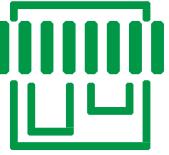
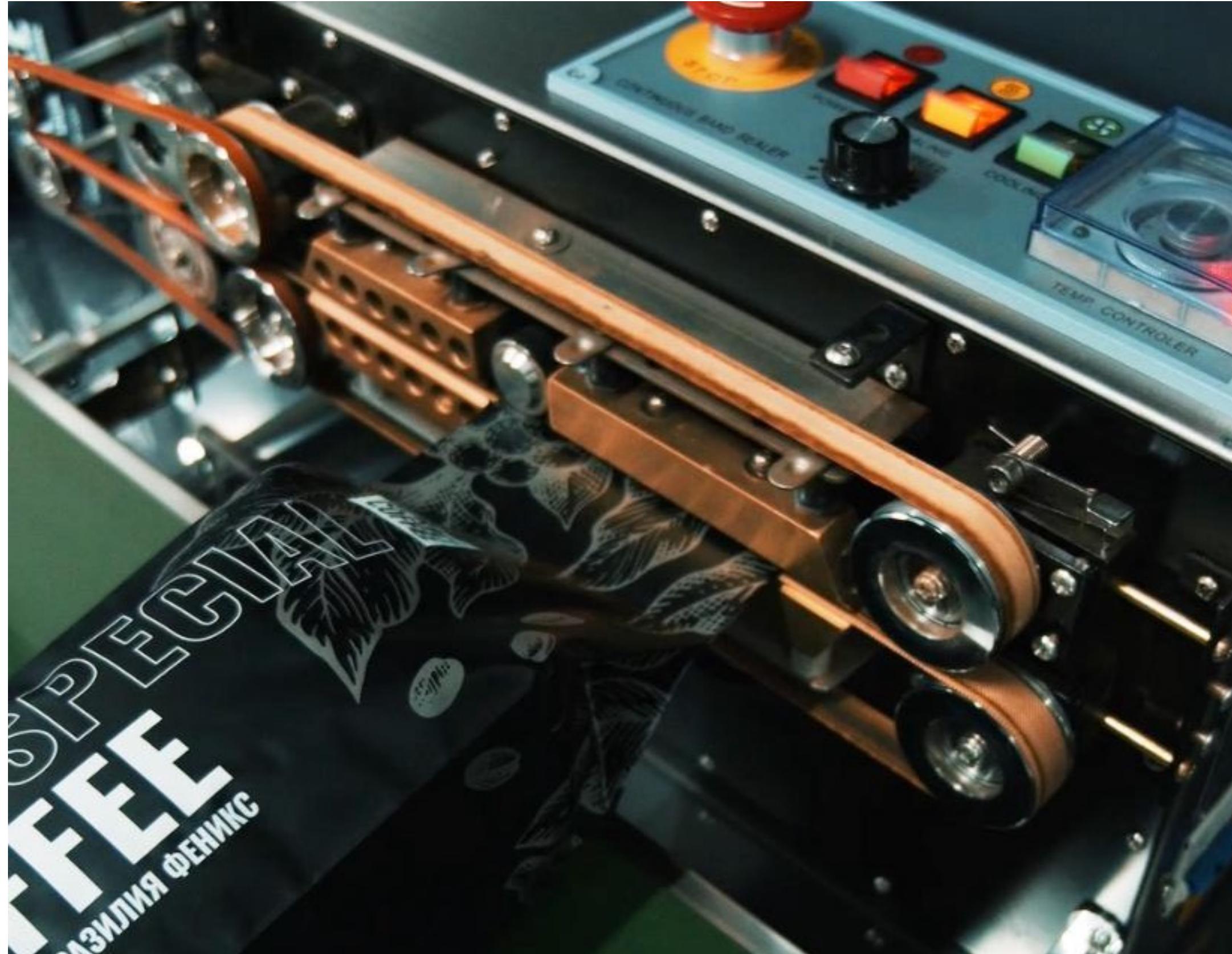




STARSCUP[®]

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

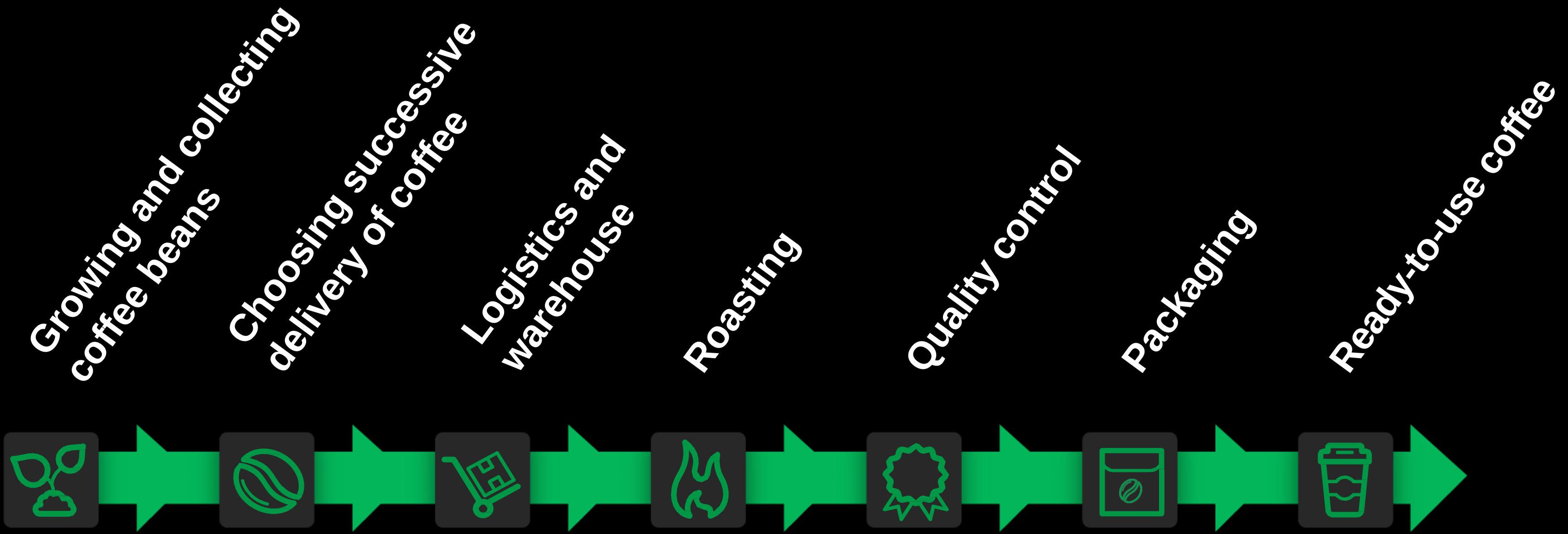
Up to 15% of the assortment is updated quarterly

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

	XS	S	M	L
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	250

MILK ALTERNATIVES:

	XS	S	M	L
soya, coconut, strawberry, hazelnut, banana, almond	60	60	90	90

SPECIAL DRINKS

	XS	S	M	L
★ 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

	XS	S	M	L
★ COCOA	90	150	200	250
BLACK / GREEN TEA	60	150	200	250
★ SPICY LATTE TEA	150	200	250	

SUMMER TIME

	XS	S	M	L
★ 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!

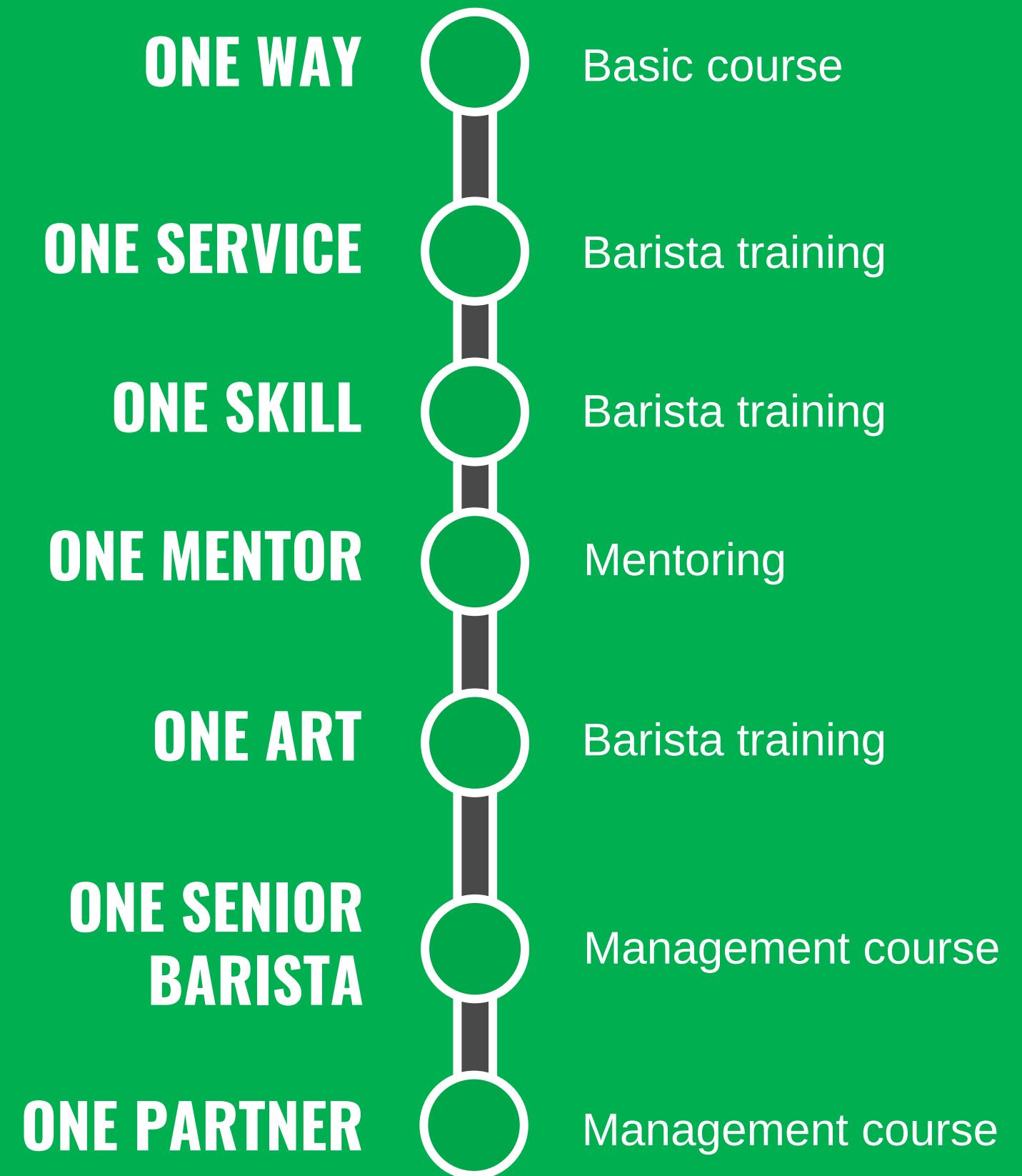


EDUCATIONAL CENTER

- 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

Pay the initial fee
and get STARS CUP COFFEE
starter pack

Buy the equipment,
certify staff
and open your coffee shop



Sign the agreement
and choose the location

Confirm the design project
and redecorate

STARSCUP 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)

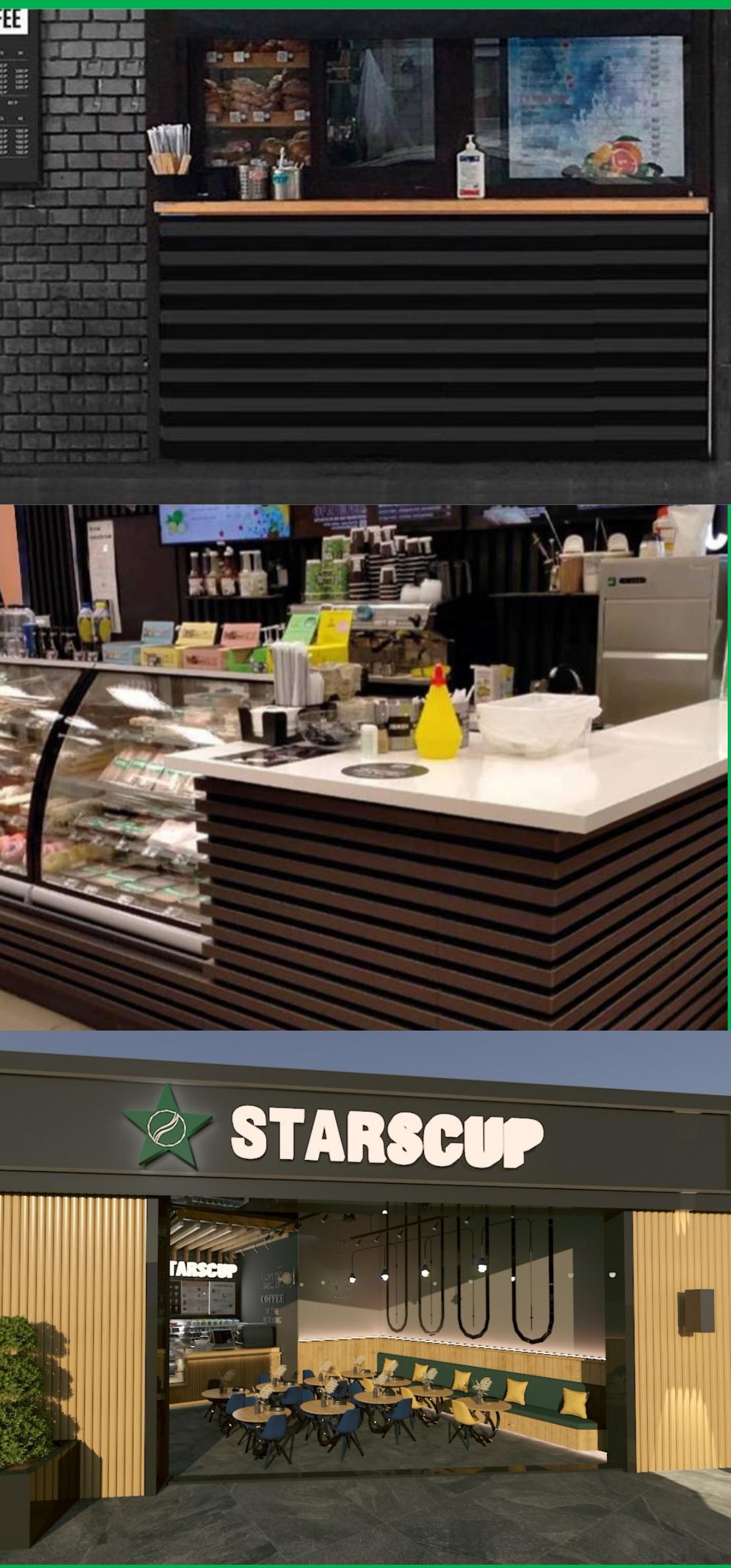
Air conditioning: no
Venting: yes, central system in malls

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
Quantity of receipts per day	from 100	from 200
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

12,000 \$

Initial fee for each coffee shop

IN CASE OF OPENING MORE THAN 3
COFFEE SHOPS

10,000 \$

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!

”

www.starscup.co
info@starscup.co

