


## *International Franchise Opportunities*





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## *How Did It All Start?*

*1850...in the centre of Barcelona. A man is turning the handle of a big iron device: it is a roasting machine. Jaume Garriga, the owner of the shop fills in the bags with freshly roasted coffee and puts them carefully inside eggs packs given by his neighbours. This is his life.*

*Teresa Garriga, his wife, looks at him in silence. Jaume is not the same man she met years ago. After Jaume's father's death everything changed. Hard times for everybody. Instead of going to America looking for fortune as most of their friends did, they tried to start a new life in Barcelona.*

*Jaume started roasting coffee as he had been taught. He kept with the traditional way of doing so. Jaume thought his job was like the job of an artist.*

*He couldn't imagine that his roasting business would become one of the best in the city due to his devotion and effort. Everything seemed perfect, a good business, a loving wife and three wonderful daughters...*

*Barcelona was growing. Jaume died.*

*Carmen, his elder daughter continued with the business.*

*After the Universal Trade Fair in 1888, Barcelona seemed to boil.*

*Carmen changed the old shop his father had built into a more modern concept. The light filtered through the decorated glasses, the mirrors reflected the flower friezes and the smell of cocoa, sugar, liquors, chocolate and sweets invaded everything...*

*But Barcelona was hit by the yellow fever. Carmen's husband and daughter died and clients didn't cross the door fearing infection.*

*The roasting business was about to die too. But Carmen didn't give up. She and her son Josep Maria gave new life to the shop.*

*And the civil war broke out... The shop was closed from 1936 to 1939. But neither hunger nor devastation could stop Carmen's hope. Just after the war ended Carmen and his grandson Manel started the business again.*

*The smell of coffee from Brazil, Africa, Cuba, Asia, Colombia... filled the whole city. The same smell of Cafés Garriga you can find in a JAMAICA COFFEE SHOP.*



*Jamaica*®

COFFEE SHOP

## Company Information

Franchisor	Jamaica's Franchisings, S.L.
Founded in	1995
Brand name	JAMAICA COFFEE SHOP
Business Activity	Specialized Coffee House
HQ Address	Avda. Abat Marcet, 43 2a. planta 08225 TERRASSA (Barcelona) SPAIN
Website	<a href="http://www.jamaicacoffeeshop.es">www.jamaicacoffeeshop.es</a>
e-mail	<a href="mailto:international@jamaicacoffeeshop.es">international@jamaicacoffeeshop.es</a>
Share Capital	1,027,730€
Total # of establishments	103
Expected sales (standard shop 80/100m <sup>2</sup> )	From 300,506€
Final investment (standard shop 80/100m <sup>2</sup> )	From 180,303€ to 210,354€
Contract Duration of Master Franchise	20 years renewable
Exclusive Area Rights	To be studied with individual applicants
Entrance Fee:	Depending on size of Territory



*Jamaica*<sup>®</sup>  
COFFEE SHOP

## *The Key to Success : A Very Careful Selection of the Products*



The franchise distributes a fine range of coffee. "Jamaica Blue Montain" is considered the best coffee in the world. Furthermore, other varieties of coffee such as "Colombia Risaralda", "Cuba Montaña Cristal", "Costa Rica Montebello" or "Guatemala Atitlan" can be found in all our stores.

The coffee roaster business behind JAMAICA COFFEE SHOP, Cafés Garriga, enables to perform a quality control of the product throughout all the stages of the manufacturing process.

## *The Key to Success: An Identifiable Look and Consistency in Decor*

The store image is defined by a decoration project which seeks a nice, friendly and pleasant atmosphere designed to entice to a relaxing coffee experience for customers.

The colonial-style of the shops emphasizes the brand image and it has been imitated by many competitors becoming, thus, a trend-setting style within the industry.

All the JAMAICA COFFEE SHOP establishments are similar as all the projects and plans are designed by the same architect and then carried out using the same criteria and materials in each city or country.





## *The Key to Success: A Flexible Concept of Business*

JAMAICA COFFEE SHOP business was created and has grown in the Spanish market, a multicultural society with different economic context throughout its regions. That is why it has been necessary to build a flexible business concept, able to adapt to the circumstances of each regional market.

Therefore, the concept developed by the HQ is focused on the adaptability that the market presents and is based on service and a flexible list of products, including local specialities.

As regards location, we can differentiate 3 different types of establishments depending on the needs of your concept:

- STREET with high pedestrian traffic. Premises of at least 100m<sup>2</sup> and a façade of about 7m.
- COMMERCIAL CENTRE: Premises ranging from 80 to 100m<sup>2</sup>. Possibility to have a zone for private terrace.
- COMMERCIAL CENTRE KIOSK: Surface of 20 to 40m<sup>2</sup> in a Commercial Centre.

## *The Key to Success: Headquarters' Support to the Master Franchisee*

Managing a coffee house is an activity that involves financial and labour concerns, logistics, etc. The corporate headquarters provides instruction to the Master Franchisee in all those subjects that build the operational and managerial foundations for the business to optimise its activity.

### *Support on Training*

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JAMAICA COFFEE SHOP's intensive training programme has been designed to provide Master Franchisees with valuable, hands-on experience. While training, they will cover a wide range of subjects including, but not limited to: personnel, store operations, equipment, internal accounting systems, inventory/quality control, POS cash register systems, marketing materials and training manuals. Because of this training commitment, the corporate HQ has its own Training School where the Master Franchisee must complete the Training Programme on the JAMAICA COFFEE SHOP system.

### *Support on Network Supervision*

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JAMAICA COFFEE SHOP has great experience on creating and updating the supervision and control actions regarding the store network. This knowledge and experience will be taught to the national managers who would then implement them in their countries.



Our Online Management System controls, supervise, train and give support to Franchisees. This tool allows the Master Franchisee to make a sales follow-up in real time, so that the activity of each store can be supervised to detect possible deviations from the forecasts and proposing, if needed, lines of action to correct them.

## *National Growth of Jamaica Coffee Shop*

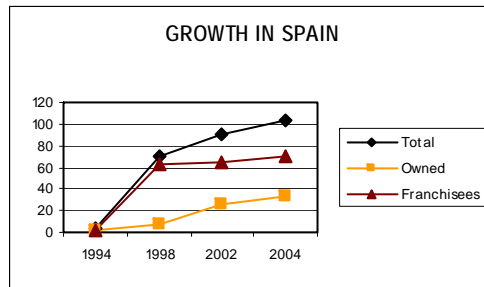
At the time of its birth, the network JAMAICA COFFEE SHOP meant a whole renovation of the Spanish coffee house market.

The irruption of the JAMAICA COFFEE SHOP concept into the market entailed the renewal of the coffee shop format, since it introduced remarkable changes in relation to the store environment and the superior-quality coffee brands of guaranteed origin sold in them. All that contrasted with a market without any product differentiation and low-quality coffee where rough varieties reigned.

This move towards quality and innovation made its presence felt among consumers who understood and took willingly the step forward taken by the company.

## *A Ten-Years Growth*

JAMAICA COFFEE SHOP was the first brand to build a franchise network in Spain. Its growth has been spectacular and it is highly spread all over the country.

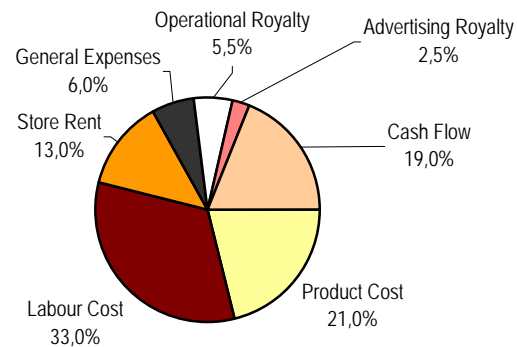


The fact that the expansion objectives for the Spanish market have been achieved, encourages JAMAICA COFFEE SHOP to face new challenges outside the Spanish boundaries.

## *The Profitability of Jamaica Coffee Shop*

The expected yield of a JAMAICA COFFEE SHOP can be calculated as follows:

Concept	Quantity
Aggregate Investment	180,000 - 210,000 €
Store size	100 m2
1st year expected Turnover	300,000 €



*Note: It is important to take into account that all the above-mentioned financial factors are based on the Spanish market, therefore the salaries, the renting costs, the per capita consumption of coffee and financial liabilities (operational and advertising royalties along with the entry fee) may vary depending on the country.*

## *Main Income Sources for the Master Franchisee*

The main income sources for the Master Franchisee are:

- Entry fee of the national stores.
- Operational Royalty of the stores.
- Trading margin arising from the sale of products with the JAMAICA COFFEE SHOP logo to national stores.
- Specific payments calculated depending on the sales turnover of each store.

## *Benefits*

- An unbeatable business format
- A proven operating system
- Operational support
- A recognised brand
- Comprehensive Training Programme
- Extensive knowledge of the coffee industry
- Barista training
- Coffee roasting
- Site selection advice
- Operations Manuals
- Added long-term value to the bottom line of Master Franchisee





## *The Process to Become a Master Franchisee*

### **1 Complete Application**

Once you submit an inquiry, we will email you additional information about our Master Franchise program, along with our Master Franchise application. After reviewing that information, complete the application and send it back to our corporate headquarters (either by fax: 0034937351504 or e-mail : [international@jamaicacoffeeshop.es](mailto:international@jamaicacoffeeshop.es))

### **2 Evaluation of Your Application**

When we receive your completed application, we will evaluate it. If you meet our requirements we will call you to schedule an interview. Depending on geography, the initial meeting could be a telephone interview. However, we do prefer our applicants to come to Spain and tour our headquarters, local stores and coffee roasting factory.

### **3 Initial negotiation**

If there is an agreement to start negotiations all parties involved in the decision-making process will be requested to come to our corporate headquarters to meet with our Franchise Team. Your interview will be conducted by our C.E.O., and you will receive our Heads of Terms.

### **4 The Decision. Sign HEADS OF TERMS.**

From that point, much of the initiative is in your hands. Review our Heads of Terms and call us with any questions that may arise. Once we are both comfortable that the business relationship will be beneficial for all parties, we can move forward and sign the Heads of Terms and pay part of the fees. If you decide to sign the Master Franchise Agreement, these fees will be deducted from the total sum.

### **5 Master Franchise Agreement**

2 weeks after signing the Heads of Terms, you will be given a first draft of the Master Franchise Agreement for you to study. From that point, we will start negotiations with you.

### **6 Schedule Training**

When the Agreement is signed you and your staff will attend training in Spain (Barcelona) at our headquarters and training stores. Training lasts approximately 5 weeks and will include operational and system instruction.



### 7 The Pre-Opening Store Process

By following the Store Opening Timeline and utilizing the experience of the Franchise Team, we will help you opening your first JAMAICA COFFEE SHOP providing you with advice and support on training, construction and evaluation of suppliers. We hope to have your first site opened within 3-5 months after signing the Master franchise agreement.



**MASTER FRANCHISE APPLICATION**

The following information is requested to assist us in evaluating your qualifications as a potential Master Franchisee of Jamaica Coffee Shop. By signing and submitting this questionnaire, you agree that we may rely upon the information provided herein. You are also agreeing that we may solicit and obtain a credit report. Upon your request we will tell you whether such a report was obtained and we will give you the name and address of the agency which furnished the report.

Signing and submitting this questionnaire is only a starting point in our respective analysis as to whether we should enter into a Master franchise relationship. Consequently, your submission of this questionnaire is for information purposes only. This questionnaire is not an offer to sell or a solicitation of an offer to buy a Master franchise. No sale will occur prior to the execution of a Development Agreement or Master Franchise Agreement and the payment of all required fees by you. Neither our acceptance of this questionnaire nor any discussions resulting therefrom, constitute any commitment on our part to enter into any agreement to sell a territory or a Master franchise.

**CONTACT**

Name \_\_\_\_\_ Address \_\_\_\_\_  
\_\_\_\_\_

Telephone(s) \_\_\_\_\_ E-mail (s) \_\_\_\_\_  
\_\_\_\_\_

**GENERAL INFORMATION**

How did you become interested in a Jamaica Coffee Shop Master Franchise?

- Advertisement (list publication) \_\_\_\_\_
- Existing store (list location and country) \_\_\_\_\_
- Web site (specify) \_\_\_\_\_
- Fairs (list country) \_\_\_\_\_
- Other (explain) \_\_\_\_\_  
\_\_\_\_\_

What is your country or Territory of interest?  
\_\_\_\_\_

Have you ever been a Franchisee? \_\_\_\_\_

If yes, identify company \_\_\_\_\_





Have you ever been a Master Franchisee? \_\_\_\_\_

If yes, identify company \_\_\_\_\_

Have you ever operated a Coffee Shop or restaurant? \_\_\_\_\_

If yes, identify \_\_\_\_\_

Please provide any additional information that you feel would support our decision to move forward, relative to your abilities and previous business experience that would provide for a successful launch of the JAMAICA COFFEE SHOP concept within your country.

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All the information provided by the applicant is confidential and privileged, therefore JAMAICA'S FRANCHISINGS S.L. undertakes to use it only for evaluation purposes and it will not be reproduced or disclosed without authorization.

Signature	Date
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