



20 GF Park & Ride Plaza Liberty chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

CAFFÈ ROYALE LONDON

Franchise Proposal Outline

INTRODUCTION

Caffe Royale London is UK born coffee company which operates in London primarily and now moved to Pakistan. The business is owned and operated by CEO Aatif Chaudhry who have extensive and rich experience in food business in both overseas and Pakistan.

IDEOLOGY

The business is based on three core values

- Innovation
- Adoptability
- Success

The summary of business ideology in general relates to creative concepts building in food business followed by adaptation of such mile stones to create wonderful customer experience and counting on success measure, celebrate the achievements.



20 GF Park & Ride Plaza Liberty Chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

The company proudly operated by Pakistani Businessmen with UK base business guidelines and on-going channels of production and supplies. We are a newly born business and keeps a high pace of growth that shown here about our location map of just 3 years. We have aggressive

plans to expand in Pakistan market with easy going terms to encourage potential businessmen who owns a vision and commitment.

CAFFE STYLE

Caffe Royale London Based on Caffe business that provides an ultimate full dine-in experience to its customers all three or any of following setup can be adopted .

- Live Kitchen with full range of Thai, Chinese, fast food and Continental food
- Live Bakery is serves fresh confectionery items as well as assorted dessert wide range
- Coffee counter offers hot and cold beverages including straight coffee, flavored coffee, smoothies and chillers

MATERIAL SOURCE

We have designated international resources across UK and EUROPE which provide us our authentic and signature proprietary raw material such as Coffee Beans, Chocolate Powders, Flavored Syrups and other selected items. Caffe Royale have developed their own and unique recipe for their beans which we roast in UK in collaboration with UK's best **COFFEE ROASTING PLANT** where our experts-roasts our selected variety of coffee beans purchased from major coffee growing countries across the globe. We proudly claim to understand taste and other flavor tones of our selected roasts that suits different customer needs in different markets including Europe and Pakistan



20 GF Park & Ride Plaza Liberty chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

[What will you get from us as franchisee](#)

Caffe Royale will take responsibility of providing following material to its franchisees including

- a. Printed Paper & Packaging
- b. Coffee beans and instant mixes
- c. Protein and other energy boosters
- d. All Proprietary Chocolate Powders
- e. Flavored Syrups
- f. Fruit Chiller Purees
- g. Biscuits & Chocolates crumbs
- h. Lemonades and Tea Mixes
- i. Bakery goods (optional)
- j. Customized Point of Sale (POS) system
- k. Hiring and Training
- l. Full developed recipes
- m. Marketing and strategies
- n. Management system
- o. Full support advise consultancy from start to finish
- p. On going support and regular visits
- q. One to one planning and execution



20 GF Park & Ride Plaza Liberty Chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

EQUIPMENT SOURCE

Caffe Royale will help in all Imported and local Equipment to its franchisees

- a. Coffee Machine
- b. Coffee Grinder
- c. Blender
- d. Chillers etc

CRL (Caffe Royale London) will also assist its franchisee in purchase of kitchen equipment and other assets purchase such as HVAC, Exhaust and Fresh Air System etc

MARKETING & BRANDING

- a. Artwork and picture graphics
- b. Signage and other logos
- c. Menu and other POP material templates
- d. Social Media network sharing
- e. Outdoor and indoor marketing templates
- f. New product development (quarterly)
- g. Market analysis report sharing
- h. LSM tools and guidelines

FRANCHISING



20 GF Park & Ride Plaza Liberty chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

We have experienced and solid system with expertly trained franchising system that will support our expansion plans in Pakistan. We are selecting our business partners who understand our core values and take pride in their work.

The strong belief about franchisee success takes us to a prime business model where we will take you along as a business partner since the beginning of franchising agreement offering our ongoing support to all relevant indirect or direct matters.

Our support to a franchise model will be not limited but to an active advisory role where we shall be not only monitoring your performance but closely watching and advising you achieving your set-up goals to reach your success. Caffè Royale London offers support and tools as well as limited advisory roles. Our support will be there;

UNDERSTANDING THE TRADE AREA

- a. Help and expert advice on your market selection
- b. Guidelines on rentals (subjected)
- c. Analyzing competitive market study

2. TRAINING & EDUCATION

- a. Class Room training
- b. Practical Training
- c. Setting up the Equipment
- d. All operational tools
- e. Role plays and Practical Simulation

3. OPERATIONAL SUPERVISION

- a. Technical and Operational operating tools
- b. Handling different business model techniques



20 GF Park & Ride Plaza Liberty chowk
Gulber ii Lahore Pakistan
0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

- c. Key Performance indicators
- d. Labor Management
- e. HR & Employee related tools
- 4. **SOURCING LOCAL MATERIAL**
 - a. Guidelines on local purchase
 - b. Inventory calculation tools
- 5. **STORE FABRICATION SUPERVISION**
 - a. Minimum & maximum site visits
 - b. Emphasis on vibrant looking stores
 - c. Technical points guidelines to facilitate operational needs
 - d. Furniture & Other interior advice
- 6. **FINANCIAL MANAGEMENT**
 - a. POS system advice (advisory)
 - b. P & L system tools
 - c. Daily, Weekly, Monthly Inventories and PCAs
 - d. Food Costs controls and wastage reduction techniques
 - e. Effective Labor Management Systems
 - f. Deployment Charts
 - g. R.O.I plans & strategies

FINANCIAL MODEL

The financial model for Caffè Royale London is not limited to specific needs but changeable to desired and available locations, business model, market situation and many other factors. We



20 GF Park & Ride Plaza Liberty chowk
 Gulber ii Lahore Pakistan
 0092423718220 , 03238887442
www.cafferoyalepk.com
info@cafferoyalepk.com

encourage franchisees to select their desired model and ask us for an outlined proposal work sheet that franchisee aims.

We happily discuss and input on business model to create an out-class franchise business. The financial table drawn below is not final and full to cover all aspects but alterable to serve different needs as mentioned above. We generally recommend a 3000 square ft area to accommodate in-house kitchen and coffee counter with around 65-85 sitting capacity store.

NATURE	VALUE / TENURE	REMARKS
STORE LICENSE TERM	10-YEARS	
STORE LICENSE FEE	5,000\$	Current currency exchange rates will be applicable
BUSINESS CONTINUTY ROYALTY	5% of net sales	Payable every month – 10 th date
ONGOING MARKETING ROYALTY	2% of net sales	Payable every month – 10 th date
TRAINING FEE	1000\$	Paid once before store opening)
PROJECT ESTIMATES (vary with size from kiosk to full restaurant)	100000 to 250,000\$*	PURELY AN ESTIMATION BASED FIGURE