

easyCoffee®



FRANCHISE WITH US

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GREAT COFFEE IS GOING ORANGE

easyCoffee is one of the fastest-growing high street coffee shop chains in the UK retail sector. In the 1990's, the ground-breaking **easyJet** successfully took on the big airline operators with its high-value, low-cost proposition. Now **easyCoffee** is doing the same for the retail coffee market, offering customers a great quality coffee experience for less cost. Since its inception, the **easyCoffee** brand has been warmly embraced and the first shops have proved that the business model is robust and profitable, enabling habitual coffee drinkers to save hundreds of pounds a year when enjoying our Fairtrade drinks from the growing network of coffee shops, kiosks and unattended machines. It's an exciting period of expansion and we are now ready to work with ambitious franchisees to accelerate our roll out programme across the UK, and throughout Europe.

Come and join **the orange revolution!**



FULL MEMBER

Member since
September 2018

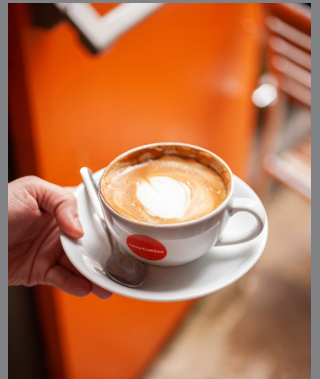
GREAT COFFEE



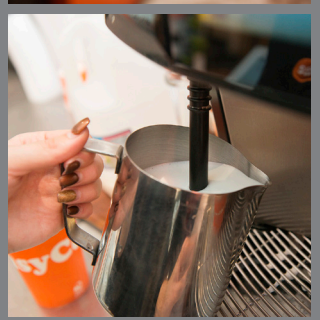
"Lovely coffee, great price. Will and have recommended this place!"
– Samantha Louise Fowler



"Excellent coffee at an excellent price"
– Nicola Long



We serve all the favourite hot drink options at much lower prices than our competitors, and use our own bespoke blend with Fairtrade arabica beans.



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DELICIOUS FOOD



"Very friendly staff. Great choice of coffees, pastries and cakes at reasonable prices. Good coffee bonus scheme too!"
– Bernard Hardman



"Great service and lovely pastries. Thanks!"
– Mike Coleman



We have developed menus to compliment our coffee, including breakfasts, lunches and snacks. This helps turn every customer visit into a happy experience.

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A BIG WELCOME

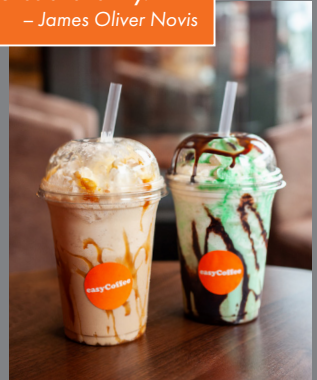


Part of the easy family of brands, famous for great value and great service. We've designed cosy spaces using mainly natural materials to contrast with our vibrant orange signage.



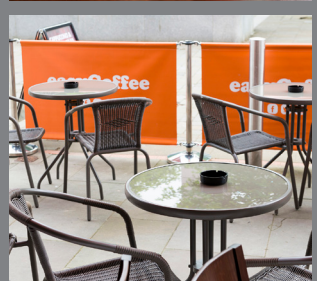
"Fair price good coffee, and excellent place to sit and chill with friends and family."

– James Oliver Novis



"Wonderful coffee. I like sitting outside, fresh air and hot coffee..."

– Ergin Gulgec



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COFFEE SHOPS



SET UP COSTS	£150–175K
Fit out + equipment	£100K
Signage + design	£15K
Property costs	£25K
Stock + capital	£10K
+ Franchise fees	

TIMINGS	
Property search	0–3 months
Fit-out + training	1 month



FRANCHISE COSTS	
Franchise fee	£25K
Royalty fee	6% pa



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DRIVE THRU + TO GO



FRANCHISE COSTS

Franchise fee	£40K
Royalty fee	8% pa



BUILD COSTS

Single structure build	£200K
Shop + kitchen fit-out	£100K
Extras (giant cup etc)	£ 50K
Site preparation	5-30%

TIMINGS

Preparation	2-3 months
Construction	2-3 months
Fit-out + training	1 month



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THE PITSTOP



The estimated cost for an 600 sq ft unmanned modular unit would be...

BUILD COSTS

Modular unit install	£65-95K
Site preparation	5-10%

TIMINGS

Preparation	1-2 months
Construction	6 weeks
Fit-out	2 weeks



FRANCHISE COSTS

Franchise fee	£15K
Royalty fee	8% pa



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TO GO



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EASYPIZZA



PURCHASE

UNO machine	£ 8K
DUO machine	£20K
QUATTRO machine	£30K

OR REVENUE SHARE

We place our machines FREE on loan in great sites and do a simple revenue share.

TIMINGS

Delivery 6–8 weeks

FRANCHISE AGENT

Become a franchise agent for easyPizza. Secure a territory for just £10K.



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DEVELOPMENT PLANS

Projected growth by **Q4 2020**...

- **100** Coffee shops
- **80** Retail pods
- **12** Drive Thru
- **30** Kiosks
- **2,000** Vending machines



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ARE YOU READY?

Opening a franchise with **easyCoffee** is a great business opportunity, requiring lots of hard work and commitment! We expect our franchisees to be passionate and driven in delivering the best quality experience for customers.

This is a hands-on business and requires franchisees to be fully involved in the day to day running of their operation. We look for partners who display the following attributes...

- A passion for coffee and the **easy** brand
- Proven business acumen and experience
- Strong leadership and people skills
- Openess to advice, guidance and change
- Focused on excellent customer service
- Confidence and an assured communicator



THE NEXT STEPS

1. Register interest for pre-approval
2. Pay deposit 50% of franchise fee (refundable £10K)
3. Sign Franchise Agreement
4. Property search and negotiation
5. Business and financial planning
6. Shop design and specification
7. Pay build cost and fee balance
8. Shop fit-out and equipment install
9. Recruitment, training and systems
10. Marketing campaign and shop launch
11. Regular monitoring and support
12. Welcome to the easyCoffee family!

CONTACT

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Part of the **easy**
family of brands