



LET'S GROW TOGETHER!



coffee world thailand
website: www.coffeeworld.com



COMPANY PROFILE

Coffee World is a premium specialty coffeehouse that provides a wide range of hand iced coffee as well as ice-blended beverages, waffles, wraps and signature desserts in hundreds of outlets scattered across India, Bangladesh, Thailand, Indonesia and China.

Coffee World is a brand of Global Franchise Architects (GFA), a Geneva Switzerland-based company that builds, operates, and franchises a select portfolio of specialty food service brands. GFA is part of the Synergia one group of companies; a diversified group that consists of companies founded by serial entrepreneur Fred Mouawad.

Coffee World currently has two formats: the original Coffee World shops and the Coffee World Restaurant which offers full table service and a menu of over 100 items featuring local, international, and Asian-Fusion cuisine.



LOFT STYLE

We at Coffee World will continue developing our products and services to serve the needs of our customers to meet their expectations. The ambience and interiors of our stores are important aspects and in 2015, we introduced the idea of a Loft Style store which became appealing and has increased the number of a younger customers worldwide.

Loft style is not only about high windows, brick walls and concrete floors. It is described as the punk interior of our time which marks a significant change from our previous luxury living room concept.



MAY
Spec : 1 x E27 60W Max
Colour : Antique Brass

ABUINU
Spec : 1 x E27 60W Max
Colour : Blue, Green, Red

Loft enthusiasts appreciate the charm of simple things just like our coffee. **Coffee World** seeks to create a new vibe that delivers beyond customer expectations.



REPLICA TOLIX
BLACK STOOL

REPLICA TOLIX
BLACK COLOR

LOUNGE CHAIR



WHAT WE SELL

Coffee World is a premium coffee shop brand in Thailand for nearly two decades. We always strive to make your experience memorable by delivering exceptional customer service even after your favorite coffee has been served. With that in mind, we always seek to delight our customers with a selection of innovative products. Other than coffee, we have *"made-to-order"* beverages and special smoothies, chocolates and tea. We also have a diverse selection of signature *"Frappe"* and ice-blended beverages for customers who prefer other drinks over coffee. Freshly-made sandwiches, pancakes, toasts and signature *"waffles"* complement our extensive selection of beverages.





WHAT WE LOOK FOR IN A FRANCHISE PARTNER

To succeed in the franchise business one needs to have the 3 Cs:



1

Capital: Capital is a key ingredient to roll out enough stores to create a brand presence in the market. Also, more stores bring higher economies of scale and a wider customer reach. Larger portfolio diversifies location risk and helps in building the brand. Without proper capital, momentum will be lost, and the entire business may be put at risk.



2

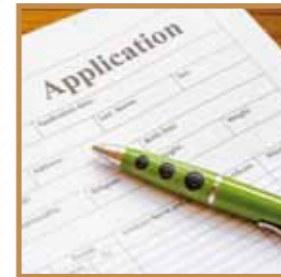
Commitment: The commitment to succeed is another vital ingredient. Food and Beverage service is a business that requires managerial attention, a mid-term to long-term horizon, and a daily focus on details to make sure that customers are satisfied consistently.



3

Competence: It is difficult to execute even the best system without having a capable team. That is why GFA has developed a comprehensive Quality Management System and a world class training curriculum to develop managers for franchisee. Following the system is the most reliable formula for ensuring a high level of customer satisfaction and recurring business.

If you are still wondering whether you qualify, you might like to know that GFA does not require a franchisee to have any direct previous experience in the food & beverage industry. Above all, we look for evidence that each partner has the 3 Cs to succeed. If so, you are already on your way.



APPLICATION PROCEDURE

- Candidate Submit Franchisee's Application
- Finding The Location
- Agreed Franchise Agreement
- Planing The Opening Store Process
- Total Estimated Time for One Store Within 3 Months



FRANCHISE INVESTMENT

| Space | Open Space | In-Line Store |
|-------------------------|---------------------------|-----------------------------|
| Size | 40 - 120 SQM | 50 - 160 SQM |
| Construction Fee | Starting from 900,000 THB | Starting from 1,200,000 THB |
| Equipmet Fee | 1,200,000 THB | 1,200,000 THB |
| Deposit Fee | 200,000 THB | 200,000 THB |
| Franchise Fee | 600,000 THB | 600,000 THB |
| Total Investment | | |
| Royalty Fee | 6% of Net Sales | 6% of Net Sales |
| Marketing Fee | 2% of Net Sales | 2% of Net Sales |
| Initial Term | 6 Years | 6 Years |

GFA'S SUPPORT FUNCTIONS INCLUDE

- Site Evaluation
- Use of Trademark
- Shop designation
- Site approval
- Procurement program
- Training & Recruitment for Franchisee and Staff
- Opening Assistance
- R&D
- Operation Manual
- Supply
- Logistics
- Marketing



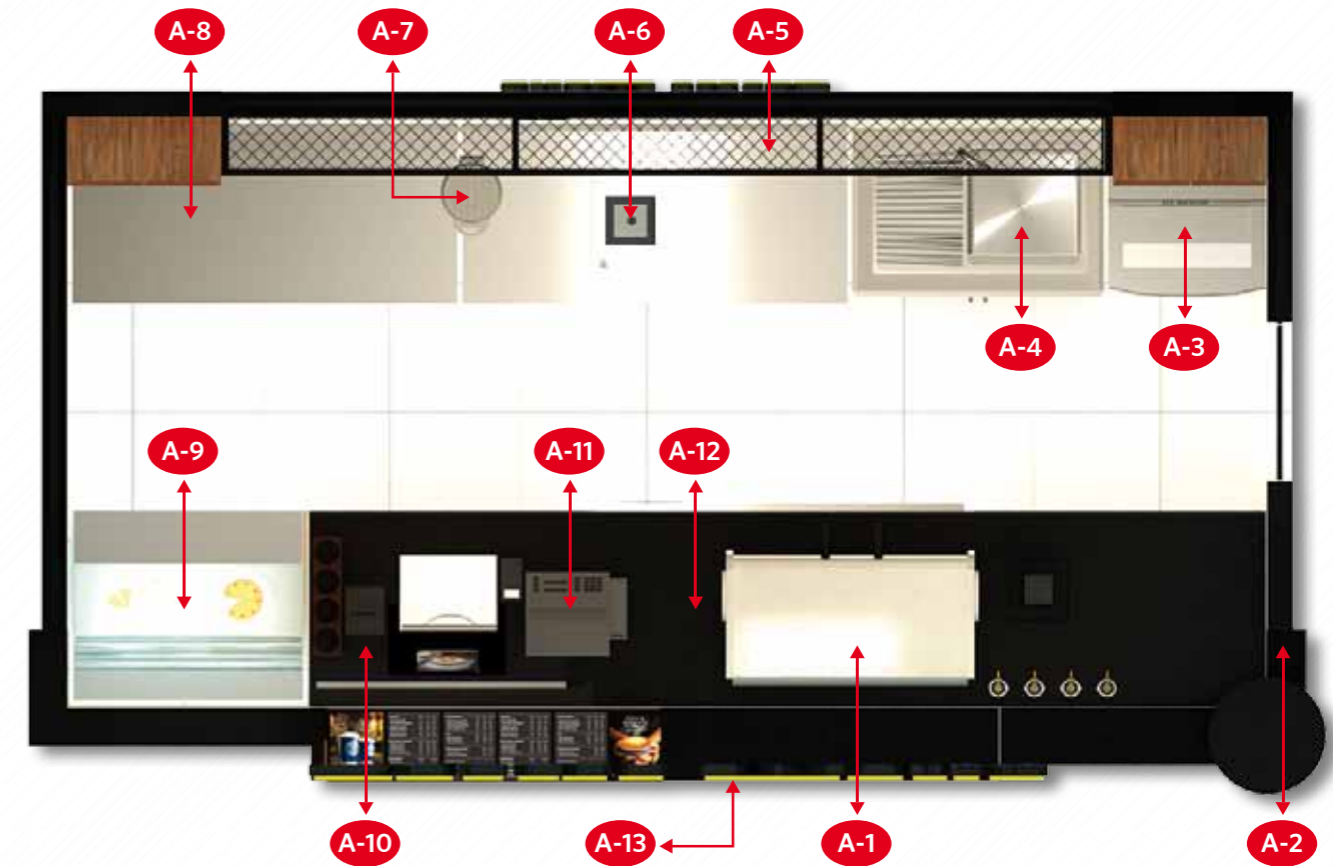
STANDARD COUNTER

- Front View
- Top View
- Inside Front Counter

- Back View
- Top View without Canopy
- Inside Back Counter



STANDARD EQUIPMENT BEHIND COUNTER



| Number | Name | Price (THB) |
|--------|-------------------|-----------------------------|
| A-1 | Coffee Machine | 196,500 |
| A-2 | Pick-Up Point | Show up in Construction Fee |
| A-3 | Iced Bin | 19,600 |
| A-4 | Sink | 27,600 |
| A-5 | Stainless Cabinet | 25,500 |
| A-6 | Blender | 38,350 |
| A-7 | Waffle Machine | 1,600 |
| A-8 | Freezer | 63,500 |
| A-9 | Cake Display | 57,500 |
| A-10 | POS Software | 105,930 |
| A-11 | Telephone and Fax | 4,189 |
| A-12 | Chiller | 57,500 |
| A-13 | Signage | 60,000 |

Note: Price is subjected to VAT 7%



Tast the Difference



**GLOBAL
FRANCHISE
ARCHITECTS**

GFA Corporation (Thailand) Ltd.

431 Soi Pradu1, Charoenkrung Rd, Bangkholaem, Bangkok 10120 Thailand
Tel: (66) 2688 7360 Fax: (66) 2688 7041 E-mail: th.bd@gfacorp.com