

THE HotSpot





The HotSpot

Connect,
Inspire,
Delight,
Fill with Energy

What is "The Hot Spot"

We are a hub
of purposeful & passionate professionals
who has a key to customer interaction with
our coffee space

Our Brand Personality

- Welcoming
- Sociable
- Customer focused
- Modern
- Creative
- Internationally oriented



we keep our hands on the pulse of
the modern coffee world.

we offer and serve a high-quality coffee products
in a relaxing and cozy connecting atmosphere.

Our philosophy

Cafe ≠ place

Café ≠ product

Cafe = Community



Did you know?

According to Business Insider:

- Coffee is the second most sought-after commodity in the entire world, with an industry worths OVER \$100 BILLION ACROSS THE GLOBE.
- The global coffee market, which was valued at approximately USD 102.15 Billion in 2019, and is expected to reach revenue worths USD 155.64 BILLION BY 2026, is set to record the CAGR of nearly 6.2% over the period from 2020 to 2026.
- **Coffee has the greatest number of consumers who drinks daily and frequently everywhere.**

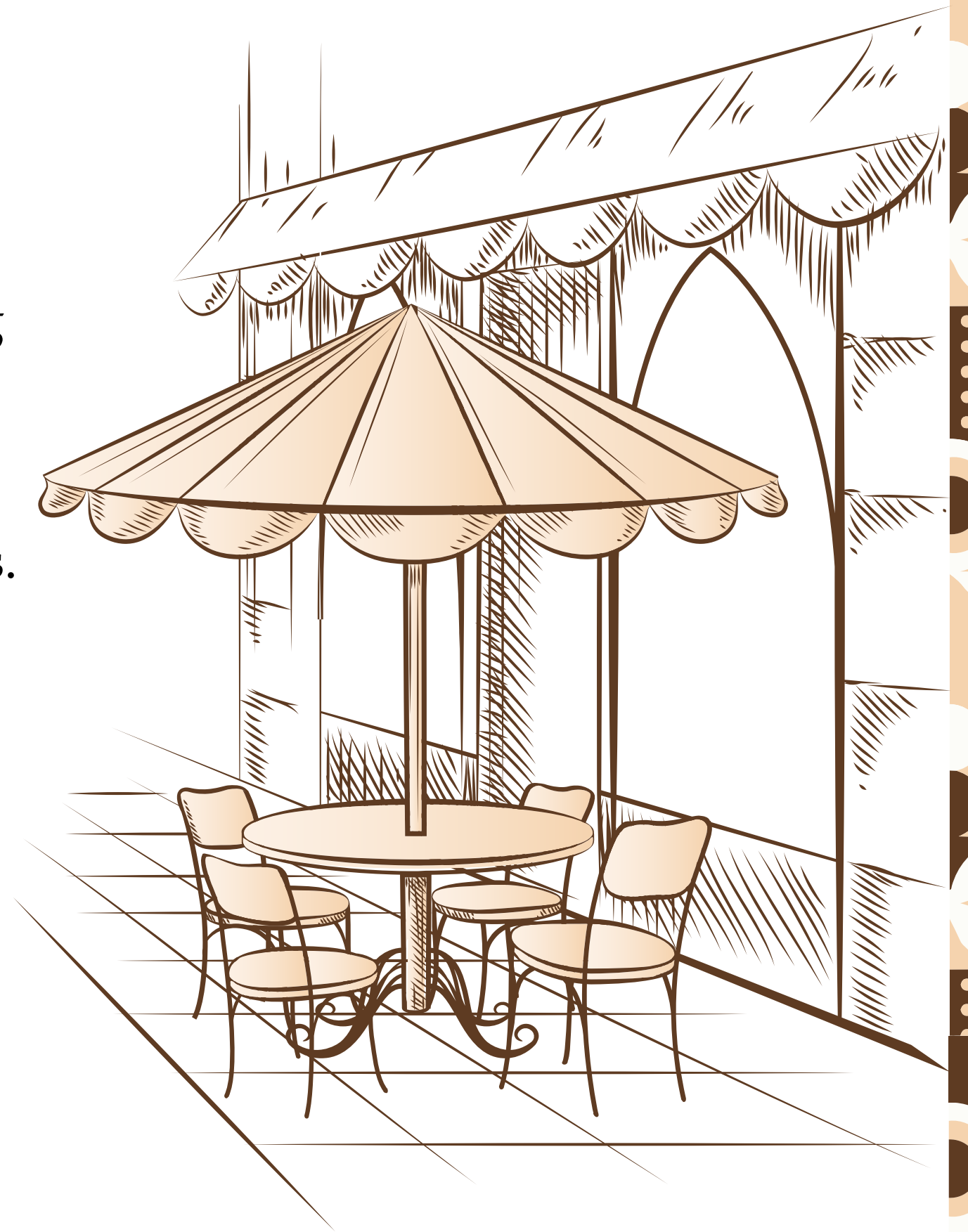
A verified business idea:

- ◆ Café business is on the TOP 5 profitable ideas, has one of the highest demand and one of the lowest cost of **goods sold**.
- ◆ According to industry investigations professionals, the market of cafe business has many years of active development and there is a huge opportunity for companies & businessmen who decide to take part of their investment in **profitable business**.
- ◆ Cafe which represent almost **35%-40% of worldwide business**.



The Hot Spot "FRANCHISE"

- Great franchise system & well-tested assure trust in running coffee business.
- Sharing experience to whom are brave to start own business.
- Magic taste of **the best coffee.**



The Hot Spot Café Franchise System Description

- THE HotSpot franchise system is a fast-growing café chain for sales of fresh-roast, high-quality coffee beans & coffee products.
- Average margin of **our coffee products is 300-400%**.
- Our range is unique and remembered for **the customer**.
- we use **only the highest quality**, carefully selected arabic and robusta beans for the grain mix connoisseurs.
- We offer different kind of traditional international food and drinks; coffee, decaf coffee , coffee drinks, smoothie, milkshakes, tea, fresh Juice, lemonades and cocoa menu.
- We serve dessert, pastry, sandwiches & Salads Following the seasonality and international approach.
- We deliver our high quality with enjoyable taste of The Hot Spot coffee.
- We give each guest the opportunity to travel to different countries simply by visiting our cafe and enjoying the meal from their favorite countries.

You NEED TO know...

- What is your own business Goal?
- What do you want to achieve?
- How much to earn?

So....

- Check your financial capacity.
- Come to **The Hot Spot**, talk about cooperation & we will provide you with all information to start.



What do we search for in our future partner ?



- Readiness to run their own franchise.
- Welcoming approach towards the customer.
- Commitment to work.
- Desire & enthusiasm to win.
- Hopefulness and motivation to work.



You are the next franchisee for The Hot Spot cafe

- Be a part of the new fast growing Polish café chain.
- Start earning money with us.
- Achieve the success of your own café.
- Join and enjoy.

FRANCHISE SUPPORT

The franchiser offer all his confidential knowledge, experience, reputations, business tools, standards, intellectual property objects.



FRANCHISE SUPPORT

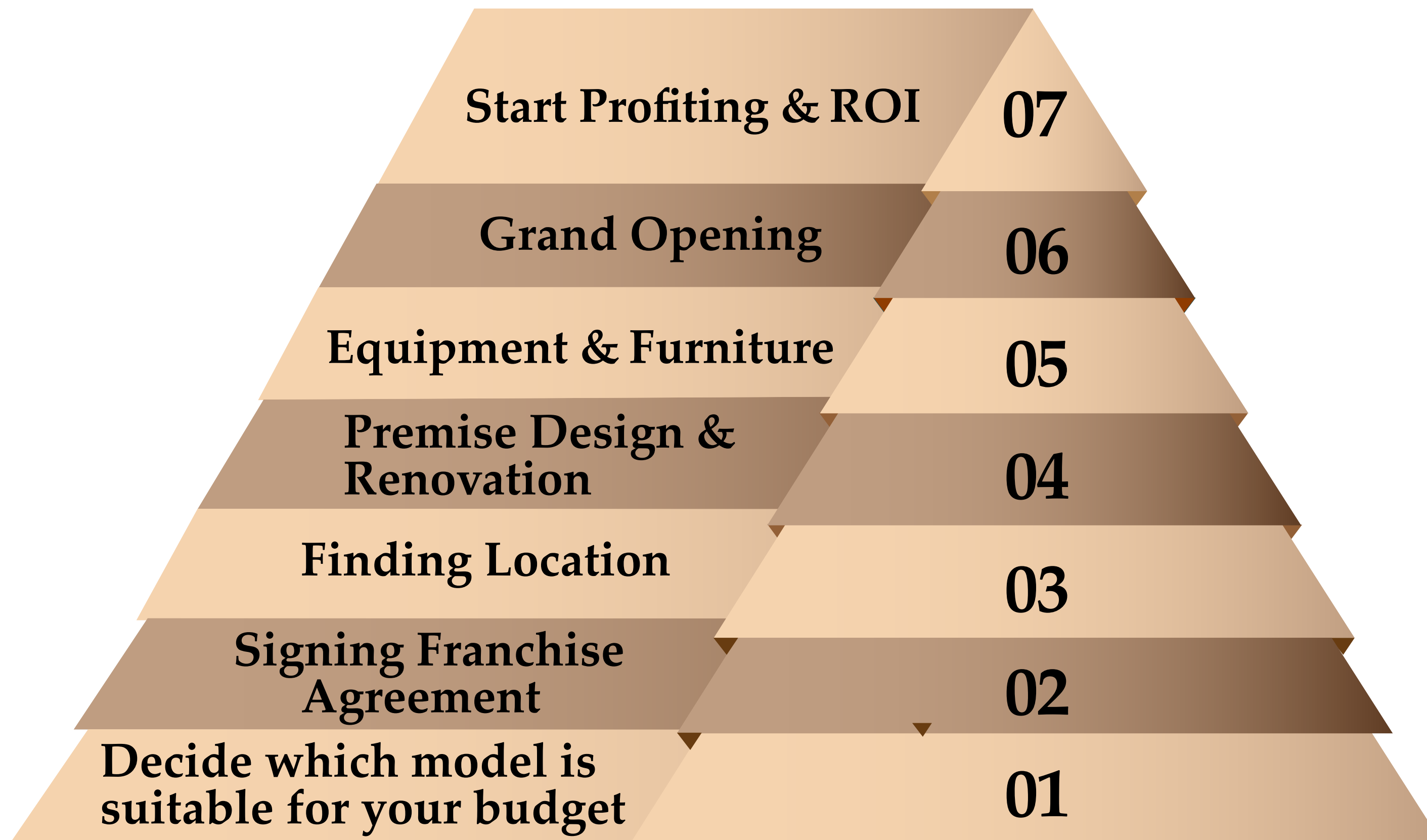
- Franchise Operations Guidelines.
- License to use trademark and logo, image of “the Hot Spot” in the premises and on advertising materials.
- Local Store marketing.
- Training based on the experience & knowledge of our experts & trainers.
- Recommendation of our great coffee and the Hot Spot coffee.
- Developing new products in the assortment.
- Monitoring of performance standards.
- Mystery shopper systematic inspections.

Marketing support

- Social Media Activities.
- Mass Marketing tools.
- Graphic preparation of materials.
- Seasonal menu deals.
- Specials for themed holidays, branded products and consumables.
- Assessment of the **branch success**.
- Training materials in terms of sales and Public interaction.
- Incentives scheme upon achievement.
- Awareness about **the new premises**.
- Central PR and information Centre.

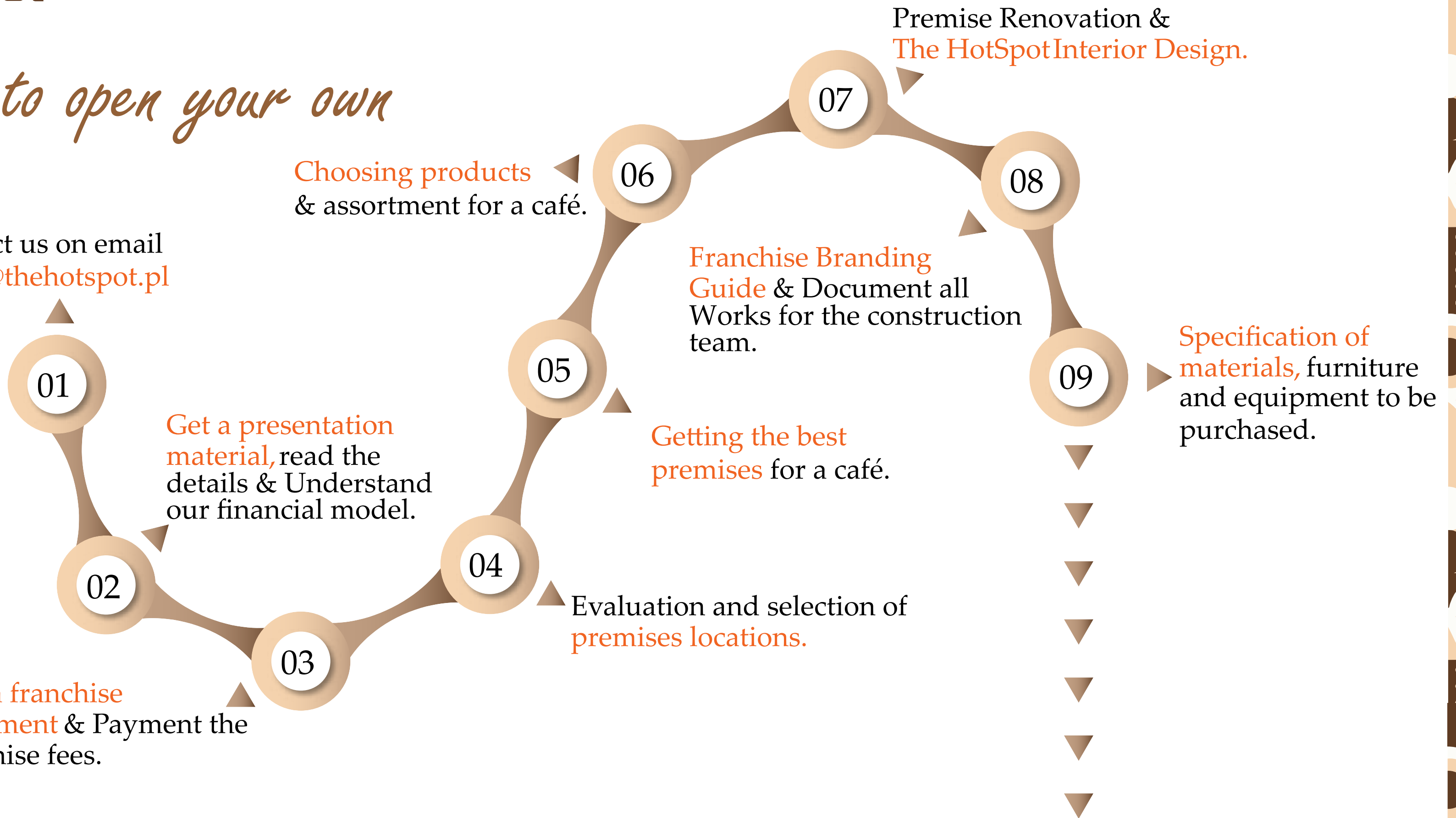


Only a few steps to start



How to open your own

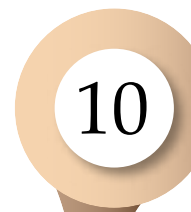
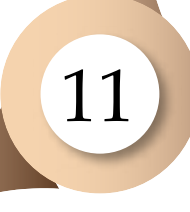
Contact us on email
Biuro@thehotspot.pl



How to open your own



Marketing support with main branding supplies, central PR & information Center.



Grand Opening & Action plan for the 1st week of opening & post action plan after opening.

Purchase all the equipment, supplies using our Central procurement system.

Premise Preparation in accordance with Sanepiđ GHP Standards.

Recruiting & Training for the staff.

Contact of suppliers of furniture and advertising & Calculating the cost of furniture and advertising in the selected location.





The HotSpot in Numbers

Starting Franchising license fee 35,000 PLN net **Discount 25% till end of 2021.**

Monthly Franchise Fees = **Only 3%** of monthly Sales Revenue
If you subscribe till June 2022.

Monthly Marketing Fees = **2% of monthly Sales Revenue.**

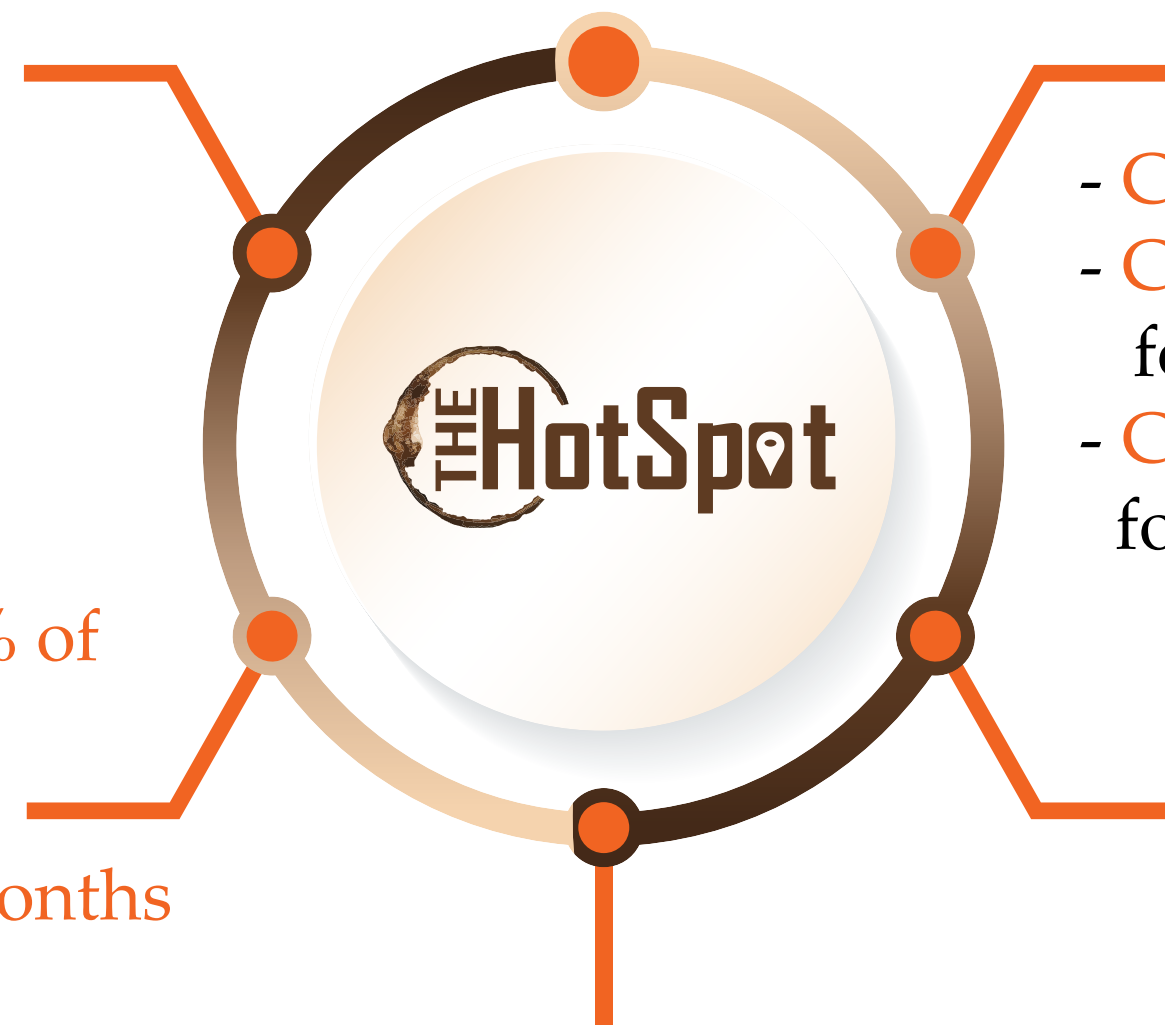
The Franchisee has to open the premise with in **twelve months** from agreement signature.

The franchisee is not allowed to buy coffee & other products from outside stores & not allowed to offer other products inside the franchiser premise except after franchiser approval by email.

The estimated cost of the investment starts from:

- **Coffee Shop Island:** Up to 95.000 PLN net.
- **Café-Bar:** starting from 145.000 PLN net for 50-80 meter Square.
- **Café-Bistro:** starting from 190.000 PLN net for more than 100 meter Square.

The franchisee should order at least value of **1500 PLN of coffee products** from franchiser stores.





You are the next franchisee of the Hot Spot cafe

Contact us for Action

www.theHotSpot.pl

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