

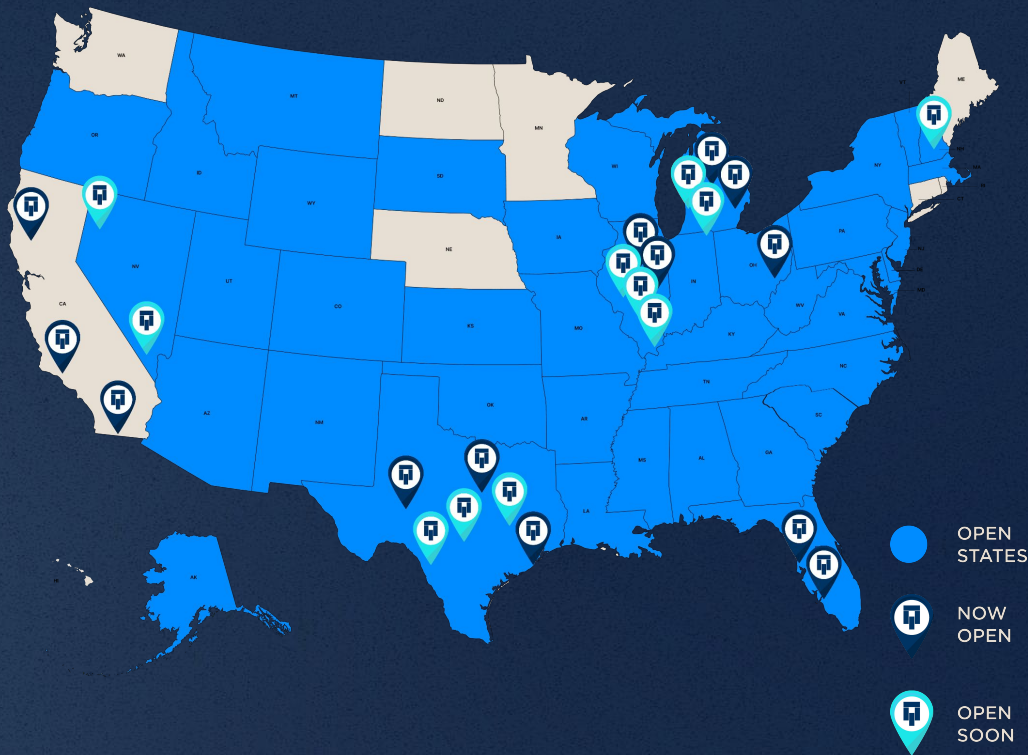


Qargo Coffee Difference

Your Partner in Premium Coffee Excellence

*New Location. Same Purpose.
Same Passion.*

***Join the journey.
Be part of the
future of coffee!***



We are Qargo Coffee

Most traditional coffee shop franchises require high upfront costs, long construction times, and complex operational setups. We've removed many of those barriers.

We **streamline the process by pre-building our stores overseas** and shipping them as fully-equipped units. This innovative approach:

- **Reduces costs:** Up to 60% savings compared to traditional build-outs.
- **Accelerates launch timeline:** Cuts build time in half, getting you to market faster.



Non-Traditional Stores

These are strategically located inside high-traffic venues like grocery stores (e.g., our Meijer partnership), airports, college campuses, and business centers. They boast lower build-out costs and require less space, making them ideal for high-volume, grab-and-go environments.



Traditional Stores

These are standalone coffee shops located in shopping centers, city streets, or dedicated retail spaces. They're typically larger, with ample seating areas, creating that full café experience. While they offer a complete brand immersion, they do require a higher initial investment.

Our Ideal Customer

Our customers are loyal individuals who often develop a habit of visiting our stores regularly, making them highly valuable to your business.



Millennials & Gen Z

Ages 18-45, middle to high income, digitally native.



Premium Coffee Enthusiasts

Individuals seeking an elevated, authentic Italian-inspired coffee experience.



Values-Driven Consumers

Those who appreciate sustainability, ethical sourcing, and community engagement.



Busy Professionals

Individuals on the go who rely on convenience, efficiency, and a consistent, high-quality experience.



**Real Estate &
Site Selection**



**Store Design
& Branding**



**Marketing &
Customer Acquisition**



Training & Ongoing Operations Support



24/7 Support

Our Franchise Support

**"I love coffee, but I don't have experience
running a coffee shop."**

We hear you! Our comprehensive support system covers every aspect of your Qargo Coffee journey, from site selection to daily operations.



QARGO COFFEE
ITALY'S FINEST COFFEE & PASTRIES

Real Estate & Site Selection

At Qargo Coffee, we leverage advanced **mobile and credit card data analytics** to ensure we place your store in a **high-traffic, high-spending** area. With this data-driven strategy, we help you secure a location with **maximum visibility and profitability**.



Render



Real



Store Design & Branding

Our team will create a **customized store layout** that optimizes workflow, customer experience, and brand aesthetics. We provide a **full set of architectural and engineering plans** for your local architect to submit for permits. We also **handle procurement**—ordering every piece of furniture, equipment, and fixtures from our approved vendors.



Marketing & Customer Acquisition

We provide **comprehensive marketing support** before and after your store opens. Our strategy includes:

1

Branding & Digital Presence

Professionally designed materials, from signage to digital assets for social media and local advertising.

2

Local Marketing Campaigns

Tailored promotional efforts, including grand opening strategies, community events, and local partnerships.

3

Data-Driven Customer Acquisition

Analysis of customer behavior and purchasing trends to optimize promotional efforts for your specific market.

With our support, you'll be able to build brand awareness, drive foot traffic, and keep customers coming back.



Training & Ongoing Operations Support

Whether you have experience running a coffee shop or not, we set you up for success with comprehensive training and hands-on operational support:

Intensive Training in Bogotá

Join us for a **2-week intensive training** at our headquarters in Bogotá, Colombia, where you'll master:

- Coffee preparation techniques and product knowledge.
 - Customer service and hospitality best practices.
- Business operations, including inventory management, staffing, and financial tracking.

On-site Team Support

Prior to the opening, **our team members** will travel to your store to **train your staff** and assist in setting up operations, ensuring a smooth and successful launch.



**24/7
Support**

After opening, we **stay by your side** to guide you through any operational challenges, ensuring you have the tools and knowledge to succeed.



Your Investment in Qargo Coffee

Traditional Locations

Franchise Fee: **\$50,000*** per location. Includes our in-house architecture department designing your store.

Non-Traditional Locations

Franchise Fee: **\$40,000*** per location. Reduced costs for high-traffic, smaller footprint venues.

Multi-Unit Operators

We offer **discounted franchise fees** for those looking to develop multiple Qargo Coffee locations.

6% royalty fees and 2% marketing fees ensure ongoing support and brand development.

*Plus a \$10,000 marketing and development fee that covers branding, store design, and launch strategy.

Sign FDD / NDA

Review and sign the Franchise Disclosure Document (FDD) and Non-Disclosure Agreement (NDA) to move forward in the process.

1

Assets Verification

Submit necessary financial documents for qualification and verification.

2

Sign Franchise Agreement

Once approved, sign the Franchise Agreement to officially become a Qargo Coffee franchisee.

3

Site Selection & Submit Letter of Intent (LOI)

Work with our team to identify the ideal location and submit an LOI to secure the site.

4

Next Steps in Your Franchise Journey



5

Start Store Design Process

Collaborate with our design and construction team to develop store layout and aesthetics.

6

Quotation & Procurement (Overseas Equipment & Materials)

Finalize cost estimates and begin sourcing necessary materials and equipment.

7

Training & Operational Setup

- Attend training sessions on operations, marketing, and business management.
- Prepare for the opening with hands-on support from our team.

8

Opening Day

Launch your Qargo Coffee franchise and welcome customers to your store! (Estimated 6-9 months after signing the Franchise Agreement)



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