



FRANCHISE CONCEPT PRESENTATION

Oblong Ice Cream

Your favorite waffle ice cream!



ABOUT US

Delivering unique and creative dessert experience

Established in 2012, Oblong is well renowned for its wide selection of Loaded Waffle flavors as well as diverse ice cream selection. To top off the perfect dining experience, we offer an exciting range of beverages that pair perfectly well with our delectable desserts. At oblong, we offer a holistic dessert dining experience. Our wide assortment of waffle flavors, ice cream flavors and beverage selection ensures that customers can look forward to a customised and unique dining experience each time they visit Oblong.



THE BEST WAFFLE ICE CREAM IN TOWN

Where Loaded Waffle Meets Ice Cream Dreams!



Premium Ingredients, Exceptional Flavors

Oblong uses high-quality, natural ingredients to craft a variety of irresistible flavors



Innovative and Instagrammable

Designed to delight both your taste buds and your social media feed, Oblong combines visual appeal with delectable taste, making it a favorite for dessert lovers and trendsetters alike.



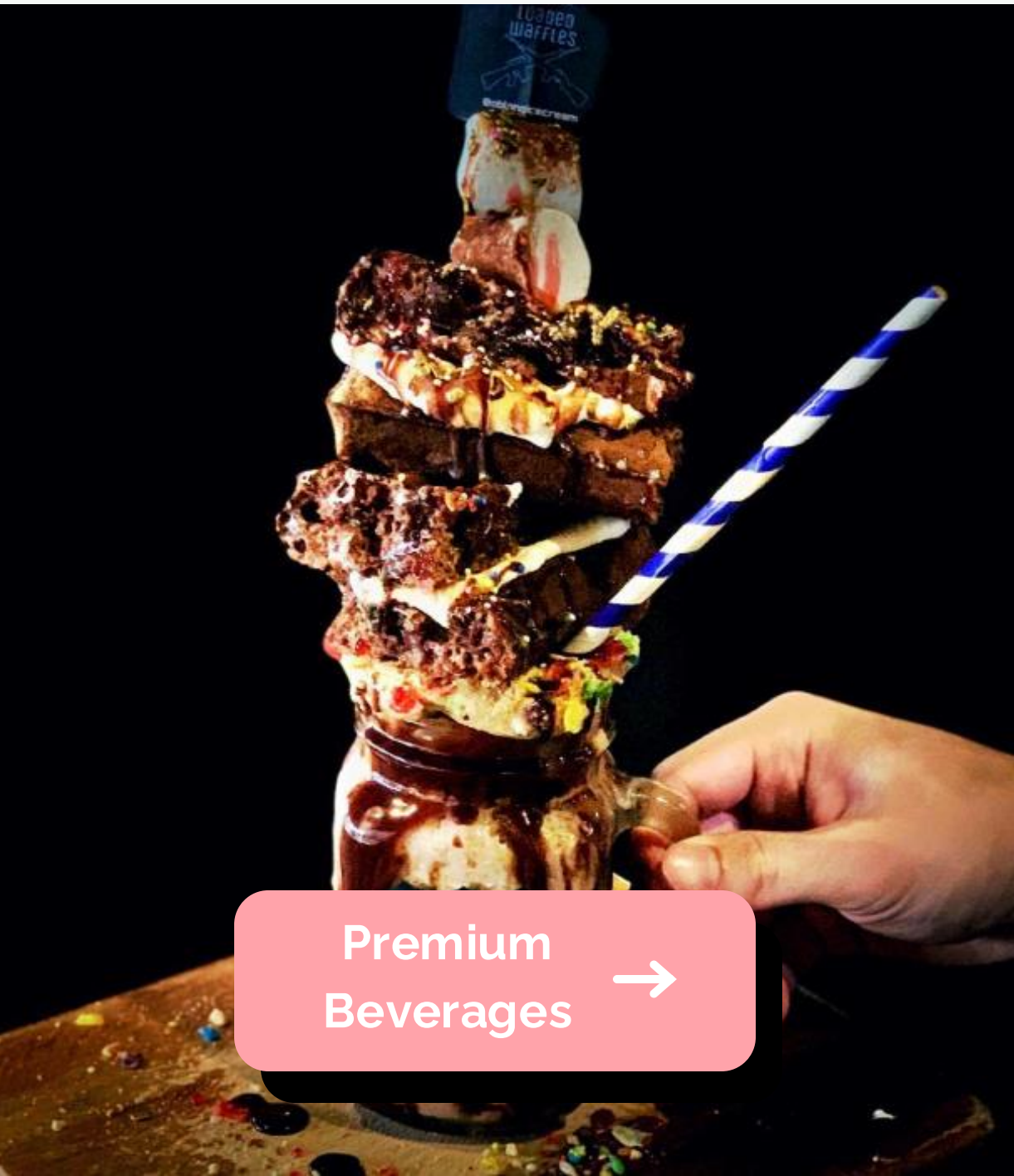
Bold and Unique Flavors

Oblong offers one-of-a-kind flavors that cater to adventurous taste buds, ensuring every bite is a unique experience.

OUR PRODUCT

Our Unique Products

20+ Hand-Crafted Ice Cream Flavours



Premium
Beverages →



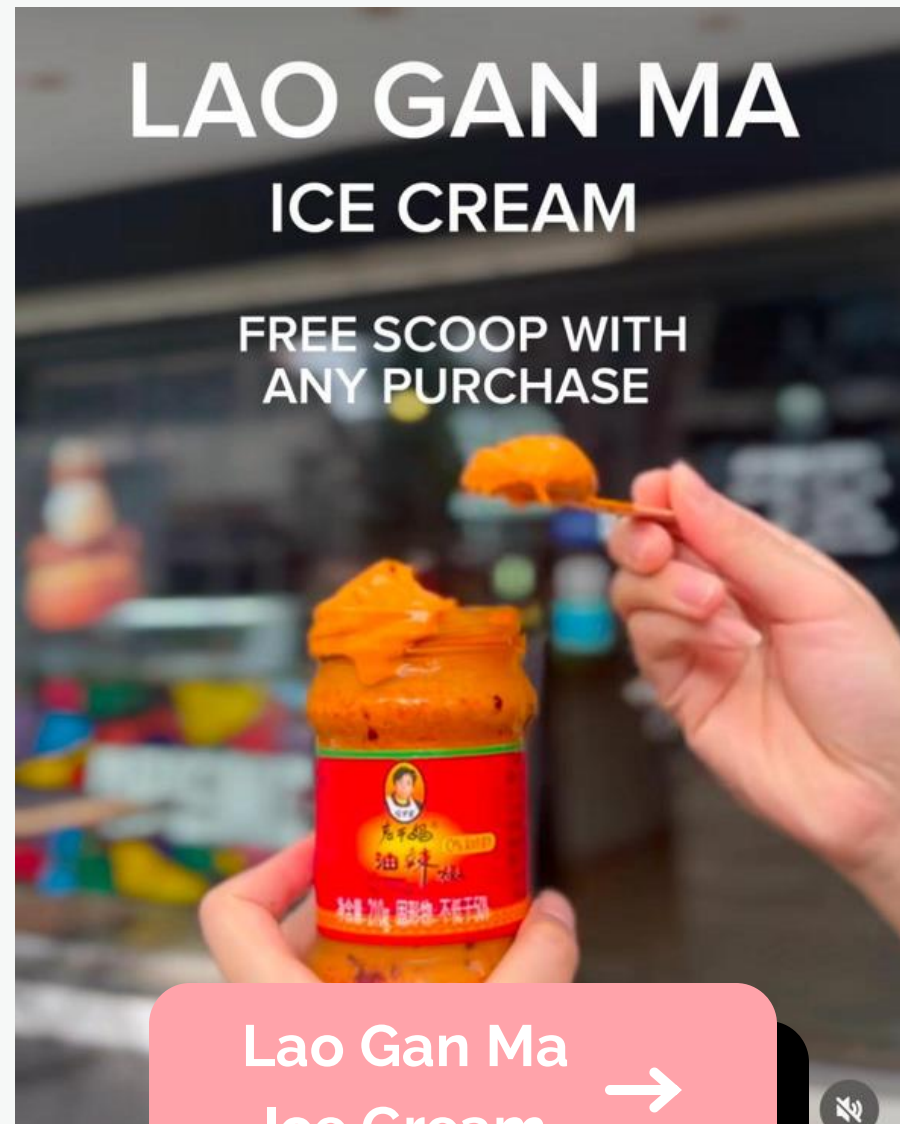
Waffle Ice
Cream →



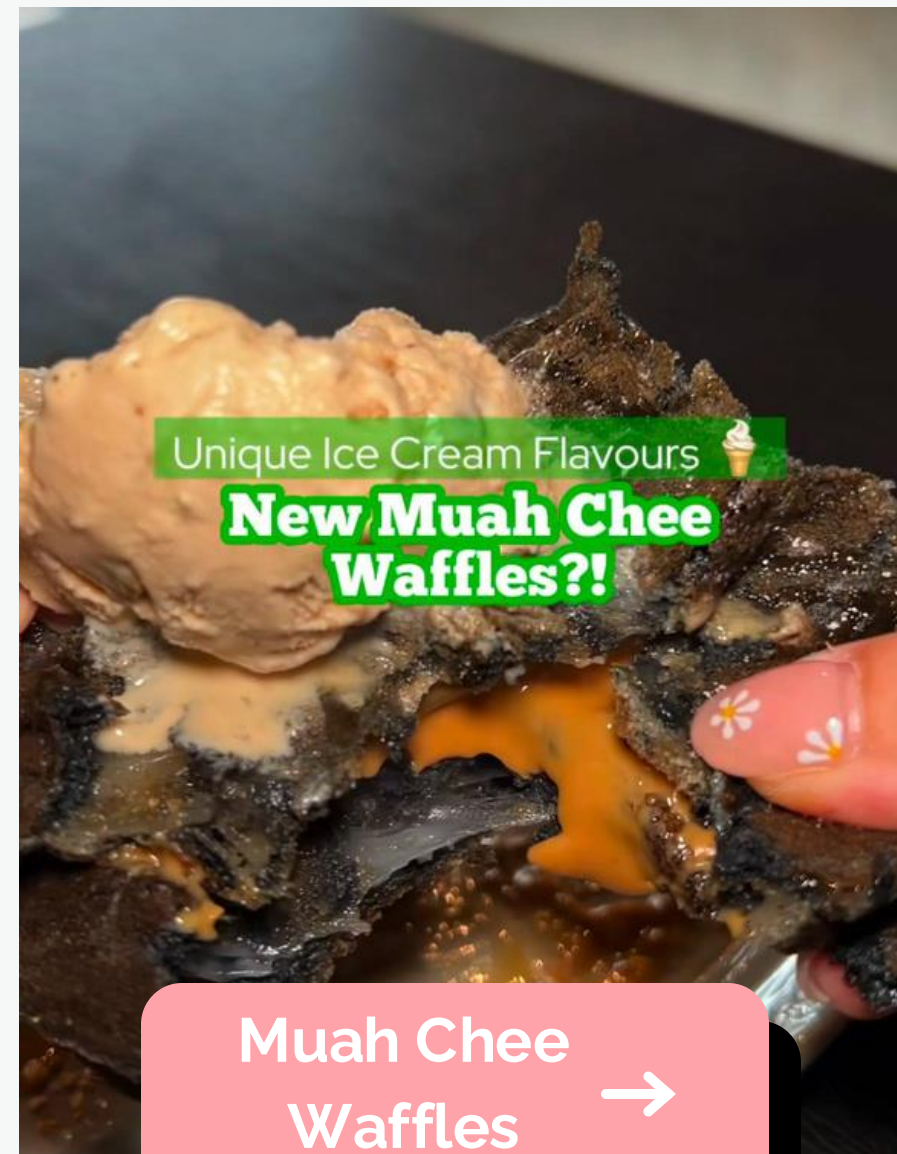
Flavorful
Ice Cream →

OUR PRODUCT

Adventurous and Interesting Flavor Combinations



Lao Gan Ma
Ice Cream →



Muah Chee
Waffles →



Seasonal
Flavors →

How we look



WE ARE LOVED BY THE PASSIONATE DESSERT LOVERS



Chee Wei LEE

Local Guide · 67 ulasan · 178 foto

★★★★★ sebulan lalu

Makan di tempat | Lainnya | \$10–20

Small dining area, suitable for small group gathering. Very cosy place, and the food are great, though not cheap. The staffs are very patient. Went there with my family, and my teenage kids love it. ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



Sky Pang Shaofeng

Local Guide · 19 ulasan · 105 foto

★★★★★ 7 bulan lalu

If only there are 6 stars for this review. This dessert place deserves more recognition than it should. Best waffles I've ever tasted (variety of unique flavours). Kudos to the creativity of the owner/crew. Had to order 2 servings before we leave satisfied! ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



Amy Amelia Ahmad

2 ulasan · 1 foto

★★★★★ 8 bulan lalu

Makan di tempat

Had their cookies and cream, and earl grey lavender ice cream on top of the red velvet waffles. It was my first time here and I loved the waffles. It was crispy on the outside and soft on the inside. The guy that was attending to us were ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



Jas T

Local Guide · 18 ulasan · 15 foto

★★★★★ 5 bulan lalu

Makan di tempat | Lainnya | \$10–20

Definitely my go-to dessert place with my bf as they have probably the best/unique waffles we had. We have been there multiple times, tried most of their waffles and ice cream flavours.. till date, we always leave satisfied. Only down side is that it gets alil noisy when it'd crowded. ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



Suka



Adelyn Lee

6 ulasan · 5 foto

★★★★★ 5 bulan lalu

Best ice cream and waffle ever! Really love their new lychee rose waffle topped with lychee rose ice cream. They really deserved compliments for making so many kinds of flavorful and rich ice cream. Kudos to the friendly staffs too. Wish they open more branches soon! ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



SH

Local Guide · 147 ulasan · 1.393 foto

★★★★★ 2 tahun lalu

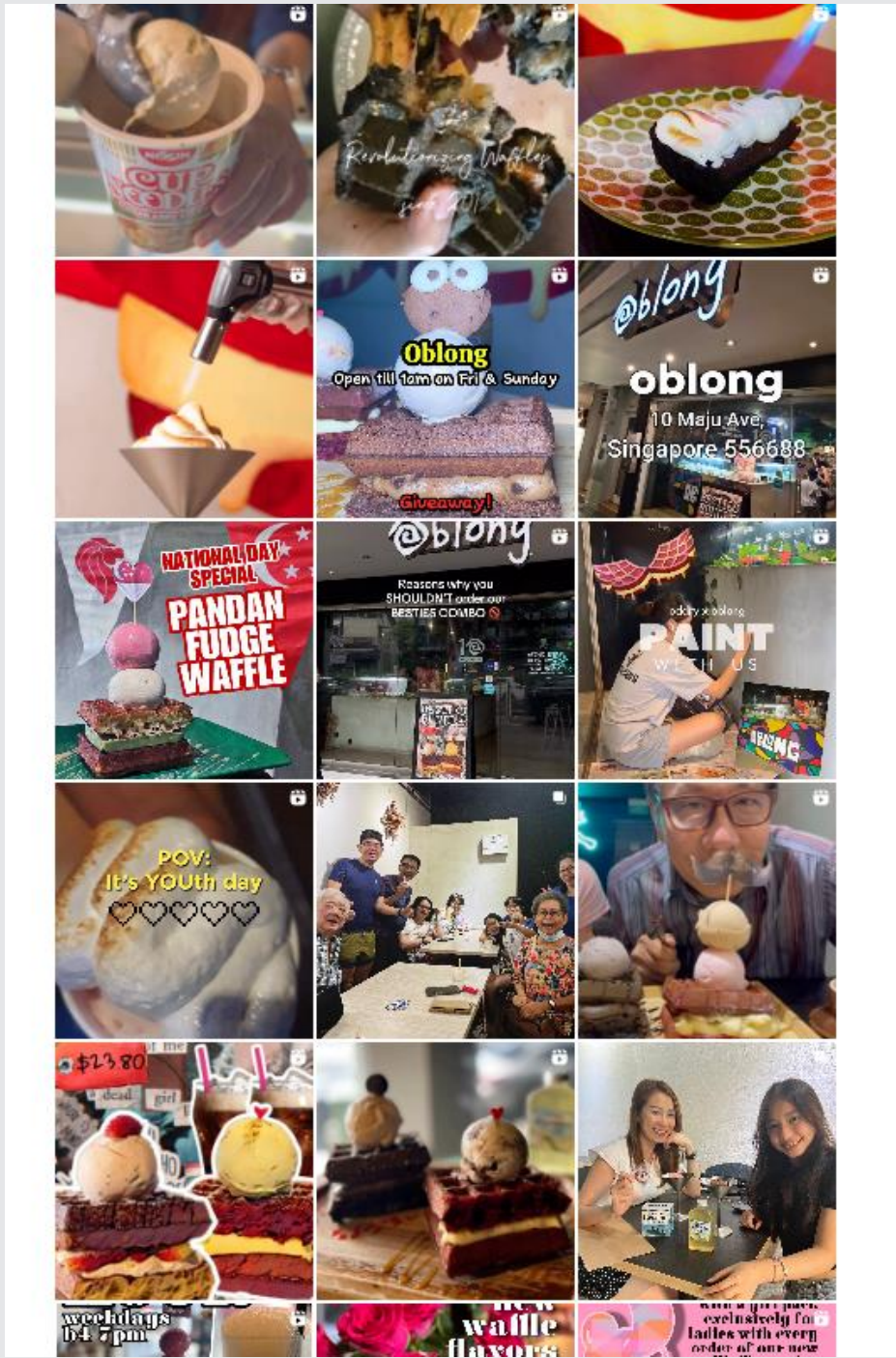
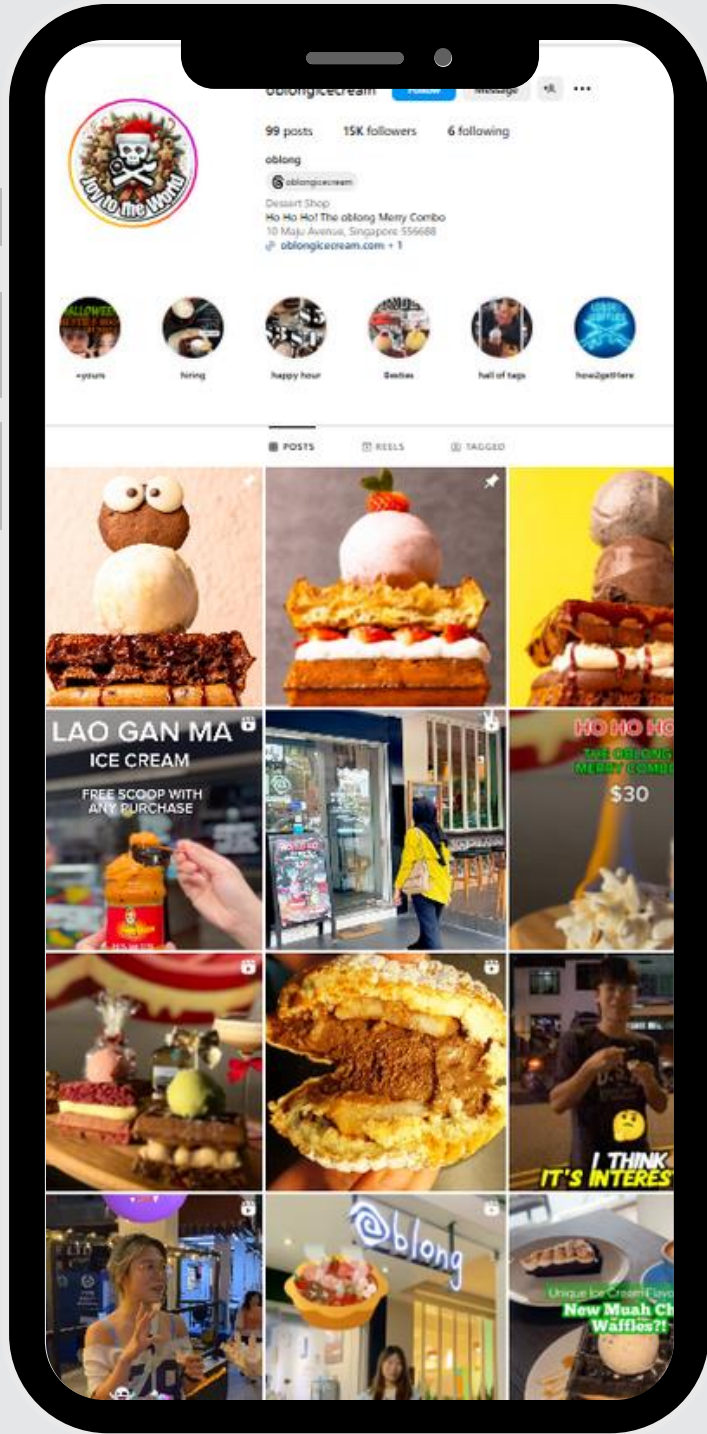
First time trying this dessert outlet as a friend recommended to me. I chose the classic combo (red velvet waffle with 1 Earl Grey ice cream & butterscotch syrup). The signature red velvet waffle is good & worth a try. Cost wise, the ... [Lengkapnya](#)

[Lihat terjemahan \(Indonesia\)](#)



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ENGAGING COMMUNITY ON SOCIAL MEDIA



FRANCHISE

WHY CHOOSE OBLONG FRANCHISE?



Outstanding Waffle Ice Cream!

A unique concept with strong branding that stands out in the dessert market.



Simplicity at Its Best

Franchise Model with simple operations and efficient training programs that make running your business stress-free



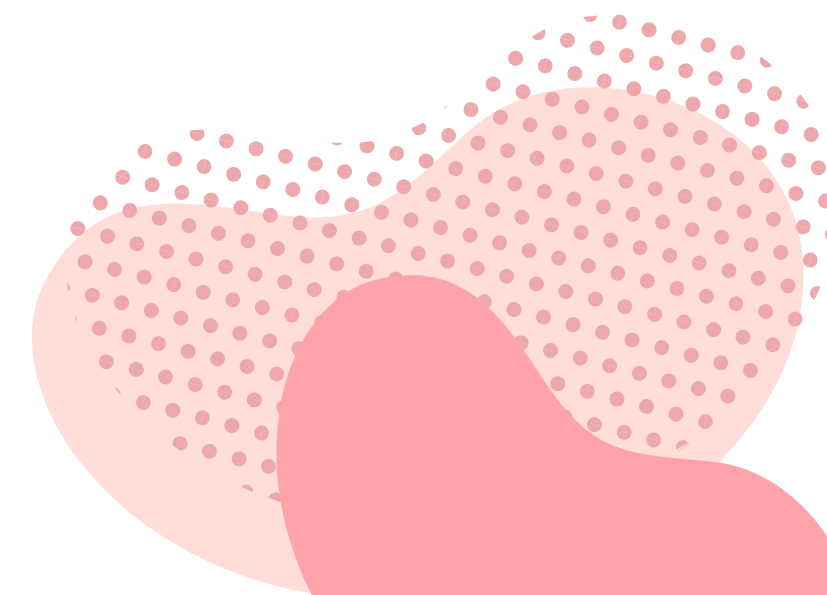
Uncompromising Service Standards & The Ultimate Hangout Spot

Oblong's proven top-tier service standards and our warm outlet ambiance are designed to exceed customer expectations



Grunge meets Beauty

Our trendy concept celebrates the harmonious fusion of ice cream and waffle.



Partner Selection Criteria

- Desire to join a FnB business network
- Experience in managing a business
- Passion in desserts or FnB business sector
- Commitment and motivation towards providing highest quality product and services
- Ownership of a complementary business in FnB industry is highly preferable



OBLONG ICE CREAM

FRANCHISE PROCESS

Brand Discovery
and Franchise
Offering

Application of
Submission and
Financial
Planning

Signing of
Letter of
Intent

Business
Planning,
Training,
Scheduling and
Securing
Location

Signing of
Lease
Agreement and
Franchise
Agreement

Start of Training
and Setup of
Franchised
Business



Thank You

Contact us for more information



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