

Coffee your own business today.





## About Us

Two years ago, we opened our brand's first store in the United States. It was a charming 900 sq. ft. coffee shop filled with all the Colombian flavor and essence in its every detail and finish. At the time, our dream was to bring a 100% certified Colombian Coffee to American customers, while offering a beautiful and welcoming environment. Having accomplished that dream, we are now ready for our next step: to expand this magical experience to all corners of the country!

CFS is a brand for those who enjoy the best things in life! Our vision is to create a lovely coffee experience based in Colombian culture. We want to make the world a better place by supporting our local farmers and creating entrepreneurial opportunities for all those who are passionate about making good decisions and tasting the flavor of success.

CFS Coffee will be franchising our operations in order to bring our expertly engineered Colombian coffee and an impressive international menu to all parts of the United States. Franchise development will enable CFS Coffee to expand our business to new areas and markets without the usual costs and management responsibilities inherent to widely distributed Company-owned outlets.



## Support

When you join the **CFS Coffee** team as a franchise owner, you will receive outstanding support in a number of different exciting areas, including:

- Operational support
- Marketing support
- Purchasing support
- Accounting & legal support
- Ongoing research and development

## Training

As a member of the **CFS Coffee** Franchise team, you will receive the following training:

### Initial Training

Held at the franchisor's headquarters in Winter Park, Florida, the training lasts for

approximately two to three weeks and is held a few weeks before the franchisee is scheduled to open for business.

### Onsite Training

Held at the franchisee's location, this session lasts one week and aims at assisting the smooth commencement of operations.

### Refresher Training

Franchisees will be required to attend up to two days of refresher/update training per year, divided in up to two sessions.



## Territories

As a start-up franchisor, it is important to consider territory availability before granting a franchise. The duration of franchise agreements makes it difficult for the company to recapture territories that have been contractually obligated to a franchisee, even if the franchisor has determined that additional stores could be placed in the area. For that reason, exclusive franchise territories are widely considered as major selling points.

The counterpart to exclusive territories is what is known as an Area of Primary Responsibility. An Area of Primary Responsibility is a geographically defined area within which a franchisee is expected to market. An Area of Primary Responsibility does not grant any territorial exclusivity to the franchisee.

Franchisors commonly offer exclusive territory options as an incentive to multi-unit developers. If a franchisee is qualified to purchase multiple locations, a franchisor will provide them with an area, defined by zip codes or other geographic identifiers, and a timetable during which this area must be developed.

The exclusivity of this territory expires at the end of the allotted time frame. It may be appropriate to grant franchisees a 12-month right of first refusal for any new locations that are identified within their territory.

### **Some important questions to ask are:**

What are the minimum required demographics in order to support a location?



Would locations placed too close to each other have a negative impact on each location's sales?

Am I willing to give additional territory to early franchisees as an incentive?

After reviewing the existing CFS Coffee locations and discussions with CFS Coffee management, a market of 50,000 people and a strong demographic profile will be more than sufficient to support a single CFS Coffee location.

Franchise Marketing Systems recommended that CFS Coffee offer exclusive territories to their franchisees as one of the key benefits to early adopters. CFS Coffee might opt to change this approach down the line and grant Areas of Primary Responsibility

instead, in which franchisees would not hold exclusive rights to their areas of business.

We will look at each area (beyond population and geographical distance) to evaluate the business potential in that region based on numerous socio-economic factors such as average household income, existence of competition, etc



## Cost

The franchise fee for one location is \$30,000. Minimal start-up costs can be as low as \$176,850, depending on a number of factors. Please see the chart below for further details.

## Description

## Low

## High

Real Estate/Rent	\$2,000	\$5,000
Utilities	\$400	\$2,000
Leasehold Improvements	\$10,000	\$60,000
Market Introduction Program	\$2,500	\$5,000
Furniture, Fixtures, and Equipment	\$25,000	\$50,000
Computer Systems	\$1,000	\$2,500
Insurance	\$2,500	\$5,000
Signage	\$3,000	\$5,000
Office Expenses	\$1,000	\$2,000
Inventory	\$3,000	\$5,000
Licenses & Permits	\$3,000	\$5,000
Professional Fees	\$1,000	\$2,500
Project Management Fee	\$10,000	\$20,000
Working Capital	\$20,000	\$30,000
<b>Total before franchise costs</b>	<b>\$84,400</b>	<b>\$199,000</b>
<b>Average</b>		<b>\$283,400</b>
Training	\$3,000	\$6,000
Franchise Fee	\$30,000	\$30,000
<b>Total with franchise costs</b>	<b>\$107,400</b>	<b>\$215,000</b>
<b>Average</b>		<b>\$161,200</b>



Natural fruit juice and milk



Mint limeade



Caribbean



Mexican

## Qualifications

Recommended qualifications for potential franchise owners include:

- Strong sales and customer service abilities;
- Good organizational skills;
- High personal standards;
- Ability to meet initial investment requirements.

## Desirable work experience may include:

- Existing business owner;
- Restaurant professionals;
- Businesses in the food-service business;
- Entrepreneurs / investors / believers in the brand.



## Interested?

Fill out the evaluation form.

Send the form to

[business@floridaconnexionbusiness.com](mailto:business@floridaconnexionbusiness.com)

Arrange for an initial phone consultation.

Schedule a discovery day.

Review the franchise agreement.

Join the team!

## Contact Us

**Luciano Medeiros Silva**

Florida Connexion Business

**Call us:** (832) 675-2415

**Email us:**

[business@floridaconnexionbusiness.com](mailto:business@floridaconnexionbusiness.com)

**Visit our franchising page at:**

[www.cfscoffee.com](http://www.cfscoffee.com)

Good decisions make good coffee.

