



Welcome to
BLEU BEAN
CAFE



THINGS YOU NEED TO KNOW ABOUT
BLEU BEAN CAFE





MISSION

Help our customer elevate their mood and uplift their spirit in every cup of coffee that we serve.

VISION

To become one of the leading coffee shop in the Philippines that offers quality yet affordable products and focus on creating meaningful experience for customers to leave in a better mood.



STORE CONCEPT

Blue, White & Wood brown

Minimalist / Aesthetics

OUR MENU



Barista Choice

- Tiramisu Latte
- Mocha Lava Latte
- Cocoa Caramel Latte
- Matcha Dream

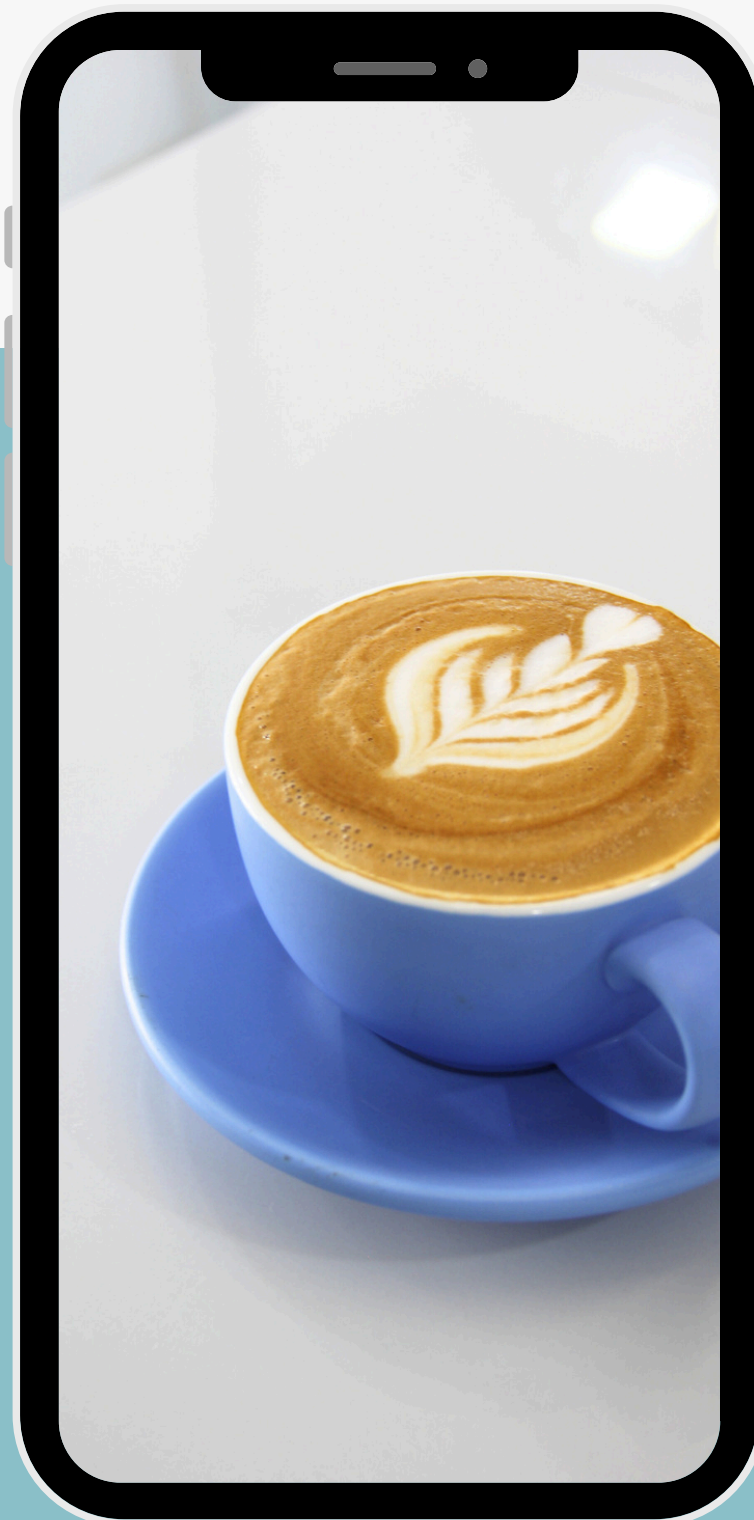
OUR MENU



Espresso / Brewed (Cold)

- Spanish Latte
- Sea salt Latte
- White mocha
- Dark mocha
- Americano
- Café Latte
- Caramel Macchiato

OUR MENU



Espresso (Hot)

- Spanish Latte
- Sea salt Latte
- White mocha
- Dark mocha
- Americano
- Café Latte
- Caramel Macchiato

OUR MENU



Frappe

- Salted Caramel
- Hazelnut
- Java Chips
- Oreo and Cream
- Matcha

OUR MENU



Non-Coffee

- Strawberry cream
- Blueberry cream
- Belgian chocolate
- Matcha Latte

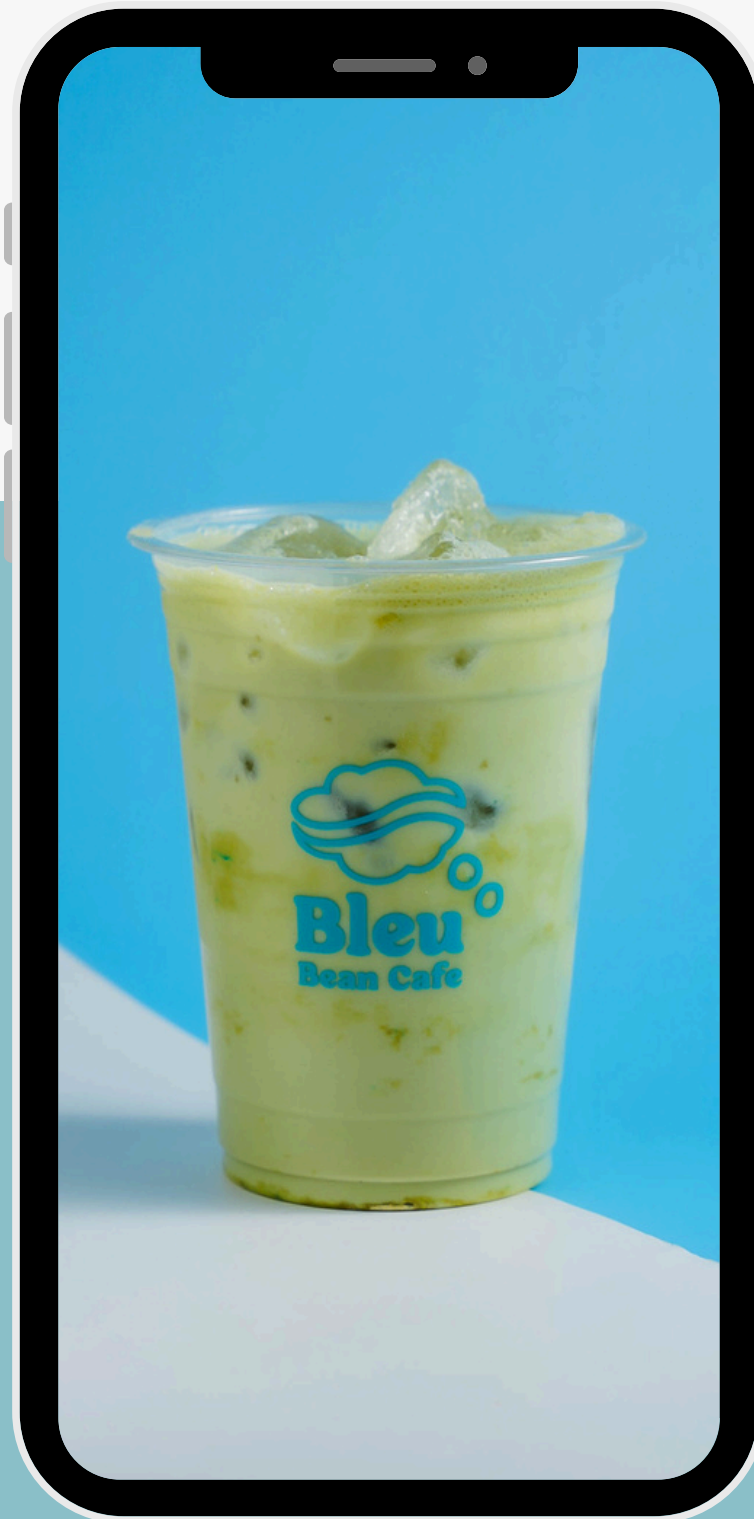
OUR MENU



Sparkling

- Cucumber
- Green apple
- Blueberry Lychee

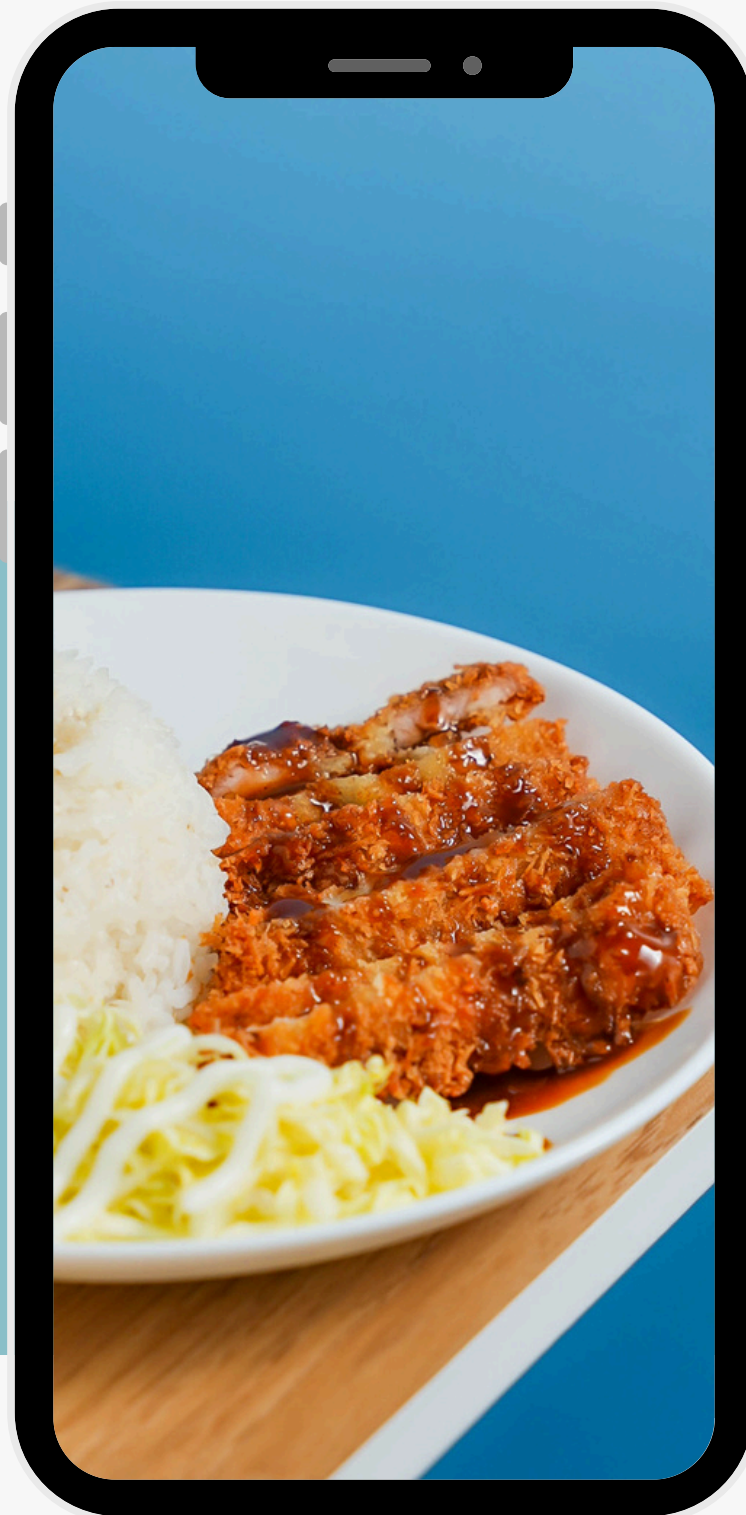
OUR MENU



Milk Tea

- Wintermelon
- Okinawa
- Taro
- Chocolate
- Matcha
- Cookies and Cream

OUR MENU



Rice meal

- Pork Tonkatsu
- Chicken Katsu
- Pork Chaofan
- Ala King
- Burger Steak

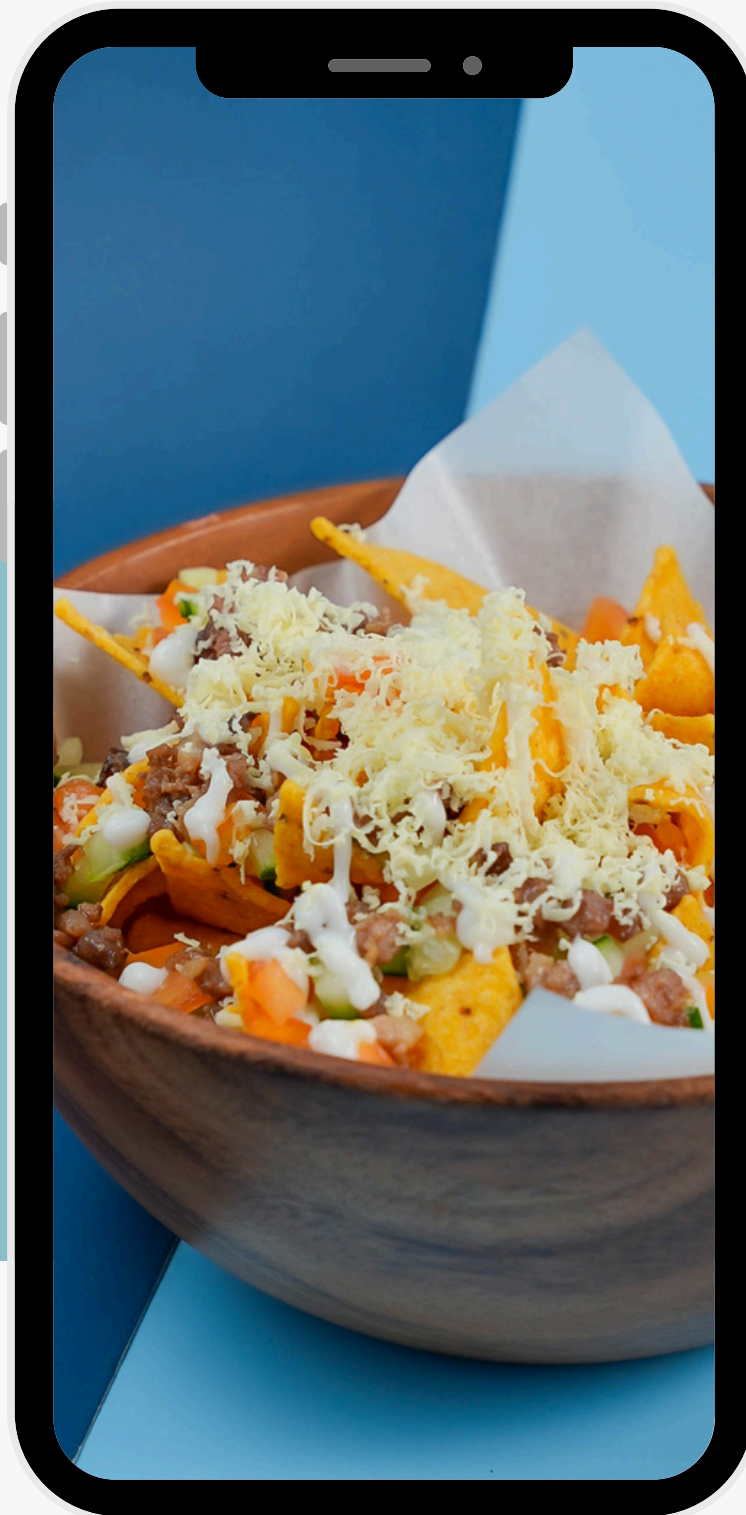
OUR MENU



Pasta

- Carbonara
- Alfredo
- Pesto
- Marinara

OUR MENU



Snacks

- Nachos (Solo, Group)
- Fries Cream
- Flavored Fries (Cheese, Sour Cream, BBQ)

OUR MENU



Sandwich

- Egg Sandwich
- Chickwich
- Hungarian Sandwich

SERVICES YOU CAN OFFER



**Coffee Cart for events
(Birthday, Christmas party,
Wedding, Company event etc.)**

A person wearing a white lab coat is shaking hands with another person. The scene is set in a professional environment, with a laptop and papers visible on a desk in the foreground. A teal banner is overlaid across the middle of the image, containing the text 'FEASIBILITY STUDY'.

FEASIBILITY STUDY

Premium package - 150

150 cups per day x Php49

= Php 7,350/day

X 30 days

= Php 220,500/mo.

TOTAL GROSS SALES

OPERATIONAL EXPENSES:

Product cost 150 cups x Php25

= Php3,750/day

X 30 days

= Php 112,500/mo.

Rent

Php 15,000/mo.

Staff payroll (2x) – Php550

Php 28,600/mo.

Utilities & Others

Php 20,000/mo

TOTAL OPERATIONAL EXPENSES

= Php 176,100/mo.

Net Income

= Php 44,400/mo. x 12 mont

Total Annual Net income

= Php 532,800

Specialty package - 100

100 cups per day x Php119

= Php 11,900/day

X 30 days

= Php 357,000/mo.

TOTAL GROSS SALES

OPERATIONAL EXPENSES:

Product cost 100 cups x Php45

= Php4,500/day

X 30 days

= Php 135,000/mo.

Rent

Php 15,000/mo.

Staff payroll (2x) – Php550

Php 28,600/mo.

Utilities & Others

Php 20,000/mo

TOTAL OPERATIONAL EXPENSES

= Php 198,600/mo.

Net Income

= Php 158,400/mo. x 12 months

Total Annual Net income

= Php 1,900,800



Note on ROI

Return on Investment (ROI) varies significantly depends on

- Store location (competition in the area)
- Customer service satisfaction
- Consistent in following standard procedure
- Marketing strategy in your area

FRANCHISE PACKAGE (limited slots only)



INCLUSIONS

- USE OF BUSINESS TRADE NAME AND LOGO
- 10,000 WORTH OF INITIAL STOCKS
- FREE ESPRESSO MACHINE, GRINDERS, BLENDERS AND BASIC BAR EQUIPMENT AND ACCESSORIES
- FREE ESPRESSO MACHINE CALIBRATION TRAINING
- 3 YEARS MARKETING SUPPORT
- FREE ESPRESSO MACHINE REPAIR FOR 3 YEARS
- OPERATIONS TRAINING FOR STAFF AND OWNER
- GRAND OPENING SUPPORT
- HARD COPY OF PROCEDURE

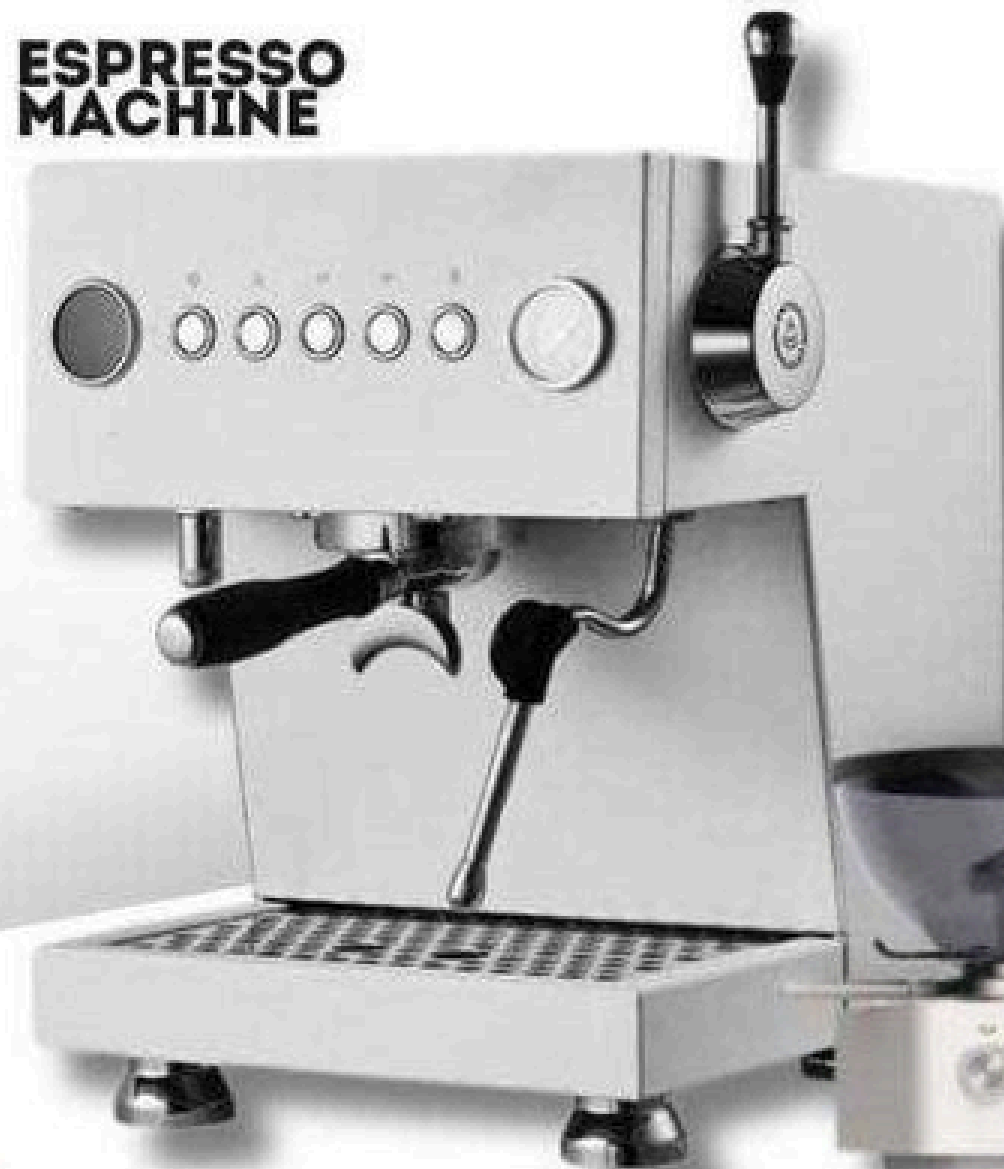
FREE!
ESPRESSO MACHINE
COFFEE GRINDER
BLENDER



FOR ONLY
~~P249K~~
P199K

FREE!

**ESPRESSO
MACHINE**



**HI-POWER
BLENDER**



**COFFEE
GRINDER**



FREE!

ESPRESSO MACHINE REPAIR FOR 3 YEARS
ESPRESSO MACHINE CALIBRATION TRAINING
BASIC BAR EQUIPMENTS & ACCESSORIES



<https://bleubean.cafe>



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FREE!

ESPRESSO MACHINE REPAIR FOR 3 YEARS

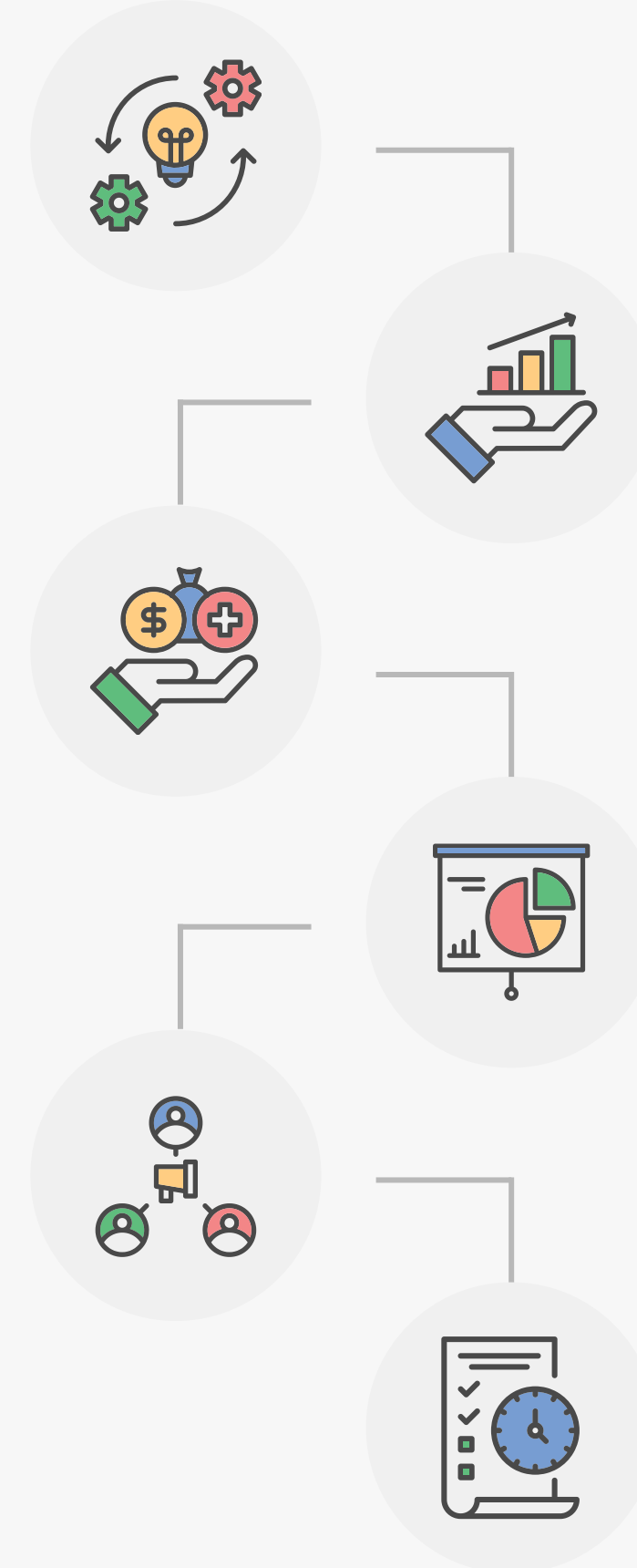


BASIC BA BAR EQUIPMENT & ACCESSORIES



HOW TO FRANCHISE?

1. **Attend franchise orientation via google meet and fill out the application form**
2. **Payment**
3. **Contract Signing**
4. **Location approval, Store Design, and Construction**
5. **Store Supplies and Equipment**
6. **Submission of Legal Requirements (DTI, Barangay Certificate, Mayors Permit, and BIR)**
7. **Barista Training**
8. **You're ready to LAUNCH!**



WHY CHOOSE BLEU BEAN CAFE AS FRANCHISE?

- We prioritize **quality drinks, food, and customer service** to ensure customer satisfaction.
- With a low investment, we empower you to grow your money and be your own boss!
- Our system is easily duplicable and allows you to monitor your business remotely.
- Our product's affordability and quality attract **repeat and loyal customers**.
- Achieve fast **ROI within 6 months**.
- Franchisees enjoy a **HIGHER SUCCESS RATE** compared to starting a new business!

OUR STORES



MRB



RIVERSIDE

OUR STORES



SANTA ROSA



DON FABIAN

OUR STORES



CABUYAO

Feeling Blue? It's time to start your
dream Coffee Shop

THANK YOU

