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Ciocoyo UK

Franchise Kit

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Support structure UK



The Concept

Ciocoyo's aim is to provide top quality products to the UK high street.

We are working only with the best italian manufacturers.

There is currently a gap in the market for quality takeaway food coffee/sweet shops.



Risk Assessment

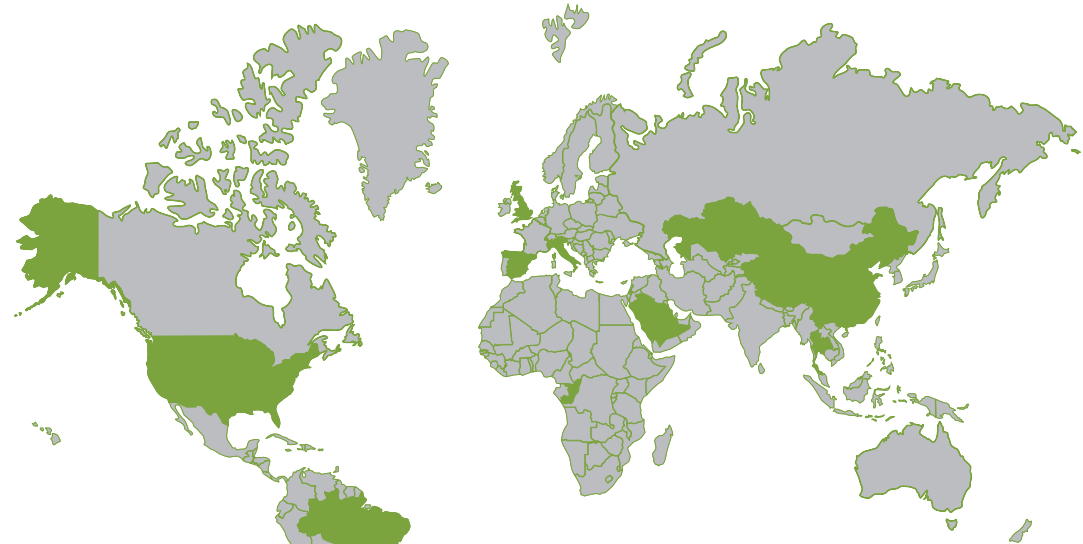
Possible Fault	S	F	D	I
Faulty products	10	2	9	180
Hardware malfunction	5	4	2	80
Damage on furniture	8	5	5	200
Staff absence	8	2	9	144
Changes in law	8	1	8	64
Quality of service	10	4	8	320

S: Severity,
F: Frequency,
D: Detection
(1 is easy to spot)
I: impact

Mitigate	I	Detail	New value
Faulty products	180	We will dispatch from the main store a replacement product and we will recall the faulty one.	90
Damage on furniture	200	The manufacturer will provide a guarantee on the products for the high usage.	100
Quality of service	320	Ciocoyo will have mysterious shoppers and online feedback systems in place	160



Countries that will soon have a Ciocoyo



Software

Every till will have an in-house software that will be able to monitor the sales of various products.

This will allow us to deploy the best marketing campaign and monitor the users behaviour.



Modules

Store 80 sqm

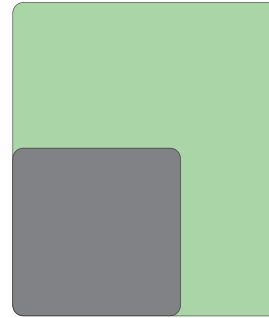
Corner 25 sqm

Product list

- Madame la Crepe
- Herr Wafel
- Ciocoyo Basket
- Soup
- American Smoothies
- Fruits & Yogurt
- Moment G
- Cold Creme
- Ice Cream Yogurt
- Granite
- Hot Cream
- Hot Italian Chocolate
- Cold Chocolate
- The roots of tea fannings
- The roots of tea leaf
- Ice tea infusion
- Cold tea
- Frozen Spritz



Store



Service: Takeaway & premium

Size: 80 sqm

Preferred location: High Streets

Price:

£21,000 entry fee
starting from £70,000 Franchising



Cold Product

10 Recipes



Frozen Fruits



21 Recipes



Frozen Cocktails



8 Flavours

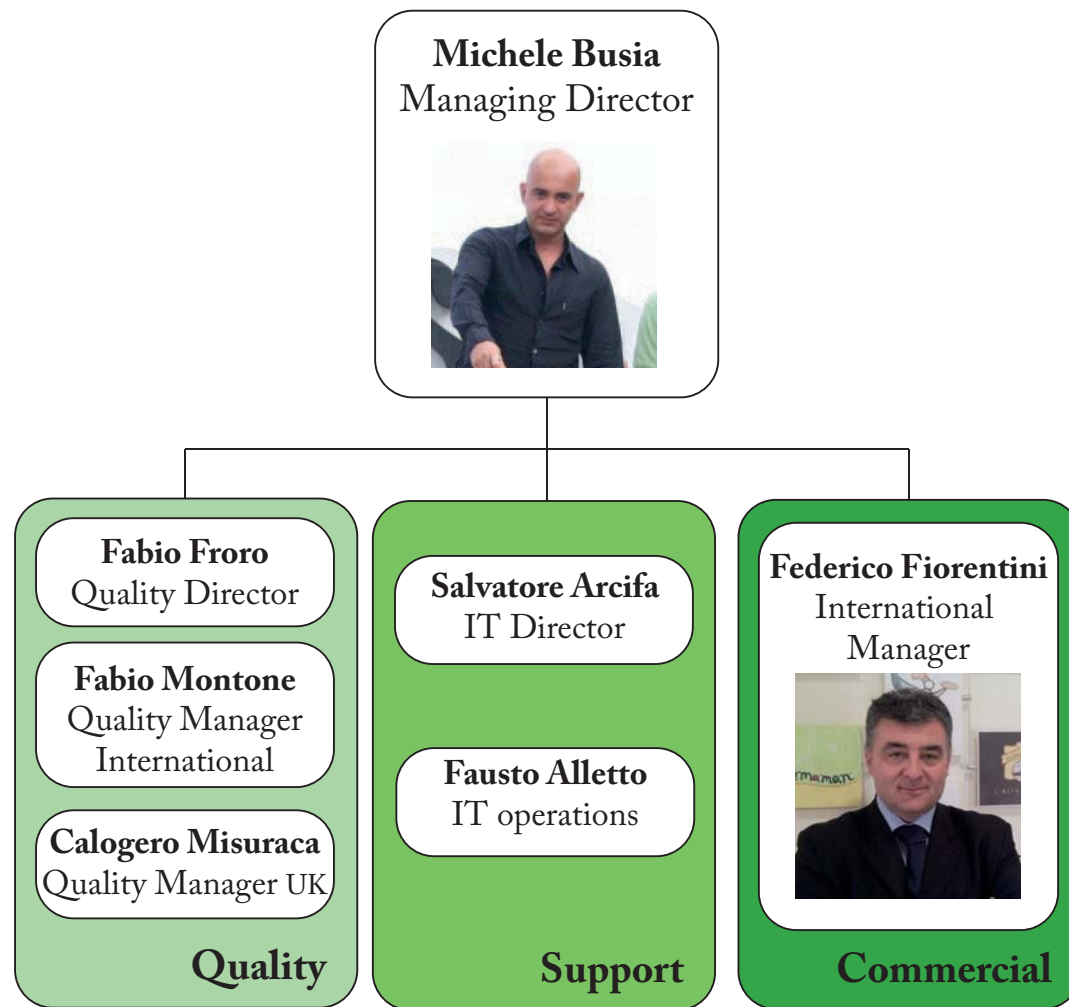


13 Recipes





Organizational Chart



Ciocoyo Global

Key Advantages



- Be part of a franchise that focuses on the quality of its Products.
- Have fun and be part of a more friendly way of doing business.
- Less risks than running a store alone.
- We take pride of our friendly approach to business.



Average Sales

(£)	Gross	Royalties Management Service Fee (5%)	Personel	Utilities	Rent	Products
Daily	660	33	70			
Monthly	17,160	860	1,516			
Yearly	205,920	10,295	18,200	5,200	40,000	40,000

Net before tax: £ 92,225



Machine

- Cofee Machine Mocarabia
- Granitori
- Art system
- Ice Cream Machine
- Crepes Machine
- Wafel Machine



Corner

Service: Takeaway

Size: 30 sqm

Preferred location: Shopping malls,
cinema, train stations, airports

Price:

£12,000 entry fee
starting from £40,000 Franchising



Merchandising



The Process



Meeting in store



Signing



Store Opening

Design Ciocoyo



The Bar Area

Specially designed in Italy for Ciocoyo

Hot Product

Wafel

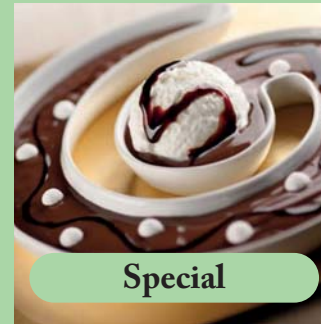


42 types - 3 different servings

72 Recipes



Special



Render

