

ICONS

Coffee Couture

Details Presentation 2019





List of Content

		Franchise Benefits	9
Shop Possibilities	3	Franchise Services	10
Brand Positioning	7	Franchise Obligations	13
Franchise Possibilities	8	Franchise Evaluation	14

ICONS Coffee Couture

The
Place to be

SHOP POSSIBILITIES

Inspired by the Lifestyle, Trends and Art Work of the Fashion Industry, the flash light and the Icons of our World we created fascinating lifestyle locations which give you the feeling to be in a Vogue Magazine or Photography gallery of an outstanding artist. Definitely the new places to be!

Our Franchise Models are a Multi-Element Concept which gives our partners the possibility to play with the required costs inside each model.



STORE OPTIONS

ICONS
Express



ICONS
Standard



ICONS
Deluxe



Icons Proudly Serving



	Express	Standard	Deluxe	Proudly Serving
Size	9 to 80	80 to 150	150 plus	
Average Investment USD	80-150000	170-200000	200-350000	depending on client
Equipment				
Blender	x	xx	xx	
Ice Cream Display	x	x	x	
POS	x	xx	xx	
Ice Cube Maker (S/M)	x	x	x	
Freezer (Single/Double)	x	xx	xx	
Fridge (Single/Double)	x	xx	xx	
Egg Waffle Maker		x	x	
Cake Display		x	x	
Coffee Machine		x	x	depending on client
Ditting Grinder		x	x	depending on client
Salad Bar (Juice/Fresh food)		x	xx	
Brewing Gadgets	x	x	x	x
Small ware	x	x	x	x
Furniture	optional	x	x	
Umbrella	optional	optional	optional	
Approximate Required Power				
with Stand alone Unit and In build AC	30kw	45kw	50kw	
Approximate Required Power				
with Centralized AC	22kw	32kw	36kw	
Grease Trap	x	x	x	x
Water & Drainage		x	x	x
Staffing				
Store incharge	1	1	1	
Shift supervisor	2	2	2	
Barista	2	3	4	

Product Assortment	Express	Standard	Deluxe	Proudly Serving
Espresso Beverages	x	x	x	x
Frozen Mood Boost	x	x	x	optional
Fruity Cream Frappes	x	x	x	
Ice Cream Frappes	x	x	x	
Hot Detox Teas	x	x	x	optional
Refreshing Smoothies	x	x	x	
Iced Beverages	x	x	x	optional
Fresh Juices (O/LM/Ac)	limited	x	x	
Fresh Juices extended			x	
Smoothies			x	
Fresh Waffle Burger	x	x	x	
Fresh Panini's & Croissants			x	
German Breakfast Platter		x	x	
Breakfast extended			x	
Ice Creams	limited	x	x	optional
Cakes & Pastries	limited	x	x	optional
Light Lunch/Dinner			x	
Table service		x	x	



The
Place to be

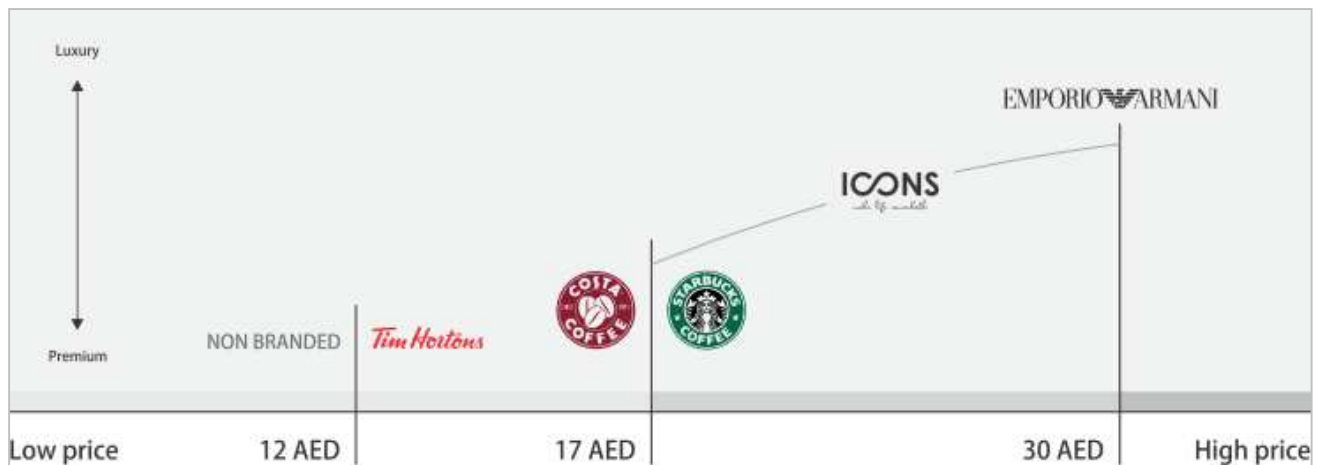


The
Place to be

ICONS Coffee Couture

The Place to be

BRAND POSITIONING



Icons is a premium Lifestyle Coffee Chain with the focus on the premium mass market. The target customer group is in the age between 18 to 35 years.



The Place to be

FRANCHISE POSSIBILITIES

1.) Individual Franchise:

Our franchise partner operates ICONS shops. They receive a full package of support from establishment, operation, management and marketing. Currently only available in UAE.

2.) Corporate Franchising:

Our corporate franchise offer belongs to partners who want to operate an ICONS shop within their own environment. Currently available only in UAE.

3.) Master Franchise:

If there are currently no ICONS outlets in your country or area, then our first priority is to find a Master Franchise. Master Franchise must have the financial resources to develop a minimum of five Outlets within the first two years of the opening of their first branch in a territory.

1. Multi-Unit Franchise

2. City Franchise

3. Regional Franchise

4. Country Franchise



ICONS

Coffee Couture

The
Place to be

FRANCHISE BENEFITS

There is a saying that your friends are the family you choose; we see it in the same way with our partners. Our partners are the business family we choose. And that's why our partners get so much more than just a license to use our brand, proprietary recipes and operating system.

That's why your personal Franchise Success
is our Focus Nr. 1!

You join an organization that is focused on individual franchisee success with a real commitment to help our business family members maximize their potential.



ICONS Coffee Couture

The Place to be

FRANCHISE SERVICES

- 1. Power of Branding.** Our Franchisees receive the license to use the “ICONS Coffee Couture” name, logo, all services and trademarks of ICONS Coffee Couture and benefit from our corporate marketing and brand building activities.
- 2. Store design, branding and fit-out.** Our Interior Team will accompany you through the whole process, from the ICONS branding concept, over fit out and construction of your perfect ICONS Coffee Couture Outlet. Our iconic design will ensure that your shop will be the next ‘place to be’.
- 3. Full Training, System and Support.** All franchise benefit from customized package of training both prior to launch as well as on an ongoing basis. This focuses on retailing skills, product knowledge and training baristas to produce the typical ICONS coffee and individual products.
- 4. Product supply and Product Development.** Our franchisees benefit from negotiated rates and discounts with suppliers, our unique product developments and ongoing improvements as well as new varieties to satisfy changing needs, tastes and preferences.



The
Place to be

FRANCHISE SERVICES

5. Marketing and Brand Development. Our franchisees will be supported with a full promotional calendar, from prior, to launch as well as for the ongoing basis. Beside that our franchisees benefit from our fully branded point of sale and merchandising packages especially designed to maximize your sales.

6. Operational Assistance. Our Franchisees are provided with a complete set of manuals, from establishing, management, training, service, marketing manuals to help develop their business with ongoing support that will ensure the highest standards.

7. Real Estate Assistance. Site review to help you choose the best location for the new outlet.

8. Financial support. We use our contacts in the financial world to help selected franchisees through the financing process, if required. Financing options are based on the individual.

ICONS

make life remarkable





The Place to be

FRANCHISEES OBLIGATIONS

- Design and MEP preparation based on the Corporate Identity of Icons
- Construction and maintenance of the branch according to the approved designs and standards
- Preparation and serving of icons products only
- Customer service standards must be adhered at all the times
- Monthly and quarterly sale reports
- Plan and conduct advertising and promotion activities with approval from Icons, monthly marketing reports
- Provide assistance in the development of a local menu that suits the tastes and preferences of the local market (if international franchisee)
- Provide all the obligations which are required from an entrepreneur in the retail and restaurant business



The
Place to be

ICONS Coffee Couture

The Place to be

FRANCHISE EVALUATION

Who is the perfect Icons Owner?

We as a company are, what our franchisees personally are – your talents, your passion, your actions and your success. Because we, as company, are the result of all parts together.

That's why it's so important to us to select qualified owners, who share our vision, have the motivation, skills and aptitude required to be successful.



ICONS
Coffee Couture