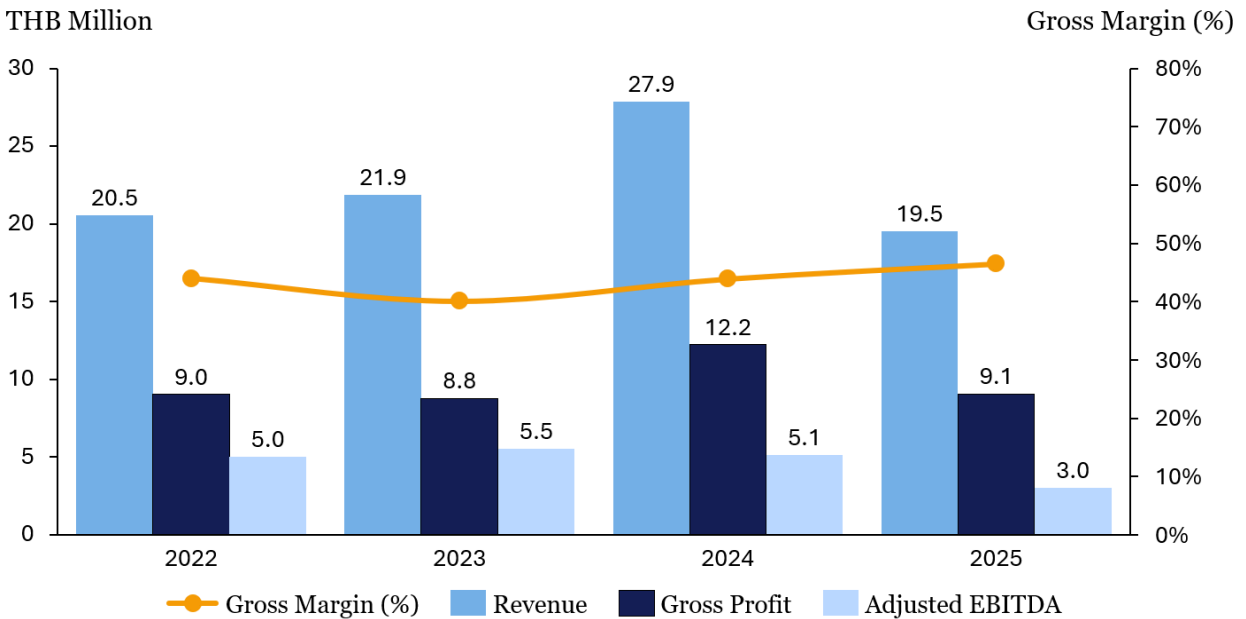
The brand has secured the right to open a new branch in a high-profile retail development launching in 2026. It is also negotiating to expand into several prime, high-traffic locations across Bangkok's leading commercial districts. Recently, the brand opened a new outlet in a major shopping mall after years on the waiting list, reflecting both strong brand recognition among mall operators and its proven ability to expand into the premium market segment.

Efficient, Scalable Operating Model

MooPingInter operates a structured, efficient model built for rapid expansion and designed to run independently from the owner through established SOPs. The company developed its own grill system that installs quickly with minimal tools and requires only THB 15,000 per booth in initial investment. Staff can be trained and ready to operate within four hours, supported by clear operational standards that ensure consistent quality.

By using an OEM production system, the company reduces asset intensity and operational complexity while maintaining quality and scalability. With just two people managing operations and the rest serving as in-store staff, MooPingInter operates with lean efficiency and is well-positioned for continued growth.

Past Financial Performance



- Increased expenditure in 2024 resulted from marketing campaign launch and rent

Process Considerations

To proceed, interested parties should contact one of the representatives of Max Solutions listed below. Max Solutions will notify a limited number of parties (“Invited Parties”) that they have been invited to continue to work towards a transaction. After signing a non-disclosure agreement, Invited Parties will have the opportunity to conduct additional due diligence, including access to a data room containing business and legal information.

This overview may include certain forward-looking statements and estimates, which are based on assumptions by MooPingInter that may or may not prove to be correct, and the business contains various risks and uncertainties. Accordingly, there can be no assurances that such statements or estimates are accurate, and actual results may vary materially. This teaser is not, nor is it intended to be, an offer to purchase any assets of MooPingInter.

All communications regarding interest in this opportunity should be directed to one of the representatives of Max Solutions listed below, and we request that prospective buyers refrain from attempting to identify the entity herein referred to as MooPingInter or contacting the management or employees of MooPingInter directly.

MAX SOLUTIONS HOLDING CO., LTD.

Tanormsak Building
50 Soi Phatthanakan 64
Prawet District, Bangkok, 10250
ChatpongL@maxsolutions.co.th
Tel: +66 89-771-1999 (K’Aoy)

LINE ID: @maxsolutions | www.maxsolutions.co.th
