



STARSCUP[®]

STARS PRODUCT



Our prime coffee sources 100% Arabica



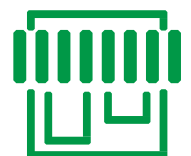
Our production is built
by HACCP requirements



Every year we go to roasteries to choose the
best coffee variety with Q graders



We control the quality
and goods stability



Deliver high quality of fresh coffee
(7-14 days after roasting)



STARS PRODUCT

Beverages are divided into 3 types:
classic, special and seasonal

Our baristas prepare **more than 55 types**
of drinks

We have **more than 40 dishes** and monthly update
product offers

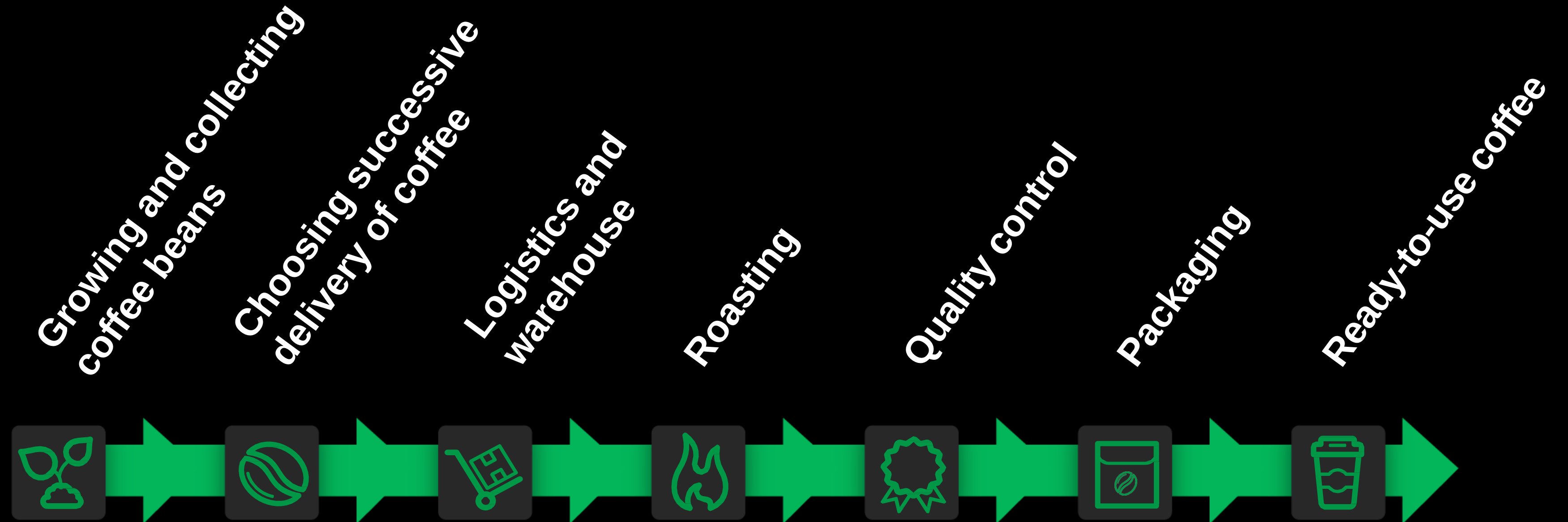
Up to 15% of the assortment is updated quarterly

Always fresh pastry and products



STARS CHAIN

COFFEE MERCHANDISING



ONE PRICE

PHILOSOPHY OF PRICING



2
USD

3
USD

4
USD

5
USD

QUALITY Vs PRICE



| COFFEE | |  |  |  |  |
|---|--|---|---|---|---|
| ESPRESSO (20ML) | | 60 | | | |
| DOUBLE ESPRESSO (40ML) | | 90 | | | |
| FLAT-WHITE | | 150 | | | |
| * AMERICANO | | 90 | 150 | 200 | 250 |
| * CAPPUCCINO | | 90 | 150 | 200 | 250 |
| * LATTE | | 90 | 150 | 200 | 250 |
| * RAF | | 90 | 150 | 200 | 250 |
| * MOCACCINO | | 150 | 200 | 250 | |
| * MATCHA GREEN | | 150 | 200 | 250 |  |
| * MATCHA SALTY PISTACHIO | | 150 | 200 | 250 | |
| MILK ALTERNATIVES: | |  |  |  |  |
| soya, coconut, strawberry, hazelnut, banana, almond | | 60 | 60 | 90 | 90 |
| SPECIAL DRINKS | |  |  |  | |
| * SNICKERS CAPPUCCINO | | 150 | 200 | 250 | |
| * ALMOND COOKIE CAPPUCCINO | | 150 | 200 | 250 | |
| * WHITE CHOCOLATE LATTE WITH BASIL | | 150 | 200 | 250 | |
| * CHEESE LATTE | | 150 | 200 | 250 | |
| * POMEGRANATE BAMBLE | | 200 | 250 | | |
| * ESPRESSO-TONIC | | 200 | 250 | | |
| HOT DRINKS | |  |  |  |  |
| * COCOA | | 90 | 150 | 200 | 250 |
| * BLACK / GREEN TEA | | 60 | 150 | 200 | 250 |
| * SPICY LATTE TEA | | 150 | 200 | 250 | |
| SUMMER TIME | |  |  |  | |
| * LATTE RASPBERRY YOGURT | | 150 | 200 | 250 | |
| * LATTE BARBERRY MINT | | 150 | 200 | 250 | |
| * LATTE TENDER PEACH | | 150 | 200 | 250 | |
| * LEMONADE GINGER STRAWBERRY LIME | | 200 | 250 | | |
| * LEMONADE GLOWING BLACKBERRIES WITH SAGE | | 200 | 250 | | |
| * LEMONADE CRANBERRY MINT | | 200 | 250 | | |
| * LEMONADE MANDARIN PEACH | | 200 | 250 | | |

STARS PARTNER

OUR FRANCHISE



Successful brand



Standards International



Control system



Support and promotion system



**Loyalty program
and mobile app**



Qualified goods



Regular profit



STARS CUP STARTER PACK

WHAT WE GIVE:



Google reg locations



Education



Software
(cash, management, loyalty)



LSM plan



Standards
(service, technologies, production)



Regular support



List of suppliers



Loyalty program

STARS SUPPORT

How we support:



FOOD/NON FOOD

- 1 Find best suppliers with best prices
- 2 Ensure timely delivery
- 3 Follow guest demands and create a balanced product choice
- 4 Work out seasonal offers, organise constant tastings and select trended products



MARKETING

- 1 Run federal campaigns and sales promotions
- 2 Run social media
- 3 Run LSM campaigns
- 4 Provide a big base of mock-ups and keep it constantly updated
- 5 Run the loyalty program, manage sales, monitor registered guests, reactivate and stimulate sleepy ones and generate sales with personalised offers

STARS SUPPORT

How we support:



BUSINESS OPERATIONS

- 1 Help manage staff
- 2 Help increase profit
- 3 Help generate orders
- 4 Help manage costs
- 5 Help with financial planning



STARS LOYALTY

LOYAL GUESTS

- 1 Federal loyalty program for all coffee shops
- 2 Mobile app and wallet card
- 3 Own bonus currency «prices»
- 4 System of saving «prices» and exchanging them on beverages and dishes
- 5 Online campaigns to return and reactivate guests



STARS ACADEMY

BARISTA ACADEMY

Teach more than 3000 baristas per year!

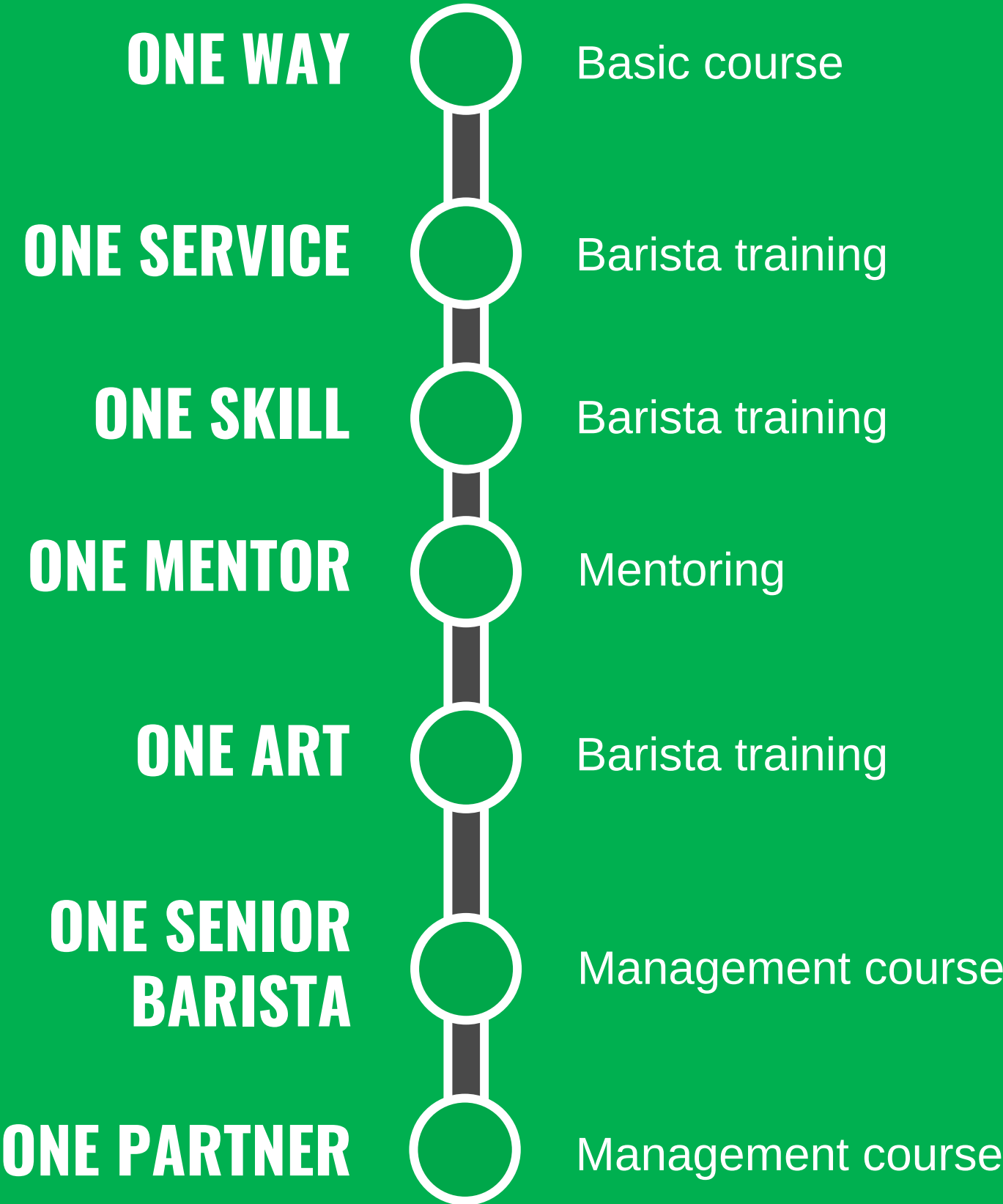


EDUCATIONAL CENTER

- 1 Train employees and franchisees, certify them
- 2 Show masterclasses
- 3 Support mentoring system
- 4 Develop teaching materials
- 5 Control the level of local service
- 6 Train sales methods
- 7 Provide an additional online training program through a mobile application



STARS ACADEMY



STARS TO-DO LIST

5 STEPS TO BECOME A FRANCHISEE

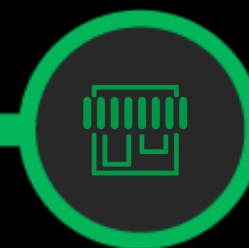
We support you
each step !

Fill in the form



Sign the agreement
and choose the location

Pay the initial fee
and get STARS CUP COFFEE
starter pack



Confirm the design project
and redecorate

Buy the equipment,
certify staff
and open your coffee shop



STARS CUP COFFEE SHOP

FORMATS



WINDOW



ISLAND



STANDARD

ONE INVESTMENT

INITIAL INVESTMENTS

WINDOW

10-25 m²

Investments: 30 000 \$

Equipment: 8 000 \$

Furniture: 2 700 \$

Project design: 1000 \$

ADV: 2 000 \$

Construction and installation: 2 780 \$

IT: 1600 \$

Others: 4 000 \$

Initial fee: 6 000 \$

ISLAND

100-120 m²

Investments: 50 000 \$

Equipment: 15 000 \$

Furniture: 8 000 \$

Project design: 2 000 \$

ADV: 2 000 \$

Construction and installation: 8 000 \$

IT: 1600 \$

Others: 8 000 \$

Initial fee: 6 000 \$

STANDARD

150-175 m²

Investments: 100 000\$

Equipment: 20 000 \$

Furniture: 10 000 \$

Project design: 4 000 \$

ADV: 2500 \$

Construction and installation: 40 000 \$

IT: 3000 \$

Others: 15 000 \$

Initial fee: 6 000 \$

STARS REQUIREMENT

WINDOW

Total area: 6 – 25 m²
Warehouse: 4 – 6 m²

Power supply: 8 kWt

Water supply: 1 m³
Local system from 0,1 m³
(on bottles)
Water disposal: 1 m³
Local system from 0,1 m³
(on bottles)

Air conditioning: yes
Venting: yes (if it's possible)

ISLAND

Total area: 100 – 120 m²
Warehouse: 34 m²

Power supply: 10 kWt

Water supply: 1 m³
Local system from 0,1 m³
(on bottles)
Water disposal: 1 m³
Local system from 0,1 m³
(on bottles)

Air conditioning: no
Venting: yes, central system
in malls

STANDARD

Total area: 150 – 175 m²
Warehouse: 30 – 50 m²
Hall: 50 – 85 m²

Power supply: 12 kWt
Water supply: 1 m³ Local
system from 0,1 m³ (on
bottles)
Water disposal: 1 m³ Local
system from 0,1 m³ (on
bottles)

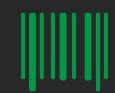
Air conditioning: yes
Venting: yes



STARS FINANCE

AVERAGE NUMBERS

For a coffee shop with more than 6 months of operating



Quantity of bills
per day – from **100**



Turnover per month
from **8000** usd. to
55000 usd.



Profit per month
from **1100** usd. to
61000 usd.

ESTIMATE PAY BACK PERIOD

18 MONTHS



P & L

AVERAGE NUMBERS (USD)

For a coffee shop with more than 6 months of operating

Typical coffee shop

High traffic coffee shop

| | from 100 | | from 200 | |
|------------------------------|----------|--------|----------|--------|
| Quantity of receipts per day | | | | |
| Average check | 4.5 | | 4.5 | |
| Gross profit | 13 500 | 100,0% | 27 000 | 100,0% |
| Cost value | 4 725 | 35,0% | 9 450 | 35,0% |
| Gross margin | 8 775 | 65,0% | 17 550 | 65,0% |
| Write-offs | 405 | 3,0% | 675 | 2,5% |
| Margin after write-offs | 8 370 | 62,0% | 16 875 | 62,5% |
| Expenses | 6 358.5 | 47,1% | 12 339 | 45,7% |
| Wage fund | 2 025 | 15% | 3 780 | 14,0% |
| Rent | 2 295 | 17% | 4 590 | 17,0% |
| IT | 108 | 0,8% | 108 | 0,4% |
| Packaging and consumables | 405 | 3,0% | 810 | 3,0% |
| Other expenses | 270 | 2,0% | 540 | 2,0% |
| Acquiring | 108 | 0,8% | 216 | 0,8% |
| Marketing fee | 202 | 1,5% | 404 | 1,5% |
| Royalty | 945 | 7,0% | 1 890 | 7,0% |
| EBITDA | 2011.5 | 14,9% | 4 536 | 16,8% |

FOR FRANCHISE MODEL

FRANCHISE TERMS

IN CASE OF OPENING LESS THAN 3
COFFEE SHOPS

6000 \$

Initial fee for each coffee shop

IN CASE OF OPENING MORE THAN 3
COFFEE SHOPS

5000 \$

Initial fee for each coffee shop

ROYALTY 7% | MARKETING 1,5%

from gross revenue, monthly

ROYALTY 5% | MARKETING 1,5%

from gross revenue, monthly

STARS FAMILY

“

Our goal is successful and happy franchisees. This is the only powerful driving force for business. And we know how to do it!

”

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info@starscup.co

