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South India's Best Coffee & Tea

# FRANCHISE



# ₹ 2.75<sup>\*</sup> Lakhs

**PREMIUM QUALITY**



# 9003858183

Good Day Begins with KOKAAPI



# ABOUT KOKAAPI

## Brewing Excellence with Every Cup:

At KOKaapi, we are more than just a coffee brand; we are a tradition. Founded with a passion for authentic South Indian flavors, KOKaapi brings the rich heritage of filter coffee and tea to every corner of Tamil Nadu. Our journey began with a simple mission: to offer an unparalleled coffee experience that resonates with the warmth and hospitality of our culture.

Under the visionary leadership of **Sankar Kannan**, our Founder and Managing Director, KOKaapi has grown into a beloved name, known for quality, consistency, and a commitment to excellence. Whether you're enjoying a cup at one of our outlets or exploring the opportunity to join our family of franchisees, **KOKaapi** is dedicated to delivering the finest coffee experience, brewed to perfection.

Join us as we continue to brew success, one cup at a time.

- ✓ Authentic Flavors
- ✓ Quality Commitment
- ✓ Expanding Franchise Network
- ✓ Customer-Centric Approach
- ✓ Innovative Offerings



Most of the people Selecting Brand

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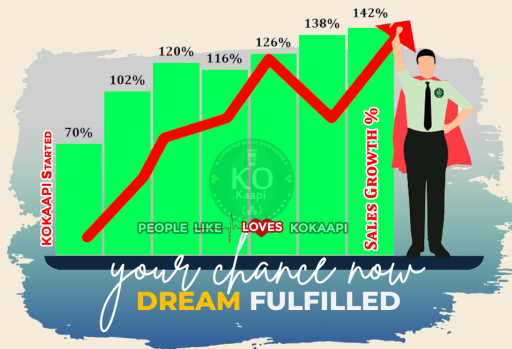
## FRANCHISE FEES

# 2,75,000

+18% GST

### Requirements:

- ✓ Store Size: Minimum 100 Sq.ft.
- ✓ Staff: Minimum 1 or 2 Employees



- ❖ No royalty or renewal fees for lifetime
- ❖ Lifetime support & free training
- ❖ Freedom in sales
- ❖ On the spot Training
- ❖ No Transport Charges ( Tamilnadu region only).
- ❖ Comprehensive Startup Initial Stock Included

For franchise enquiries: +91 9003858183  
kokaapism@gmail.com  
www.kokaapi.com



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# WHAT ARE ALL COVER IN THAT FEES

## Interior & Kitchen Setup:

- ✓ 5feet Wooden Kitchen Interior
- Tables – 3 Nos.
- ✓ Branded Electric Coffee Machine
- ✓ Milk/Tea Flask
- ✓ Display Warmer - Hot Case (3X4)
- ✓ Microwave - SOLO
- ✓ Branded Electric Stove – 2Nos
- ✓ Refrigerator (180-200 lt)
- ✓ Sandwich Maker
- ✓ Mixer Blender - Single Jar (Juicer)
- ✓ Oil Fryer 6lt



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# WHAT ARE ALL COVER IN THAT FEES

**01** Branded Electric Stove



**02** Branded Electric Stove



**03** Filter Coffee Machine



**04** Microwave Solo



**05** Mixer Blender



**06** Refrigerator



**07** Display Warmer



**08** Sandwich Maker



**09** Oil Fryer



**10** Milk/Tea Flask



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## WHAT ARE ALL COVER IN THAT FEES

### Exterior Kitchen Setup:

- ✓ Main Name Board 2:8 Feet
- ✓ Street side Flex Light Board Square 2:3 Feet
- ✓ Brand Logo Light Box 1:1
- ✓ Menu Board Flex
- ✓ Hanging Light - 3 Nos



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## WHAT ARE ALL COVER IN THAT FEES

Utilities	Qty	Utilities	Qty	Utilities	Qty
Weight Machine Scale	1	Coffee / Tea 350ML Handle Cup	2	Service Plate or Try	1
Dabaara set - Tumbler	20	Vadikatti - Small	3	Lemon squeezer	1
Dabaara set - Dabara	20	Vadikatti - Big	3	Norukkal smacher	1
Tea Glass Tumbler	20	Vadiaktti - Steel	1	Oil Box	1
Tea Elixir Glass Cup	6	Inji Smasher	1	Tawa	1
Juice Tumbler	6	Peeler	1	Dosa Karandi	1
Jar Bottle for Snacks	3	Silican Brush	1	Ice Cube - Tray	4
Plastic Box for ingredients - Medium	3	Idikki	1	Bajji Karandi	1
Plastic Box for ingredients - Small	3	Wood Carrot/Beatroot slicer	1	Label Holder	10
Plastic Box for ingredients - Big	3	Knief	2	Silver Plate-Display Warmer	5
Peg Measurer	4	SS Scissor	2	Dustpin Small	1
1000 ML Jar	3	Masala Box	1	Knief / Spoon holder	1
Stainless steel INDUCTION BASE	2	Yellow Plates - Sandwich	6	Bajji Mavu mixer	1
Milk / Coffee / Tea Pan	2	Silver Spoon - Big	6	Cleaning Plastic Tray	1
		Silver Spoon - Small	6		
		Plastic Plate	6		

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# WHAT ARE ALL COVER IN THAT FEES

Packing Material	Qty	Start Up - KIT	Qty	Start Up - KIT	Qty	Start Up - KIT	Qty
Spoon Wood - Medium	1 Pkt	Coffee Powder	2.5 KG	Giner & Lime Syrup	1 Bottle	Thattuvada Chatni - Red	1 Pkt
Spoon Wood - Big	1 Pkt	Tea Powder	2.5 KG	Lime & Mint Syrup	1 Bottle	Thattuvada Powder	100 gm
Parcel Box 450gram	100 Nos	Yalakai Powder	100 gm	Chocolate	1 Bottle	Thattuvadaa Set	5 Pkt
Straw	5 Pkt	Green Tea Box	1	Stawberry Crush	1 Bottle	Muruku	5 Pkt
Bio Paper Cup	100 Nos	Horlicks Rs.5	10	Pineapple Crush	1 Bottle	Bajji Mavu	500gm
Parcel Brown Cover - Small	3 Pkt	Boost Rs.5	10	Orange Crush	1 Bottle	Panipuri	1 Pkt
Parcel Brown Cover - Medium	3 Pkt	Sukku Coffee Powder	100gm	Mango Crush	1 Bottle	Panipuri Powder	50 gm
Parcel Brown Cover - Big	3 Pkt	Honey	1 Bottle	Butterscotch Crush	1 Bottle		
Bio Carry Bag -1kg - 10X12	1 Pkt	Sabja Seeds	1 Pkt	Blackcurrant Crush	1 Bottle		
Paper Plate	25 Nos	Badam Powder	1 Pkt	Blueberry Crush	1 Bottle		
Tissue	5	Rose Milk Syrup	1 Bottle	Green Apple Crush	1 Bottle		
Ketchup	1	Pista Milk Syrup	1 Bottle	Kiwi Crush	1 Bottle		
Dispensor - Tape Machine	1	Blue Curacao Syrup	1 Bottle				
Cello Tape	2						

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# MENU DETAILS


Additionally you can include any menu items

KAAPI	
FILTER COFFEE	12
TEA(GINGER-YALAKAI)	12
MILK	12
NATUCHAKRA COFFEE	15
NATUCHAKRA TEA	15
BLACK COFFEE	12
SUKKU COFFEE	15
LEMON TEA (SUGAR)	15
GREEN TEA (SUGAR)	20
HORLICKS	20
BOOST	20
BADAM MILK HOT	20
LEMON TEA - HONEY	20
GREEN TEA - HONEY	25

COLD BEVERAGES	
ROSE MILK	25
BADAM MILK	25
PISTA MILK	30
COLD COFFEE	70
LIME SODA (SALT)	20
LIME SODA (SUGAR)	20
LIME JUICE	20



SANDWICH	
VEG SANDWICH	50
EGG SANDWICH	70
VEG CHEESE SANDWICH	60
EGG CHEESE SANDWICH	80
CORN GRILL SANDWICH	70
NORRKKUL SANDWICH	50
NORRKKUL CHEESE SANDWICH	60
OMLETTE SANDWICH	70



SALEM SPECIAL	
THATTUVADAA SET (4)	20
NORUKKAL	25
TOMATO SET (4)	25
ONION SET (4)	30
GARLIC SET (4)	30
EGG SET (4)	30
MURUKU SET (2)	20
BREAD SET (2)	25
MASALA PORI	20



SPICY	
BREAD BAJJI	25
PANIPURI	30
DAHIPURI	25
ONION BAJJI	20
TOMATO BAJJI	20
EGG BAJJI	20
BREAD OMBLET	40
FRENCH FRIES	50
PEANUT SUNDAL	10
SWEET CORN	15
CHANNA SUNDAL	10

MOJITO	
BLUE CURACAO	50
STRAWBERRY	50
LIME & MINT	50
GINGER & LIME	50
GREEN APPLE	50
CHOCOLATE	50
PINEAPPLE	50
MANGO	50
ORANGE	50
KIWI	50



MILKSHAKE	
VENNILA	50
CHOCOLATE	70
STAWBERRY	70
KIWI	75
BUTTERSCOTCH	75
MANGO	75
ORANGE	75
PINEAPPLE	75
BLACKCURRENT	75
LITCHI	75
GREENAPPLE	75
KITKAT SHAKE	120
OREO SHAKE	120



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# RETURN OF INVESTMENT/PROFIT MARGINS

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



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 **30% to 100%**.  
Reasonable product prices start from **Rs.12**.

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# WHY KOKAAPI ?

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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**



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



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# FRANCHISE SUPPORT

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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.

- ✓ 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

## PARTNER ARRANGEMENTS:

- ❖ Min of 100 Sq.ft Shop (With Advance paid)
- ❖ Kitchen Predication (Sink work)
- ❖ Electrician work (Fan, Light, Switch box, etc)
- ❖ Customer Chairs / Tables (Seating)
- ❖ White wash/Coloring (Green Color)
- ❖ Name Board fixing & Light Box Fixing



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**KOKaapi**

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