

Franchise package MY COFFEE

YOU WILL GET:

1. Business conduct

- The training of owner for business conducting
- The detailed instructions about your coffee house opening
- The assistance in business-plan writing for attraction of funds
- The rights to use MY COFFEE™ in your region.
- The rights to use the commercial designation
- Financial and economic business model
- The detailed opening estimates + we reveal structure of income and expenses on the whole of enterprise in terms of month for the whole understanding of business-process

2. The selection of the location

- The regulation of potential place choosing
- The searching for place for rental by our lease manager
- The list of the best places for opening
- The joint assessment of potential place to rent, assessment of the place profitability for the your future coffee house location, financial model count for particular location (assessment of traffic, average check, potential earnings)
- The consultation during the searching for coffee house location
- The coffee house visualization for successful negotiation with lessor
- The bargaining with lease department of the shopping center
- The negotiation all technical point with our team lessor
- The provision of instruction to estimate selected location
- The assistance with final option

3. The construction work

- The consultation on the conducting construction works
- The plan of opening
- The programming of your coffee house creation and construction

4. The documentation

- The consultation during the coffee house opening: the procedure of obtaining the permissions, the choosing of equipments
- The assistance in registration of a legal entity (IE individual entrepreneur or LLC limited liability corporation), in choosing the taxation system
- The consultation on legal issues
- The assistance in communication with inspection authorities
- The direct participation of franchisor in different situation, related to inspection authorities
- The package of necessary documents for submission to inspection authorities

5. The necessary materials and equipment

- The package contents: the list of necessary materials, equipments, furniture and another production for your coffee house creation

- The list of necessary facilities for opening, we will help to confirm the technological concepts
 - The beneficial prices on professional coffee equipment of Italian production
 - The selection of equipments (blender, scales, laptop)
6. The lessors and suppliers
- 6.1. The lessors
- The presentation for the lessors
 - The training in negotiation skills to negotiate with lessor
- 6.2. The suppliers
- The uninterrupted supplies of ingredients from the centralized storage depot
 - The contacts of necessary raw material and consumables suppliers, according to results of the negotiations you have opportunity to lobby good prices, referring to our capacity
 - The assistance in selection suppliers of additional production for cuisine, confectionery products, beverages, alcohol and others goods
 - The participation in corporate discount from the suppliers
 - The selection of more appropriate furniture manufacturer, the search for optimum price, the consultations on contractual relations with furniture company
7. The brandbook
- You will get the brandbook on the interior design, the style, the conception of coffee house
 - The unique designed project of our specialist for your coffee house
 - You will get the complete package of design models
 - Free service of staff designer
 - The package of design, contained more than 100 graphical files, and also drawings of coffee stands
 - The designed drawings and preparation design-project of your coffee hose. Any drawing can be edited by our design department in according to requirements of your coffee house
8. The training of franchisee
- The training of franchisee, transfer of package of standards (books, manuals, presentations, video materials).
 - The Info Pack which allows to put into action your coffee house for turnkey as soon as possible, from polygraphy and work algorithms to questions of cooperation with supervisory authorities.
9. The search and selection of employees
- The consultation on search for staff, conducting interviews and selection of right people
 - To place an advertisement of search for employees to work in coffee house
 - The organization of system of selection employees, personal files, introduction of job description, models of motivational program and personnel certification
 - We will provide options of staff policy, staff schedule
 - The regulations and job description of barista, manager and logistics specialist
 - The system of motivations and KPI for barista, manager and logistics specialist

- Трудовые договора для сотрудников, оформление The employment contract, formalization
10. The workers training and certification
- HR: personnel recruitment, training, operational personnel replacement, choosing of the right staff member
 - The remote training of staff members
 - The training of administrative personnel on specific training methods, based on own coffee shops
 - The training of workers for the use of accounting system and loyalty system
 - The training for technique of increased sales in the coffee shop
 - The video lessons on using of accounting system
 - The video lessons on using of loyalty system
 - The training in barista profession
 - The learning the philosophy of barista
 - The training literature archive for barista
 - The monthly workers certification from central office
 - The daily control of video records, monitoring of the workers
 - The regulations on certification of barista, manager and logistics specialist
 - The quality control of barista`s work
11. The menu and product sheets
- The technologies of corporate beverages (products sheet, flow diagram).
 - The regular updates + product sheets
 - The seasonal updates of menu + product sheets (coffee card, the summer menu, refreshing beverages)
 - The provision of beverages calculation for composing a menu of coffee-shop beverages
12. The accountancy
- The assistance in opening of payroll clearing account
 - The consultation on accounting issues
 - The continued support by technical specialist on 1C (Connection to the accounting system 1C Retail 8.3 specially adapted for coffee business)
 - The consultation on tax burden optimization
 - The bookkeeping of enterprise by our accountant
 - The cloud CRM-system of sales record
 - The inventory accounting
 - The operation administration
 - The document management
13. The software
- The software installation for stock count
 - The software adjustment
 - The connection to corporate network
 - The CRM-system of the inventory accounting. All database is stored on cloud-based server. Online you can see coffee-shop sales and leftover stock
14. The cash register. The Card-activated terminal
- The assistance in choosing of the bank for card acquiring (cashless payment)
 - The connection and adjustment of the card-activated terminal

- The training for workers to use terminal for payment
- The registration and service of cash registers contract
- The organization of course of collection

15. The control and monitoring

- The assistance in choosing of camera, provision of contacts of recommended suppliers equipments for monitoring
- The instruction on installation and adjustment of camera
- The installation and connection to process equipment
- The preparation and installation of IT-equipment
- The internet and telephone connection
- The control for adherence to work standards of coffee-shop within the framework of the system, the recommendations on optimization of business process, growth of proceeds, business efficiency (2 hours a week)
- The competency assessment of current employees for continuance of consistent high quality of production and service

16. The opening

- The visit of our team to launch your coffee-shop
- The visit of the specialists to hold the official opening
- There is also such option when we arrive to your city to launch completely your coffee shop
- The planning and coordination of the opening, the assistance for your baristas to start their work. The visit of opening team to train workers and owner
- The festive decoration of your coffee-shop
- The presence of photographer on official coffee-shop opening
- The conducting of technological opening by our team
- The conducting of official opening by our team (More than 300 guests will visit the opening of your coffee-shop)

17. The marketing program

- The continuous support of marketing professional
- The drafting individual marketing plan for 12 months of work
- The single marketing policy – we will support you with our knowledge, practical promotion guidelines
- The provision of layouts for sales promotion, and for event of coffee-shop opening
- The marketing materials
- The weekly offer on a drink of the week
- The loyalty system adjustment

18. The advertisement and SMM

- The advertisement of the coffee-shop opening in the corporate network on the official network
- The support of SMM specialist: marketing support (the advertisement on social networking sites – the official community of the chain of MY COFFEE coffee-shops, on the official website, in the target community of your city or country, the creation of your community in social networking sites, the recommendations and assistance in conducting the affairs of the community. The main target is attraction of guests to visit your coffee-shop
- The official website

- The discount offering, the organization of conducting, the report on results, promotion in social networking sites

19. The support line 24\7

- The support implementation during the opening
- The personal manager, who is always available
- We consult during the whole time period of contract. All questions are elaborated
- You can get our consultation at any time

The benefits of franchise holder:

- The quick start of project – 2-3 months
- The quick payback period : from 12 to 36 months, according to the format
- The ready-made system solutions: equipment configuration, marketing, sales, staff, logistics
- The own training center of personnel training, all workers of the coffee-shop take training course and certification by trainer of chain of coffee-shops
- The competitive format, which low response rates to economic crisis
- The brand equity
- The consultation on choosing of coffee-shop place, the provision of assessment criteria in determining the location for the coffee-shop construction
- The consultation on construction questions and obtaining permits, licenses, and approvals
- The ready-made modern exterior and interior design solutions, which can be realized on any area, even in sophisticated building
- The affordable coffee-shop format for everyone – the favorite place of broader spectrum of customers, from students to entrepreneurs