



HER
COFFEE & ROASTERY

FRANCHISE COOPERATIVE INFORMATION KIT

EMPOWER YOUR COMMUNITY WITH US

Version 1.0
2023



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INTRODUCTION

HER COFFEE & ROASTERY STORY

Welcome

to **Her Coffee & Roastery**, where you can not only enjoy delicious, high-quality coffee, but also be a part of a unique and empowering community franchise. As a worker-owned cooperative, our business is run by the people who work there, giving you the opportunity to not only earn a living, but to also have a say in the direction of the company.

At **Her Coffee & Roastery**, we believe in the power of women and are committed to supporting women in the coffee industry. That's why we source our beans from women farmers and roasters, and strive to create a positive and empowering work environment for all of our workers.

We are dedicated to sourcing the best coffee beans from around the world and roasting them to perfection in-house. From our signature espresso drinks to our handcrafted pour-overs, we have a wide range of options to suit every coffee lover's taste.

Join us at **Her Coffee & Roastery** and be a part of something special. Whether you're stopping by for a quick caffeine fix or staying for a relaxing cup of coffee and a chat with friends, we look forward to serving you and welcoming you into the **Her Coffee & Roastery** family.





FRANCHISE COOPERATIVE BENEFITS

HER COFFEE & ROASTERY



Shared Knowledge & Resources

Cooperatives allow franchise owners to share costs and pool resources, reducing financial burden on individuals.



Collective Bargaining Power

Operating as a cooperative gives franchise owners greater bargaining power with suppliers and landlords.



Increased Stability

Collective responsibility leads to greater stability in a cooperative franchise system.



Greater Control

Cooperative franchise owners have control over how the business is run.



TRAINING & SUPPORT

HER COFFEE & ROASTERY

INITIAL TRAINING

Franchisees will receive comprehensive training on operating a coffee shop, including coffee roasting and brewing, customer service, and marketing.

ON-THE-JOB TRAINING

Franchisees will have the opportunity to work with experienced staff to learn how to run a successful coffee shop.

OPERATIONS MANUAL

Franchisees will receive a detailed operations manual on running a coffee shop, including policies, marketing strategies, and financial management.

ONGOING SUPPORT

Franchisees will receive ongoing support from the franchisor, including regular check-ins, training, and updates on new products and services.

MARKETING SUPPORT

Franchisees will have access to franchisor-developed marketing materials and campaigns to promote their business.

NETWORKING OPPORTUNITIES

Franchisees will have the opportunity to network with and learn from other franchisees.

FRANCHISE COOPERATIVE FEES

HER COFFEE & ROASTERY



Initial Franchise Fee Per Member

50,000 SAR



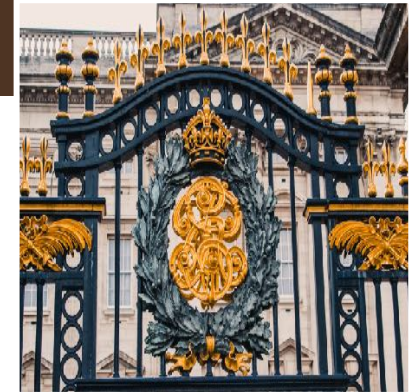
Monthly Maintenance Fee Per Member

400 SAR



Monthly Marketing Fee

3,500 SAR Or 2% of Gross Sales (whichever is higher)



Royalty

6% of Gross Sales



FRANCHISE COOPERATIVE FEES

HER COFFEE & ROASTERY

FEE	AMOUNT	FREQUENCY	EXPLANATION
Initial Franchise Fee Per Member	SAR 50,000	One-Time Payment	The initial franchise fee is required to become a member and owner of the cooperative. It covers the costs of starting and operating the business, and may also fund investments in future growth. The fee is paid back upon leaving the cooperative.
Monthly Maintenance Fee Per Member	SAR 400	Monthly	The monthly membership fee covers the costs of maintaining and operating the business, including expenses such as rent, utilities, and supplies.
Monthly Marketing Fee Per Location	3,500 Sar/Month Or 2% Of Gross Sales (Whichever Is Higher)	Monthly	The monthly marketing fee supports marketing and advertising efforts for the cooperative and promotes the "Her Coffee & Roastery" brand.
Royalty	6% Of Gross Sales	Monthly	The royalty fee is a percentage of the franchisee's gross sales that is used to cover the costs of operating and supporting the franchise system.



TERRITORY

Riyadh

Jeddah & Mecca

Dammam & Al-Ahsa



POTENTIAL INCOME

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Projected 2023 Statement of Average Gross Sales and Expenses (Unaudited) of Employee-Owned and Franchisee-Operated Locations opened for at least 12 months – Endcap Style*

Description	Annual Average Sales	% of Sales
Annual Sales	1,314,000 Riyals	100%
Annual Cost of Sales	393,600 Riyals	30%
Annual Rent	131,400 Riyals	10%
Annual Labor	393,600 Riyals	30%
Annual Controllable Costs	131,400 Riyals	10%
Annual Uncontrollable Costs	39,420 Riyals	3%
Annual Royalties	78,840 Riyals	6%
Total Annual Expenses	1,167,260 Riyals	89%
Annual Gross Profit	146,740 Riyals	11%



POTENTIAL INCOME

HER COFFEE & ROASTERY

Projected 2023 Statement of Average Gross Sales and Expenses (Unaudited) of Employee-Owned and Franchisee-Operated Locations opened for at least 12 months – On Sales of *3,600 Riyals A Day

Description	Yearly	%
Annual Gross Profit	146,740 Riyals	11%
Member Ownership Of Profit	14,674 Riyals	10%
Return on Investment Yearly	14,674 Riyals	29.4%



STEPS TO APPLY

HER COFFEE & ROASTERY

SIMPLE, FAST & SAFE
WHAT DOES THE PROCESS LOOK LIKE?



STEP 1

Complete
Members
Questionnaire



STEP 2

First Face To
Face Meeting



STEP 3

Final Interview
& Approved
Members Status



STEP 4

Onboarding
Members Into
Owned Cafe



FAQ

HER COFFEE & ROASTERY



**"Knowledge is the light that guides the way,
It illuminates the path and shows us the way.
It is the key to understanding and wisdom,
And the foundation of a fulfilling life."**



"Welcome to our FAQ page! We have compiled a list of commonly asked questions and provided answers to help you get the most out of our products and services. If you have a question that is not covered here, please don't hesitate to contact us for further assistance."

HELLO@HER.COFFEE



FAQ

HER COFFEE & ROASTERY

•What is an employee-owned coop?

An employee-owned coop, also known as a worker cooperative, is a business that is owned and controlled by its workers. This means that the employees have a say in the decision-making process and share in the profits of the business.

•How does decision-making work in an employee-owned coop?

In an employee-owned coop, decisions are typically made through a democratic process, with each employee having an equal vote. This allows all employees to have a say in the direction of the business and ensures that the needs and interests of all employees are considered.

•How are profits distributed in an employee-owned coop?

Profits in an employee-owned coop are typically distributed based on the share ownership of each employee, rather than through traditional hierarchical structures or based on hours worked. This helps to ensure that all employees have a stake in the success of the business and are incentivized to work towards its growth.

•How is an employee-owned coop different from a traditional business?

In a traditional business, ownership and control are typically concentrated in the hands of a small group of individuals or shareholders. In an employee-owned coop, ownership and control are distributed among the employees. This means that the employees have a say in the direction of the business and share in its profits.

•How is an employee-owned coop structured?

An employee-owned coop can be structured in a number of different ways, but one common structure is as a limited liability company (LLC). In this structure, the employees hold membership in the LLC and have the right to participate in the decision-making process and share in the profits of the business.





FAQ

HER COFFEE & ROASTERY

- **How do employees become owners in an employee-owned coop?**

Employees in an employee-owned coop typically become owners by purchasing a membership in the coop. This can be done through a one-time payment or through a payment plan. Once an employee becomes an owner, they have the right to participate in the decision-making process and share in the profits of the business.

- **How is an employee-owned coop funded?**

An employee-owned coop can be funded through a variety of sources, including loans from banks or credit unions, investments from community members, and grants from government or charitable organizations.

- **How is the management of an employee-owned coop different from a traditional business?**

In a traditional business, management is typically hierarchical and decisions are made by a small group of individuals at the top. In an employee-owned coop, management is typically more decentralized and decisions are made through a democratic process by all employees.

- **Are employee-owned coops successful?**

Studies have shown that employee-owned coops can be successful and sustainable businesses. In fact, research suggests that worker cooperatives may have higher survival rates than traditional businesses.

- **How can I get involved with "Her Coffee & Roastery" as an employee or owner?**

To get involved with "Her Coffee & Roastery" as an employee or owner, you can reach out to the coop directly at HELLO@HER.COFFEE to inquire about job openings or ownership opportunities. You can also follow the coop on social media or sign up for their email list to stay up to date on any new developments.





For More Information Please Contact Us At HELLO@Her.Coffee

THE FRANCHISE SALES INFORMATION CONTAINED IN THIS KIT DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE OR BUSINESS OPPORTUNITY.

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