

Trademark | GST Registered Brand

# KOKAAPI FRANCHISE

A Good Day Begins with Coffee



**www.kokaapi.com**  
**YERCAUD PREMIUM BEAN**

**1** Time Investment  
No Extra Money

**FRANCHISE**  
**BEST COFFEE SHOP**

Book KOKaapi Franchise at an affordable investment.  
We provide Kitchen Equipments, Initial Stocks, Interiors and Exteriors.

**BOOK NOW**  
**+91-9003858183**

**3 Lakhs**  
+18% GST

## OWN A FRANCHISE

### WITH FLAT

# Rs.25,000

## DISCOUNT



# OWN A FRANCHISE

A Good Day Begins with Coffee



## Requirements:

- ✓ Store Size: Minimum 100 to 120 Sq.ft.
- ✓ Staff: Minimum 2 Employees

## Benefits:

**No Royalty &  
No Hidden Charges**

- ✓ Attractive ROI
- ✓ Great Margins
- ✓ Operational Support
- ✓ Marketing & Advertising
- ✓ Staff Training

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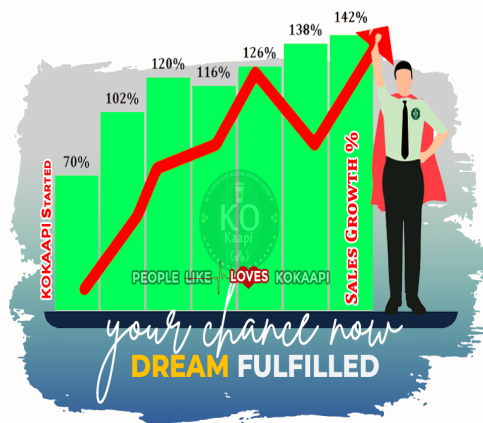
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**Franchise Fee including the supply of  
Welcome kit **3,00,000** / + 18% GST**

For franchise enquiries: +91 9003858183

kokaapism@gmail.com

www.kokaapi.com



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\*Excluding Transportation

# ABOUT US

A Good Day Begins with Coffee



**KOKaapi** is a Yercaud Premium Bean Filter Coffee Shop, offering a wide range of Coffee, Tea, Snacks and Beverage at most affordable prices to its customers.



60%

“**KOKaapi** is creating women entrepreneurship in Tamilnadu”.

0 Yes! Now, We are looking for dynamic and enthusiastic business partners who are interested for café with Bakery style business in the growing Indian market.



70%

**KOKaapi** is the only brand in India to deliver a wide range of menu at an affordable franchise investment.



80%

**Most of the people Selecting Brand**



# WHY KOKAAPI ?

A Good Day Begins with Coffee



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- ❖ Attractive ROI
- ❖ Great Margins
- ❖ Operational Support
- ❖ Free Staff Training
- ❖ Unique Taste in Filter Coffee
- ❖ Less Investment
- ❖ Wide range of menus with less price

- ❖ No Royalty
- ❖ No Hidden Charges
- ❖ No Service Charges
- ❖ No Annual fees
- ❖ No Percentage on Sale
- ❖ No Percentage on Profit



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**JOIN WITH OUR FABULOUS  
TEAM AND GROW WITH US**



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# FRANCHISE SUPPORT

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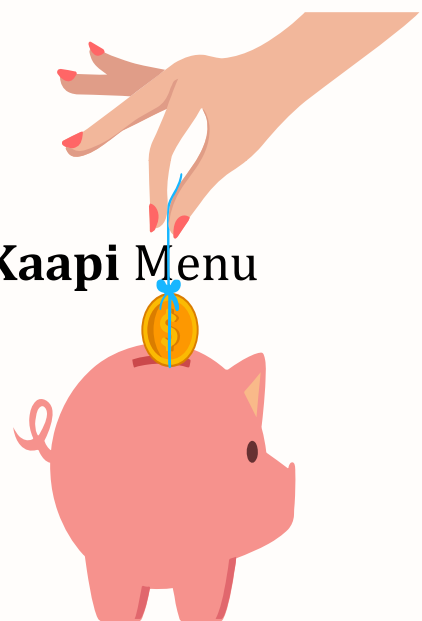
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We provide at most support and care to all our franchisee to run a successful business which includes outlet feedback assistance by our expertise location team, complete kitchen equipments, entire branding and signage, start up kit, master chef support, operational support, marketing and advertising, brand trademark and value, complete flexibility to have add-ons like snacks for up selling, post sales assistance and quality audit.

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- ✓ Outlet Selection Assistance
- ✓ Branding (Interior & Exterior)
- ✓ Complete Start-up Kit
- ✓ Kitchen Equipment
- ✓ Operational Support.
- ✓ Training (Free of Cost) prepare **KOKaapi** Menu
- ✓ No restriction in shop



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# RETURN OF INVESTMENT/ PROFIT MARGINS

A Good Day Begins with Coffee



RETURN ON INVESTMENT (ROI):		500 Cups	750 Cups	1000 Cups	1500 Cups
Coffee & Tea Beverage Sales (Avg)	Daily Sales	6000	9000	12000	18000
	Monthly Sales	180000	270000	360000	540000
	Variable Cost 60% (VC1)	108000	162000	216000	324000
	<b>Gross Margin (A) 40%</b>	<b>72000</b>	<b>108000</b>	<b>144000</b>	<b>216000</b>
Snack Sales(Avg)	Snacks/Month (Avg 30% coffee sales as per the various surveys)	54000	81000	108000	162000
	Variable Cost 40% (VC2)	21600	32400	43200	64800
	<b>Gross Margin (B) 60%</b>	<b>32400</b>	<b>48600</b>	<b>64800</b>	<b>97200</b>
Fixed Cost	Rent	15000	15000	15000	15000
	Staff Salary (2 Employees)	16000	16000	16000	16000
	Electricity	11000	11000	11000	11000
	<b>Fixed Cost ( C )</b>	<b>42000</b>	<b>42000</b>	<b>42000</b>	<b>42000</b>
Gross Profit	Total Margin M= (A + B)	234000	351000	468000	702000
	Variable Cost VC = (VC1 + VC2)	129600	194400	259200	388800
	Fixed Cost ( C )	42000	42000	42000	42000
	Total Expenses EX=(VC + C)	171600	236400	301200	430800
	<b>Profit / Month (M - EX)</b>	<b>62400</b>	<b>114600</b>	<b>166800</b>	<b>271200</b>
<b>Profit / Year</b>		<b>748800</b>	<b>1375200</b>	<b>2001600</b>	<b>3254400</b>



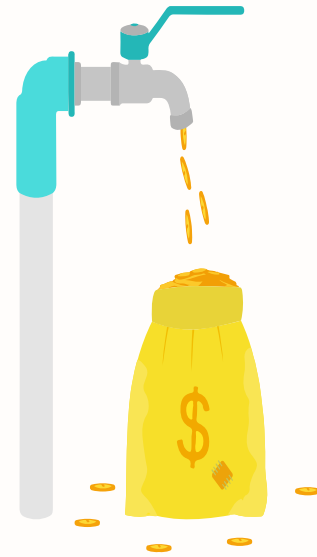
# LESS INVESTMENT

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It includes the **franchise fee**, **marketing fee** and the complete **START-UP KIT** consists of the movable equipment's (Refrigerator, Stoves, and Utensils etc) an initial stock to start the business, **KOKaapi** Billing System will track the growth and reduce the expenses.

# HIGH PROFIT MARGIN



Profit margin ranges from **40%** to **150%**. Reasonable product prices start from **Rs.12** (Filter Coffee) to **Rs.149** (Delicious Ice Cream)



# WHAT ARE ALL INCLUDED/ NOT INCLUDED IN 3 LAKHS

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## **KOKAAPI ARRANGEMENTS:**

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- ❖ Wall Painting(100 to 120 Sqft)
- ❖ 10 Electric Product (Refer Slide no: 10)
- ❖ 90 Shop Usage Products
- ❖ Interior (Name Boards, Menu Boards)
- ❖ Start-up KIT ( Apx 10Days Stock for Shop runs)

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## **PARTNER ARRANGEMENTS:**

- ❖ Min of 120 Sqft Shop (With Advance paid)
- ❖ Kitchen Predication (Sink work & Cupboard work)
- ❖ Electrician work
- ❖ Customer Chairs / Tables (Dinning Design)

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# 10 ELECTRONICS PRODUCT PROVIDED BY KOKAAPI

A Good Day Begins with Coffee



**1** Branded Electric Stove



**2** Branded Electric Stove



**3** Filter Coffee Machine



**4** Mixer Blender



**5** Display Warmer



**6** Oil Fryer



**7** Microwave oven OTG



**8** Milk/Tea Boiler



**9** Refrigerator



**10** Sandwich Maker



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# 90 PRODUCTS PROVIDED BY KOKAAPI

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Utilities
Tea Elixir Glass Cup
Mojito Bottle
Ice Cube - Tray
Jar Bottle – Small
Cocktail shaker
Cocktail Muddler
Peg Measurer
Yellow Plates – Sandwich
Label Holder
Puttu Ice Cream Plate
Wood Carrot/Beatroot slicer
Stainless steel milk pan INDUCTION BASE
Measuring Jar 1000Ml

Utilities
Coffee/Tea Vadakatti
Plastic Plate - Small
Plastic Plate - Big
Boxs for Nuts
Cleaning Plastic Tray
Silver Plate - Display Table
Juice Tumbler
Knief - ZikZak

Utilities
Milk / Coffee / Tea Pan
Milk / Coffee / Tea Pan - Lid
Boxes for Sugar and Others
Dabaara set - Tumbler
Dabaara set - Dabara
Lemon Squeezer
Silver Spoon - Big
Silver Spoon - Small
Knief - Normal
Carrot Skin Remover
Water Bottle
Puttu Maker
Masala Box

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# 90 PRODUCTS PROVIDED BY KOKAAPI

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Packing Material
Spoon Wood - Small
Spoon Wood - Big
Straw
Bio Paper Cup
Parcel Cup
Parcel Brown Cover - Small
Parcel Brown Cover - Medium
Parcel Brown Cover - Big
Bio Carry Bag - Small
Bio Carry Bag - Medium
Tissue

Start Up - KIT
Badam Powder
Thattuvada Chatni - Red
Thattuvada Chatni - Green
Honey
Sukku Coffee Powder
Sugar Free
Green Tea Box
Horlicks
Boost
Muruku
Thattuvada
Panipuri
Thattuvadaa Set

Start Up - KIT
Mango MS
Butterscotch MS
Blackcurrant MS
Blueberry MS
Green Apple MS
Coffee Powder
Tea Powder

Start Up - KIT
Oreo
Kitkat
Rose Milk
Pista Milk
Chocolate
Blue Curacao MJ
Strawberry MJ
Lime & Mint MJ
Ginger & Lime MJ
Mayonise - Egg
Stawberry MS
Pineapple MS

# OUR VARIETIES OF MENU

A Good Day Begins with Coffee



**FILTER  
COFFEE**



**TEA**



**13+ HOT  
BEVERAGE  
S**



**18+ MILK  
SHAKES**



**12+ COLD  
BEVERAGES**

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**SALEM  
SPECIAL**



**17+ SPICY  
ITEMS**

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## CUSTOMIZED MENU

- ❖ Add up Menu
- ❖ Customized Menu
- ❖ Additional Benefits
- ❖ No Restriction

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# BOOK NOW

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**KOKaapi**

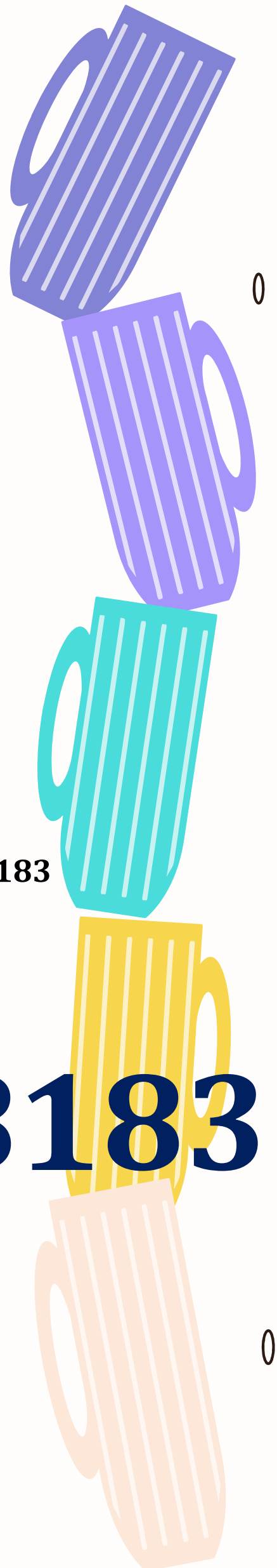
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